DISABLED PEOPLES' INTERNATIONAL NORTH AMERICA AND THE CARIBBEAN, INC.
PUBLIC RELATIONSHIP OFFICER
AMENDED BY-LAW 20

20. PUBLIC RELATIONS OFFICER

20.1 The responsibilities of the Public Relations Officer in conjunction with the Executive Director shall be to protect the reputation of the Company and promote understanding and support for the Company as well as to influence opinion and behavior toward the Company.

20.2 In collaboration with the Executive Director, the Public Relations Officer shall use all forms of media and communication to build, maintain and manage the reputation of the Company ranging from public bodies or services to businesses and voluntary organizations.

20.3 The Public Relations Officer shall monitor publicity and conduct research to find out the concerns and expectations of stakeholders of the Company. The Public Relations Officer shall then report and explain the findings to the Board.

20.4 Other duties of the Public Relations Officer shall include:

- 20.4.1 ensuring the Company plans, develops and implements PR strategies
- 20.4.2 liaising with colleagues and key spokespeople
- 20.4.3 in consultation with the Executive Director, liaising with and answering enquiries from media, individuals and other organisations, often via telephone and e-mail
- 20.4.4 monitoring that the Office of the Company collates and analyses media coverage
- 20.4.5 assisting the Executive Director in writing and editing in-house magazines, case studies, speeches, articles and annual reports
- 20.4.6 working with the Office of the Company to prepare the production of electronic publicity brochures, handouts, and direct e-mail leaflets
- 20.4.7 devising and coordinating photo opportunities
- 20.4.8 in collaboration with the Office of the Company, source and manage speaking and sponsorship opportunities
- 20.4.9 in collaboration with the Office of the Company, manage the PR aspect of a potential crisis situation.