

PSA INTERNAL COMMUNICATIONS DIRECTOR (ICD)
Master Operating Manual
July 2020

PURPOSE OF THE POSITION

The Internal Communications Director (ICD) position was created by the PSA Board of Directors in 2018 in order to notify PSA members of upcoming PSA events, deadlines and opportunities. This will be accomplished by publishing the eNews on the 8th and 18th day of each month.

The PSA Internal Communications Director is appointed by the PSA President and confirmed by the Executive Committee.

The PSA Internal Communications Director reports to the PSA President.

1) TERM OF OFFICE

 2 years starting **after the annual Photo Festival, in the odd year.**

2) RESPONSIBILITIES

- Receive items of interest from volunteer chairpersons of various PSA committees. The ICD does not write the news items; but she checks all items for accuracy and tests all URLs.
- Follow the protocol of the eNews Policy (show URL). Check that each submission has an accurate ULR attached; has an email address for point of contact; and is listed as a PSA event or deadline.
- Acknowledge receipt of each submission.
- When possible, use images to highlight the news events. All images must have web releases. In addition, model images must have model releases
- Spell check all eNews before sending it to the President.
- Update the current eNews each month before the 8th and 18th day of each month.
- Send a copy of the eNews to the PSA President to proof on the 8th and 18th of each month. The President will then forward the eNews to PSA Headquarters for publication.
- Answer any emails that come in addressed to the Internal Communications Director.
- Forward any missing *PSA Journal* inquiries to PSA Headquarters for handling.
- Prepare a report at the request of the PSA President for the spring and fall BOD meetings.

3) ESTIMATED TIME REQUIRED

Variable, depending on the amount of new submissions received. The Director may spend two to three hours a month.

eNews are sent out by the PSA Membership Coordinator using Constant Contact (CC). The ICD should check CC occasionally to see how the items are being opened. The password is available from the Membership Coordinator. membership@psa-photo.org

eNews Policy:

ENews item are to be written by the PSA volunteer requesting inclusion in the eNews. When possible, items should be accompanied by an image relevant to the item. All items must include a URL and an email address when appropriate.

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eNews items must be fresh, pertinent news:

- Items with deadlines (i.e., competitions, etc.) may be run three times or until the deadline.
- Other items may be run once every 2 months.

New items will be placed on top.

4) SUCCESSION PLANNING:

The Photographic Society of America has a Succession Planning Policy which is simply a way for an organization, society or group to plan for the orderly and successful replacement of key officers, leaders, chairs or any position in the organization deemed to be essential to function efficiently.

Information can be found at this website:

<https://psa-photo.org/index.php?psa-policies>

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