



# **GUIDELINES FOR PUBLIC RELATIONS**

**Ecological Society Planetum**

**Strumica 2016**

## **CONTENT**

1. General provisions	3
2. Organisation	3
3. Scope of work	3
4. Responsibilities	4
5. Authorisations	4
6. Main principles of ED Planetum for public relations	5
7. Availability of the PR officer	5
8. Communication methods	5
9. Transitional and final provisions	6

## **General Provisions**

### **Article 1**

**Subject:** These Guidelines prescribe the manner of maintaining public relations of the Ecological Society Planetum (hereinafter: ED Planetum) as well as the communication with the mass media.

### **Article 2**

**Purpose:** The purpose of these Guidelines is to describe all activities of ED Planetum in respect of ensuring efficient communication with the media and the public.

## **Organisation**

### **Article 3**

Each and all communication with the public is the responsibility of a nominated public relations officer.

### **Article 4**

ED Planetum has at least one member responsible for public relations.

## **Scope of work**

### **Article 5**

The Public Relations Officer takes care of everything that ED Planetum wishes to communicate with the public and the media, and informs the citizens and the media about the current and future activities of the organisation. In cooperation with the bodies of the organisation (Management and Executive Board) it defines the guidelines for public activities of the organisation and prepares a long-term strategy for public appearances. The public relations officer shall monitor the media, know their profiles, define the most appropriate way to access different journalists and media houses, develop a good relationship with the journalists, and monitor what the media report about the mission of ED Planetum.

## **Responsibilities**

### **Article 6**

The public relations officer shall be responsible for:

- Producing invitations to press conferences;
- Preparing press releases;
- Organising press conferences;
- Contacting journalists and organising briefings, interviews and informal meetings with the persons conducting a specific activity;
  - In cooperation with other members (management board, executive board, project coordinator) participates in the drafting of other visibility materials with the purpose of adapting them to media requirements (starting from flyers through to reports);
  - Taking active participation in designing public activities, campaigns, actions, etc.
  - Monitoring all which has been released in the media (press, electronic, social), analyzing the releases and changing the media strategy when required;
  - Initiating and giving ideas for visibility materials;
  - Coordinating the development of a web page and its content with regular updates as well as the content of the social media.

## **Authorisations**

### **Article 7**

It is the president of the organisation and the public relations officer who are primarily authorised to communicate with the media on behalf of ED Planetum.

Furthermore, depending on the nature of the information required to be disseminated and upon prior authorisation by the president, the project and/or activity coordinators may also communicate with the media.

Should that happen, the project and/or activity coordinators are obliged to inform both the public relations officer and the president of the organisation of the nature and content of their communication with the media.

## **Main principles of ED Planetum for public relations**

### **Article 8**

- Transparency – The public shall be informed of all activities of ED Planetum concerning all issues under the competence of ED Planetum;

## **Guidelines for Public Relations – Association “Ecological Society Planetum”**

- Timely information – Timely dissemination of information is paramount to creating a favourable image of the organisation as well as to ensuring good cooperation with the media;
- Public interest – ED Planetum works in the interest of the public;
- Promotion of partnerships – ED Planetum cooperates equally with local and national media and other target groups;

### **Availability of the PR Officer**

#### **Article 10**

The public relations officer shall be responsible for the entire communication and for providing all necessary and timely information to the media during working hours.

When the public relations officer is absent or unavailable for communication with the media, the president of the organisation shall nominate another person to ensure proper and timely communication with the media.

### **Communication methods**

#### **Article 9**

The communication methods applied by ED Planetum shall include:

- Interviews (local and national TV and radio stations);
- Press conferences and public announcement;
- Participation in radio and TV shows;
- Press articles;
- Visibility materials (flyers, brochures);
- Organization of public events (debates, workshops, forums, etc.);
- E-newspaper;
- Reports;
- Presentations of public events (Vox pops, podcasts, video recordings, live coverage);
- On-line campaigns;
- On-line trainings and workshops;

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- Internet search tools;
- Social media (Facebook, Twitter, Instagram, You tube etc.).

### **Transitional and final provisions**

#### **Article 10**

This document shall come into force on the day of its adoption;