

Publications/Public Relations Director

1. Purpose: This policy defines the responsibilities of the MAFCA Publications/Public Relations Director.
2. Responsibilities - Publications: The Publications/Public Relations Director, hereafter referred to as the Pub/PR Director, shall be responsible for the development, editing, printing and distribution of all publications MAFCA produces, including revisions of existing publications and any new publications approved by the Board of Directors.
3. Duties - Publications: The duties are not limited to but should include the following:
 - A. The Pub/PR Director shall act as the liaison between the Board of Directors and *The Restorer* Editor and exercise supervisory control and policy management of *The Restorer* through the Editor. These responsibilities will be performed in accordance with Section 1 of the MAFCA policy manual.
 1. The Pub/PR Director is responsible for the administration of the contract between MAFCA and the Editor. Contract negotiations shall be conducted by the President and Treasurer and approved by the Board of Directors.
 2. The printing and mailing services are not a part of the Editor's Contract. The Pub/PR Director and Office Manager shall be responsible for the administration of this Contract. Such negotiations shall be conducted by the President and Treasurer and approved by the Board of Directors.
 3. In the event the Editor's Contract is terminated by either party and the services of another Editor are required, the Pub/PR Director will recommend to the Board of Directors for approval a three member committee, consisting of the Pub/PR Director as chairman and two other Directors. The sole purpose of this committee shall be to search for a new Editor. Advertisements should be placed in various publications, including *The Restorer*, describing the duties, qualifications, responsibilities and any other pertinent information for the position of Editor. The committee shall screen all candidates and arrange interviews for each qualified candidate. Upon completion of the interviews, the committee shall select a candidate for the position of Editor and recommend to the Board of Directors that their selection be approved.
 - B. When existing publications need to be reprinted, the Office Manager and the Pub/PR Director shall coordinate the work and include any other Director(s) responsible for any portion of the publication being reprinted.

The Pub/PR Director will be responsible for coordinating all phases of a Board of Directors approved project to publish a new book including the development, editing, and printing. Other Directors involved in the project, including the Office Manager, should be kept informed of the progress and assigned work as needed to complete the project on time and on budget. The Board of Directors should be informed of all problems which may prevent the project from being completed as approved and in a timely manner.

C. The Pub/PR Director will be responsible for the administration and balloting of the following Literary Awards:

Bill Reeder Literary Award (P2S05-C)

President's Literary Award (P2S05-K)

Editor's Literary Award (P2S05-P)

Directors' Literary Award (P2S05-O)

Fashion Literary Award (P2S05-Q)

Jim Ryner Photograph of the Year Award (P2S05-V)

The Pub/PR Director shall refer to each of the above Literary Policies for definition of administration responsibilities.

4. Responsibilities - Public Relations: The Pub/PR Director will be responsible for representing MAFCA's interests in contacts with the general public and the press. Letters or other communications received in the office concerning public relations will be handled by the Pub/PR Director. When controversial issues arise, communications should be coordinated with the President or the Board of Directors as appropriate. The reputation and integrity of MAFCA should be the primary consideration when handling these assignments.

5. Duties – Public Relations: The duties are not limited to but should include the following:

A. **The Restorer** Workshop: The Pub/PR Director may head an information exchange workshop to be convened at least once a year, preferably at the MAFCA National Awards Banquet and more often if desired by the Board of Directors, or, at the request of the Editor, at which time the Editor of **The Restorer** will have the opportunity to meet with the entire Board of Directors in an informal exchange of information and ideas. Items to be discussed may include, but are not limited to:

1. An opportunity for the Editor to share his/her analysis of **The Restorer** both at present and with a vision for the future.
2. An analysis of editorial content of the magazine, examining any new and exciting features or segments.
3. A review of membership input, comments and recommendations regarding **The Restorer** as received by either the Editor, the Publications Director or through the office.
4. A discussion of the Editor's recommendations to improve or change the magazine to better meet both the needs of the hobby or in addressing the requirements of the membership.
5. A review of technical and editorial developments and opportunities.
6. A review to modify the publication process, or printing; to improve the product; distribution of the magazine; or in reducing costs, with the objective of improving service to the membership.
7. A discussion of the Editor's contract, as required, to improve the working relationship between the Editor and MAFCA Board of Directors, on behalf of the membership.

B. Other projects may be assigned to the Pub/PR Director by the President or by the Board of Directors.

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