

VBAS Standing Rule

Office of Public Communications Coordinator

Role and Responsibilities

Baseline Created July 1, 2016

The Public Communications Coordinator is a non-voting office with the term by appointment of the board of directors.

The Public Communications Coordinator Serves as the media point of contact for the Von Braun Astronomical Society; arranges press conferences; responds to information requests from local and trade media at the direction of the President, Vice-President, or Board.

Plans and executes special events at the direction of the President.

Prepares press releases from the President, Vice-President, and Board.

Plans, develops, coordinates, and executes communications programs; creates and executes public information (press releases/publications/video/social media) for VBAS.

Coordinate with Public Communication Team, Outreach Coordinator, and others, as necessary, to respond to requests for off-site presentations of the Von Braun Astronomical Society to local civic, school, and professional groups.

Coordinate with Public Communications Team to prepare and distribute public service announcements.

Coordinate with the Outreach Coordinator to keep the public and media informed of VBAS outreach efforts, such as Astronomy Day, star parties, meteor viewing events, and sidewalk astronomy events.

Outreach Committee: -

Chair: Public Communications Coordinator

Outreach Coordinator

President

Vice-President

Director of Education and Planning

Planetarium Director

+ad hoc subject matter experts

This standing rule can be modified or eliminated by the Board of Directors as deemed necessary. The current version of this standing rule should be made available on the VBAS web site at all times.