

IGRA PUBLIC RELATIONS SPOKESPERSON POSITION DESCRIPTION

This position is located in the governing body of the International Gay Rodeo Association; hereafter, referred to as IGRA, and the incumbent serves as Spokesperson of IGRA. This position shall be known as the Public Relations Spokesperson for IGRA. The incumbent shall rely on the Bylaws, Standing Rules, Rodeo Rules, and such other rules and resolutions that have been, or may be adopted by the Board of Directors for general policy guidance in the execution of his/her duties. The incumbent of this position shall be responsible for the general development of a positive promotional program for the understanding of IGRA inside and outside the gay and lesbian community and especially with the media. The incumbent may respond directly to the needs of Member Associations of IGRA on matters related to IGRA Public Relations. The incumbent will use all manner of decorum and tact in an effort to maintain the anonymity of any member of an IGRA Member Association unless otherwise informed by the individual. The incumbent of this position shall report to the IGRA Board of Directors (hereafter referred to as "the Board"). The incumbent shall serve as chair of this committee. The incumbent shall develop, subject to Board approval, certain standard or specific policies as relate to this position or its function. The incumbent may report to the Board through a liaison. The liaison for this position is the Vice President of IGRA. The incumbent shall work closely with the Vice President of IGRA to develop an annual budget for the Public Relations Program. The incumbent of this position shall be selected by the Board. In addition to these general responsibilities, the incumbent shall have the following duties.

Incumbent shall...

1. Develop a positive public relations program for promoting IGRA consistent with the IGRA Bylaws, Standing Rules, and Sanctioned Rodeo Rules.
2. Speak on behalf of IGRA before any forum or to any media representatives regarding IGRA, its purpose, history, and/or programs or activities as the incumbent determines to be in the best interest of IGRA, or at the discretion of the Board, the President, or the Vice President. The incumbent may delegate the authority to speak with media regarding IGRA to any IGRA Member Association member in good standing as he/she may determine to be competent to do so and when it is in the best interest of IGRA or when the delegation is to a spokesperson with specific special knowledge to speak for IGRA on a specific topic. Requests to speak or public/distribute materials turned down by the incumbent may be appealed to the IGRA Vice President and/or President.
3. Prepare and execute at least one Public Relations/Marketing Seminar per year in each of the Divisions of IGRA as specified in the Bylaws and Standing Rules and at annual convention. The seminars shall be given at a rodeo within each Division. Except for good and reasonable cause, the incumbent shall execute the minimum number of seminars as specified above.
4. Prepare such materials as he/she shall determine necessary to successfully execute a seminar within budgetary constraints.
5. Prepare a press package to be used in conjunction with either seminars, media interviews, or for the promotion of IGRA within any group.

6. Develop a set of files, or cause to develop a set of files, for the use of IGRA containing information for use in promoting IGRA. Such files may contain, but are not limited to, a mailing list of gay and other publications, both foreign and for those countries with Member Associations in IGRA, a set of demographic information on Member Associations, nonmember rodeo associations, spectators of IGRA Sanctioned Rodeos as deemed useful and attainable, and other information on rodeo or any aspect of Country/Western rodeo (e.g. animal injuries, gay dance organizations, etc.).
7. Prepare press releases of a positive nature regarding IGRA and its activities. These press releases may be produced annually or more frequently as determined in the best interest of IGRA by the incumbent, the Board, the Vice President, or the President of IGRA.
8. Request of each Member Association to identify a contact from their membership for the purpose of providing IGRA public relations information and materials.
9. The incumbent may prepare and direct press information regarding IGRA activities to any segment of a population which he/she feels is in the best interest of IGRA.
10. Prepare a press report for each Board Meeting and as frequently as may be necessary to keep the Board informed of activities on information which may be specific or general topics related to the gay and lesbian community, gay rodeo, rodeo in general, or other topics the incumbent feels appropriate. Incumbent shall prepare a report for each Board of Directors Meeting held throughout the year, and if unable to attend, request the report be presented by the Vice President. The incumbent shall provide a copy of the report to the Board of Directors and to the IGRA Office in advance of the Board Meeting.
11. Submit a report to the Annual Convention on activities over the last year.
12. The incumbent shall at the direction of the Board, the Vice President, or the President, review any contracts or proposed contracts of IGRA to assure that appropriate language is used which conforms to approved policy as it relates to public relations issues.
13. Send information to Member Associations on a periodic basis regarding media materials or media relations matters which may be of interest or may serve to promote IGRA or its Member Associations and to apprise them of matters which may have arisen in the media and what may be said or written by the Member Association as it would affect IGRA or any of its other Member Associations.
14. Using good judgment, respond to verbal requests for information as the incumbent deems appropriate. The incumbent will refer matters of concern that may arise from any request, whether verbal or in writing, to the Vice President, the President, and/or the Board to advise or for appropriate action.
15. Approve the use of IGRA related material written by any member in good standing of any Member Association before the materials are published or distributed. If verbal approval is given, it will be noted in writing to the Vice President, the President, and the IGRA Office. If the approval is in writing, copies shall be forwarded to the Vice President, the President, and the IGRA Office.