

**Royal Scottish Country Dance Society  
Vancouver Branch**

**PUBLICITY COMMITTEE**

**Purpose**

The objective of the Publicity Committee is to publicize the existence and activities of the RSCDS and the Vancouver Branch in a way that makes it appealing and increases membership.

**Terms of Reference**

The Publicity Committee will organize publicity for all aspects of the Branch operations that is designed to attract and retain interest in the Branch.

The Publicity Committee will act within a budget approved by the Board.

The Publicity Committee has custody of Branch publicity resources. These are printed materials, the originals of the official logo and related materials (including electronic copies), banners, standards, and other miscellaneous publicity related items.

Members of the Publicity Committee will change, so the Publicity Committee will keep records and develop appropriate material to provide assistance to the committee on its future operations.

**Method of Operation**

The Publicity Committee will set up appropriate financial controls to ensure that all money within its control is properly accounted for, properly spent and within the budget.

The timing and format of meetings of the Publicity Committee are solely within the determination of the Publicity Committee and/or the Publicity Director. Proper records of these meetings should be kept.

Operations of the Publicity Committee are solely within the determination of the Publicity Committee. The Board may direct the Publicity Director to use certain forms of publicity and the Publicity Director may then discharge this responsibility through the Publicity Committee.

The Publicity Director reports to the Board at the Board's regular monthly meetings and these reports may include a report on the operation of the Publicity Committee..

**Appointment of members of the Publicity Committee**

The chair of the Publicity Committee is the Publicity Director, which is a Board appointment.

The Director of the Branch Demonstration Team, the Editor of the Branch Monthly Newsletter, and the Web-master for the Branch website are ex-officio voting members of the Publicity Committee.

The Publicity Director may appoint other members of the Publicity Committee and set the terms and conditions of these appointments, if any.