

# Public Relations

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## Specific Responsibilities:

- Communicate with the FPA National's Public Relations (PR) staff as media opportunities become available.
- Oversee the local Chapter Public Relations Committee.
- Maintain the PR media list.
- With the support of committee, promote financial planning to the public.
- With the support of the committee, promote chapter members and firms to the public.
- Coordinate Media Training for chapter members.
- Coordinate with FPA DFW Executive Director for the dissemination of information about the chapter and its members via the chapter's Social Media sites.
- Disseminate *Planning Perspectives Articles* and story ideas to local media.
- Encourage and develop new local media contacts.
- Coordinate activities with the local media, as requested.
- Coordinate the nomination, voting, and recognition of FPA DFW Honors Awards winners.
- Develop a speaker's list.
- Attend monthly board meetings, chapter meetings and chapter activities.
- Coordinate with D Magazine on *Best Financial Planners/Best Wealth Managers* awards.
- Assist other directors with cross promotion of events.