

## Description and Duties of the PUBLIC RELATIONS/EDUCATION Committee

As stated in the constitution/Bylaws, this committee shall always be subject to the final authority of the GPCA Board of Directors. The Board can appoint new members to the committee, appoint the chairman, and will approve members wishing to join this committee in the future.

**Goal:** Publicize the German Pinscher and the German Pinscher Club of America.

**Purpose:** Provide ads, brochures, and other material as required to ensure the public is aware of the German Pinscher, events, the GPCA website, and the breeders list.

The duties of the committee follow:

1. Ensure that an ad continues in the *Dog USA Magazine*, paid from the general funds.
2. The committee will ensure that an advertisement will appear in the AKC Gazette as directed by the GPCA Board.
3. Text of all ads must be approved by the GPCA Board.
4. The Committee Chairperson will keep the board informed of fundraising activities that support advertising in additional dog-related magazines such as Dog World, Dog Fancy, etc.
5. The Board will approve advertising text.
6. Provide materials and/or brochures as requested by the Board in Acrobat Reader format. The Board will approve all materials and/or brochures prior to publication.
7. Keep the GPCA board informed of activities of the committee.
8. The Committee Chairman must present an annual report to the Board prior to the Annual Meeting as required by the GPCA Constitution/By-Laws.

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By the authority of the GPCA Constitution/Bylaws, any committee member who does not follow these guidelines may be terminated by a majority vote of the full membership of the Board upon written notice to the appointee; and the Board may appoint a successor for the person whose service has been terminated.