MIDWEST ARCHIVES CONFERENCE

PUBLIC INFORMATION OFFICER GUIDELINES

I. Purpose of the Position

The Midwest Archives Conference (MAC) Public Information Officer (PIO) is responsible for generating publicity and coordinating publicity efforts of others for MAC.

II. Selection and Length of Term

A. The President will appoint a PIO subject to approval by Council.

B. A new PIO shall be appointed biannually at the spring Council meeting.

C. The PIO shall serve for two years and may be reappointed for one additional two-year term.

D. The name of the PIO shall be announced at the annual business meeting, listed on the MAC website, and publicized in the *MAC Newsletter*.

III. Reporting Procedures

A. The PIO shall submit a written report on the activities and future plans of the office to the President and Council prior to the spring and fall Council meetings, and post the reports on the MAC Forum. The PIO shall provide other reports when requested by the President.

B. The PIO (or his/her designee) shall give a brief report at the annual business meeting.

IV. Duties and Responsibilities of the PIO

A. The PIO shall attend all Council meetings as a non-voting officer, and be aware of all aspects of MAC activity through receipt of all official (i.e., committee, task force, etc.) reports submitted to Council.

B. The PIO shall generate press releases for MAC awards to be provided to award recipients for their uses.

C. The PIO will also serve as an ex-officio editor for the MAC Newsletter, collecting and editing the following content for the "MAC News" section:

MAC News: President's Letter
MAC News: VP column
MAC News: Between meeting Council actions

MAC News: Annual Meeting/Symposium articles (see timelines for specific deliveries)
MAC News: Scholarship/awards calls/news/thank-yous

D. The PIO shall maintain a liaison with the Symposium and Annual Meeting local arrangements and program committees and provide assistance with planned publicity for the meetings.

H. The PIO shall maintain a liaison with the Nominating Committee concerning the press releases for newly elected officers and Council members.

I. The PIO shall be available for consultation regarding public relations topics for all MAC committees, task forces, etc. not otherwise specified in these guidelines.

J. The PIO shall work on special public relations related projects as requested by the President and/or Council.

K. The PIO shall maintain relevant and accurate records, including guidelines, and update documents as needed. All changes to the Public Information Officer Guidelines shall be submitted to Council for approval.

L. The PIO shall forward all relevant information and materials relating to the office to the succeeding PIO to facilitate the smooth transition of responsibilities and shall forward all other permanently valuable documentation to the MAC Archives.

M. The PIO shall distribute MAC-related information via the MAC Listserv as necessary, especially when advertising MAC events and elections. Outside organizations usually request their news and events be shared with the MAC membership, and it is the PIO's prerogative to determine the best time to send these as long as they don't conflict with MAC-specific business and deadlines (i.e., elections, meeting/symposium registration, call for papers, etc.). These requests often require a reminder notice, which again the PIO can decide when and how to send these so they don't conflict with MAC-specific announcements. Since 2010 these have been compiled as one big "Items of Interest to MAC Members" announcement where all the miscellaneous items are sent as one email. The MAC listserv doesn't send job announcements.

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