

**AMERICAN DANCE THERAPY ASSOCIATION**  
**PUBLIC RELATIONS COMMITTEE**  
**PROCEDURAL GUIDELINES**

I. **STATEMENT OF PURPOSE:** The Public Relations Committee functions to inform and promote the science and art of dance/movement therapy to the general public and the health/medical community, and to foster membership engagement. Promotions include, but are not limited to the following:

- A. Internet-supported functions, including but not limited to: the Website, Blog, Forum, and social media platforms.
- B. Press Releases
- C. Marketing and advertisements
- D. Written brochures and other print material
- E. Displays and signage
- F. Videos and photography
- G. Presentations to lay audiences
- H. Podcasts and other broadcast formats

II. **POLICY AND PROCEDURE REVIEW:**

These Policy and Procedures will be reviewed and updated by the Committee Chair at least once annually, or more often as needed.

III. **COMMITTEE STRUCTURE:**

- A. Committee Chair/ Public Relations Chairperson (elected; limit of 2-terms at 2-years each)
  - 1. New Media Manager (appointed; limit of 2-terms at 2-years each); Oversees members of the Social Media Team, consisting of:
    - a) Information Gathering Lead (optional)
      - (1) Team members
    - b) Sharing Team Lead (optional)

- (1) Team members
2. Blog Team Lead / Editor-in-Chief (designated by Public Relations (PR) Chairperson)
  - a) Digital Media Manager
  - b) Blog Team Coordinator (optional)
  - c) Assistant Editor(s) (optional)
    - (1) Writers
    - (2) Guest Writer Coordinator (optional)
3. Guest Writers
4. Spokesperson (appointed; 2-year term, no limit)

#### **IV. POLICY AND PROCEDURES**

A. Public Relations Committee (PRC) responsibilities include: advocacy, promotion, branding, presence, and marketing components of ADTA. Functions:

1. Overseeing and maintaining the ADTA Internet-supported functions, including but not limited to: ADTA Website, Forum, Blog, and active social media platforms (SMP).
2. Participates as an integral part of the Web Team in the ongoing revision of the ADTA Website. Web Team members also include: the President and designated office staff. Web Team ensures all information shared on the Website conforms to overall purposes of: providing information about the organization and the profession to the general public, and to serve as a resource to ADTA members.
3. PRC is responsible for monitoring and suggesting changes and updates to ADTA Website, through participation on Web Team; while respective chairperson(s) and committee(s) are responsible for communicating updated information, specific to their areas of responsibility, to PRC and/or Web Team.
4. PRC primary purpose and presence on the Forum, Blog, and active SMP is to: increase visibility of the ADTA, improve brand awareness, educate the public and advocate for the profession by providing accurate and updated information about dance/movement therapy, elevate our position as experts on mind-body

interactions by curating research and mental health news. PRC does this by: maintaining and monitoring the sites, identifying appropriate news to curate and disseminate, responding to the membership and the general public when contacted via these mediums; developing discussion on substantive issues; increasing accessibility to the ADTA leaders; and fostering interaction between members. Developing content and design of print materials, visuals and graphics, audio, and video, including updating and maintenance of existing material(s).

5. Obtaining signed release forms from participants when they appear in photographs, slides, videotapes, films and other visual media maintained by the Committee. Copies will be kept with ADTA National Office.
6. Interfacing with media professionals for publication of ADTA sponsored material, marketing, and/or advertisements.
7. Identifying topics for clinical information sheets and collaborating with Research & Practice Sub-Committee in content development.
8. Collaborating with designated office staff to identify promising conferences at which to exhibit ADTA marketing materials and/or having ADTA professional presence.
9. Providing marketing suggestions to the ADTA membership.
10. Assisting membership with communications on Social Media.
11. Creating original content for ADTA Social Media.
12. Disseminating curated and vetted content via Social Media.

B. Public Relations Chairperson:

1. Public Relations (PR) Chairperson should meet the following minimum requirements for nominations, election, and appointment to this position:
  - a) PR Chairperson should have been an active member on the PR Committee for a recommended two years and minimum of one year.

- b) Prior to nomination approval and ballot placement, any PR Chairperson candidate is recommended to have served as leader on at least one PRC team and been involved in projects collaborating with other team(s).
  - c) For consideration: PR Chairperson candidate(s) should have a broad knowledge of marketing, advertising, social media, and excellent communication skills.
2. Responsibilities of PR Chairperson:
- a) Carrying out tasks as assigned by ADTA Board of Directors.
  - b) Attending Board meetings as a voting member.
  - c) Preparing Committee reports in advance of each Board meeting.
  - d) Submitting a Committee report to each issue of the Newsletter.
  - e) Vetting and appointing (with BOD approval) the New Media Manager and Spokesperson.
  - f) Submitting Committee meeting minutes to the ADTA Office and to the Board President.
  - g) Archiving PRC official documents and meeting notes in approved electronic format, as designated by the Board and ADTA Office.
  - h) Facilitating PRC meetings and ensuring PRC fulfills its responsibilities.
  - i) Determining dates, locations, and agendas of PRC meetings, and informing Committee members in advance.
  - j) Maintaining copies of all Committee correspondence.
  - k) Maintaining archives of all forms and procedures.
  - l) Sending copies of all written materials to ADTA National Office.
  - m) Sending copies of all correspondence with non-ADTA members to the President.
  - n) Preparing PRC budgets.
  - o) Approving creation and expenditures for advertisements, brochures, and audio/video projects prior to submitting them for Executive Committee approval.
  - p) Approving PRC member expenditures.

- q) Serving as standing member of the Annual Conference Committee.
- r) Serving as standing member of the Web Team.
- s) Serving as standing member of Giving Tuesday Committee.
- t) Updating ADTA fact sheets/clinical information sheets as needed with the ADTA Web Team.
- u) Sending PRC reports to ADTA President to update on ongoing activities/events.
- v) Ensuring all materials produced by the PRC are labeled (name of document, author, draft copy, etc.), dated, and archived.
- w) Tracking DMT in the news by monitoring daily Google alerts on terms such as: “dance therapy” and “dance/movement therapy” or appointing a designated person for this task.
- x) Identifying and assigning a PRC member to focus solely on executing GAC strategies and communications, as appropriate.

#### C. New Media Manager

1. New Media Manager (NMM) is appointed to serve as the manager of all social media platforms and oversees all members of the Social Media Team (SMT), consisting of the Information Gathering Team and Sharing Team.
2. NMM is a member of the ADTA who reports to the PR Chairperson and coordinates/executes all social media campaigns with Chairperson approval.
3. New Media Manager (NMM) appointment is for a two-year period beginning July 1st or concurrent with 2-year election cycle of PR Chairperson or at the discretion of ADTA Board of Directors.
4. The following recommendations are to be considered by the Board when appointing someone to this position:
  - a) NMM should have been an active member on the PR Committee for at least two years.
  - b) Prior to appointment, NMM should have served on at least two social media teams, including as leader on at least one.

- c) NMM should have 24-hour access to mobile data and/or high speed Internet.
  - d) NMM should maintain an email address and active presence on all ADTA social media accounts.
  - e) NMM should have a broad knowledge of social media and excellent communication skills.
5. NMM is responsible for the following:
- a) Planning & coordinating social media campaigns with approval from Chairperson.
  - b) Acting as liaison between Chairperson and SMT leaders.
  - c) Informing the Chairperson regarding the status of active and effective SMP.
  - d) Tracking data on efficacy of social media marketing campaigns on a regular basis.
  - e) Provision of quarterly data on social media growth to Chairperson (to be reported in Newsletter and Board Reports)
  - f) Obtaining Chairperson approval for expenditures.
  - g) Assisting the Chairperson in performing PRC responsibilities.
  - h) Identifying organizations, groups, etc. with whom to engage reciprocally on SMP.
  - i) Supporting the development of social media presence by Chapter leadership and coordinating efficient reciprocity between Association and Chapter campaigns.
  - j) Recruiting and training committee members to serve as SMT leaders and members.

#### D. ADTA Spokesperson

1. Spokesperson will be appointed to serve as the ADTA's primary interface with the media. Spokesperson is a member of the ADTA who reports to the PR

Chairperson, and who is charged with the task of responding to media inquiries and with participating in development of media contacts.

2. Spokesperson's appointment will be reviewed at 2-year intervals, concurrent with election cycle of PR Chairperson or at the discretion of the Board.
3. The following recommendations should be considered by the Board when appointing someone to this position, to ensure that the appointee is fully accessible to the media:
  - a) Spokesperson should have a telephone number where messages can be left 24-hours a day.
  - b) Spokesperson should have access to a fax machine.
  - c) Spokesperson should have 24-hour access to mobile data and/or high-speed Internet.
  - d) Spokesperson should maintain an active and professional email address.
  - e) Spokesperson should have a broad knowledge of DMT and excellent oral communication and presentation skills.
4. Spokesperson's responsibilities are as follows:
  - a) Maintain an email address that is posted on the ADTA Website, to ensure that media inquiries are readily directed to the ADTA Spokesperson.
  - b) Serve as interview candidate at the request of the media, as requested and approved by PRC, National Office, and/or Board.
  - c) Maintain a database of ADTA members who are interested in serving as interviewees.
  - d) Recommend other ADTA members as potential interviewees, as appropriate.
  - e) Collaborated with PRC for procurement of photographs, video footage, etc. when requested by media.
  - f) Report to Chairperson on all inquiries and outcomes.
  - g) Assist Chairperson with outreach to media.
  - h) Assist ADTA Members with inquiries about how to deal with media.

- i) Assist Chairperson in preparing and developing information for membership that addresses media outreach.
  - j) At the direction of the Chairperson, contact select media outlets when the term “dance therapy” has been used incorrectly and suggest a piece on legitimate dance/movement therapy.
  
- E. PRC consists of an elected Chairperson, appointed New Media Manager, appointed Spokesperson, designated Blot Team leader, and team member volunteers. The responsibilities of each PRC team are outlined in the respective addendums to this document.
  - 1. General member responsibilities include:
    - a) Informing the Chairperson regarding the status of projects.
    - b) Obtaining Chairperson approval for expenditures.
    - c) Assisting the Chairperson in performing PRC responsibilities.
    - d) Chairing subcommittees and workgroups as designated by the Chairperson.
  
- F. Committee Materials:
  - 1. Materials necessary for PRC work are digitally archived and access is passed to succeeding chairpersons electronically.
  - 2. ADTA Office holds administrative rights to ADTA accounts, including login information, with managerial abilities designated and assigned to Chairperson and PRC. PR related accounts and access include: digital archives of documents, photos, audio, and videos, SMP, Blog, and other accounts utilized for the creation of ADTA PR materials (i.e.- graphics, e-mails).
  - 3. PRC property includes: access to PR related accounts, logos, photographs, videos, works-in-progress, press releases, and database of media contacts, as well as email correspondence archives.
  - 4. Physical archives of photos, audio, and visual content shall be kept at the National Office.



#### G. Printed Materials

1. Designated office staff will inform Chairperson when supplies of PR materials, such as: brochures, information sheets, etc. are in low quantity. PR Chairperson and ADTA office staff will determine whether updates/changes need to be made and/or additional quantities to be printed.
2. Printing of these materials is represented in the PR Committee budget.
3. An ad hoc team consisting of the following individuals will collaborate on the narrative and visual content of printed materials: Chairperson and/or a designated member of PRC, President, and designated office staff. Printed materials are subject to approval by the Executive Committee.
4. Most brochures and fact sheets are available to ADTA members and the general public in electronic format. At the discretion of the designated office staff and/or Chairperson, up to 50-print copies of *ADTA Informational Brochures* are available to Chapters and recognized regional groups of the ADTA, and to individuals engaged in the promotion of dance/movement therapy. In collaboration with the Treasurer, PRC may charge a minimal fee to cover the cost of printing and/or mailing materials.

#### H. Audio/Visual Materials

1. All films, slide shows, videotapes, etc. are developed as deemed necessary and financially feasible.
2. Physical audio/visual materials are available to ADTA members and to the general public for a rental fee, which is determined by PRC and Treasurer. Duplicate copies of audio/visual materials are made to guard against loss. Materials are insured when mailed. The National Office, upon approval by PRC, distributes materials.
3. Digital audio/visual archives are stored by PRC, as designated by the Board and ADTA Office. Chapters and members may redistribute any publically shared materials (ex – shared on SMP or Website) for no cost. PRC and Treasurer may

determine a minimal fee for any additional materials requested from Chapters or membership.

4. ADTA Talks are housed on the ADTA YouTube Channel and freely available to the general public via a standard YouTube license.

#### I. Releases

1. All consent release forms for print, photography, audio, and/or video are established by PRC and designated office staff. Release document(s) are to be signed by participant(s) prior to use in PR materials (print or digital). Release documents indicate all rights to materials belong to ADTA. See addendum document.
2. Releases are kept in digital form at National Office.

#### J. Press Releases

1. PRC provides membership with information on how to write a press release, as requested.
2. PRC will prepare and distribute press releases on behalf of ADTA when requested to do so by the Board, other Chairperson(s), and/or Committee(s).

#### K. Inquiries from the Media

1. Spokesperson will assist the PRC with responses to media inquiries about dance/movement therapy with letters or phone calls.
2. Spokesperson and/or Chairperson will provide journalists with relevant information, and offers to assist fact-checkers reviewing articles to avoid misunderstandings and misinterpretations.
3. Chairperson, Spokesperson, and/or designated PRC member identifies misrepresentations of dance therapy in news outlets. Chairperson, Spokesperson, and/or designated PRC member will contact the media source to correct the misrepresentation, provide accurate information about dance/movement therapy, and suggest an accurate follow-up piece.

L. Regional Groups

1. Chairperson acts as consultant to Chapter public relations, marketing, and/or media committee members, advising of availability of PR materials, best practices, and social media strategies.
2. PRC host a meeting, workshop, and/or intensive at ADTA Annual Conferences for Chapter PR chairperson(s), committee(s), and membership to develop and strengthen local/national collaboration.

M. Inquiries from Reference Publications

1. Chairperson answers first-time requests from reference publications not currently listing the ADTA. A designated office staff may review or respond to subsequent requests and/or questionnaires. If correct, the current listing will be approved by designated office staff. If there are any questions about changes, the Chairperson responds to the questionnaire.

N. Advertisements

1. PRC is responsible for developing advertising deemed necessary. The Board approves new copy, content, and/or promotional materials.
2. Advertising and/or marketing consultants will be hired when necessary and as approved by the Board.

O. Use of Consultants and Professional Agencies

1. Consultants for PR are hired on a project basis rather than for a set period of time. Contracts with consultants follow procedures outlined in Budget and Finance Guidelines.

P. Development of Press Kits

1. Press kits consist of materials collected for marketing of ADTA. The composition of press kits is determined by the PRC and approved by the Board.

2. Due to best practices of developing unique press kits for each event, support will be available to members by PRC.

#### Q. Annual Conference

1. PR Chairperson serves as a member of the Annual Conference Committee (ACC).
2. Chairperson serves as consultant on ACC regarding any marketing and promotion of Annual Conference, including print, digital, and media outreach materials.
3. PRC advertises Annual Conference in newsletters, magazines, and/or electronic media, as identified by ACC. PRC submits the announcements/advertisements in a timely manner, according to annual calendar developed and approved within ACC.
4. Additionally PRC is responsible for: hiring of a photographer and/or videographer, preparing and sending out press releases, maintaining and assigning committee members to cover a PR exhibit table at the conference, creating content and engaging audiences via SMP, and/or being available to the photographer/videographer during the conference.

#### R. Web Team/ Website Management

1. Chairperson serves on Web Team, which is charged with the task of ongoing development and upkeep of the Website. Web Team and Chairperson responsibilities include:
  - a) Ensure that the Website is accessible and easily navigated.
  - b) Interface with the membership regarding the Website.
  - c) Submit proposed updates and changes within Web Team meetings.
  - d) Check all requested changes, additions, and updates are correct and made as specified.
  - e) Periodically review all material of a general nature (e.g. regional contacts, definitions, publications) to ensure validity.

- f) Monitor links to other sites:
  - (1) Check regularly to see if addresses have changed.
  - (2) Monitor appropriateness of proposed links and follow through on implementation.
  - (3) Identify potentially helpful websites/links to post for the membership.
  - (4) Solicit ideas regarding Internet-supported functions from the membership, research website best practices and share these suggestions with Web Team for consideration.

#### S. Forum Management

1. Chairperson and/or a designated PRC member will be designated to monitor and ensure Forum inquiries and discussion points are addressed. This Forum Monitor engages in PR-related communication, including: presenting reality-based facts and resources, fostering interaction, and ensuring the Forum is 'participant friendly'.
2. Designated Forum Monitor serves by:
  - a) Writing responses to inquiries/comments that have not generated other responses on the Forum.
  - b) Encourages development of discussions by entering interchange when possible or required.
  - c) Forwards Forum messages to appropriate person(s) as indicated (i.e.- Board Chairperson(s), Executive Committee).
  - d) Reports all non-routine problems to the Chairperson and/or Web Team.
  - e) Helps facilitate new potential uses of the Forum such as collaboration for proposals and presentations or formation of discussion groups on specific subjects.
  - f) Posts information about PR opportunities and educates the membership about PR.

3. It is preferential that all inquiries and discussion points offered to the Forum receive at least one response online.
  - a) As per committee policies, each ADTA Committee Chairperson is responsible for handling communications, including Forum inquiries, directly related to that committee.
  - b) When responses are made privately to inquiries from the Forum (particularly when Committee Chairpersons are responding on behalf of their committee), PRC requests that the respondent acknowledges on the Forum that the inquiry has been answered. When appropriate, other interested parties can be invited to contact the respondent for the information.

T. Clearinghouse for media coverage of DMT and ADTA

1. PRC requests articles written by dance/movement therapists and written about dance/movement therapy are sent to the Chairperson for inclusion in the Public Relations archives and dissemination via the Blog and/or appropriate SMP outlets.
2. Following notification to Chairperson, ADTA members who appear in print, media, and/or professional publications on SMP, and are conveying information about dance/movement therapy, may be acknowledged on the Website and/or appropriate SMP. As appropriate, Chairperson may include such updates in the Public Relations section of the *ADTA Newsletter*.

**V. TIMELINE**

Most committee tasks are on an ad hoc basis. The following tasks recur on a regular basis:

- A. Appointment of New Media Manager
  1. Every two years, in alignment with election of Chairperson.
- B. Appointment of Spokesperson
  1. Every two years, in alignment with election of Chairperson.
- C. Annual Conference

1. Develop strategies and tasks relating to promotion, marketing, and media distribution.
  - a) Strategic plan development, at least 1-year in advance.
  - b) Imagery theme, fonts, color palette, etc. for graphics and conference materials, at least 9-months in advance.
  - c) Social media and email updates, at least 6-months in advance
  - d) Press kits and/or press releases, special invitations, at least 3-months in advance.
  - e) On-site media planning and development (i.e.-photography, videography, social media strategy), at least 3-months in advance.

#### D. Giving Tuesday Committee

1. Chairperson and/or designated PRC member develops strategies and tasks relating to promotion, marketing, and media distribution.
  - a) Create original ADTA graphics annually for application and PR promotions, utilizing updated media content from GivingTuesday.org.
  - b) Creation and distribution of Giving Tuesday Grant Information/Implementation Packet to selected grant recipient(s).
  - c) Content for distribution for at least 1-month on Website, SMP, et. al. leading up to grant fundraising on Giving Tuesday (Tuesday after U.S. recognized Thanksgiving).

#### E. Social Media Publication

1. Schedule posts weekly on all SMP, based on: gathered statistics on publication reach and best practices.
2. Schedule release of additional media and publications (i.e. -YouTube videos, time sensitive announcements, and updates) at peak times and not to conflict with previously scheduled SMP sharing.

#### F. Marketing

1. Designated PRC member is charged with development of graphics and images for identified campaigns and projects, including: Annual Conference, Giving Tuesday, and other ADTA approved campaigns and initiatives.

- a) Original content will be created based on timelines determined by responsible committee.
  - b) Ad hoc projects will be completed within 1-week of request.
2. Development and execution of press kits and press releases require at least 1-week preparation.
  3. Creation of original email content, including graphics and template, requires at least 2-weeks advance notice, to allow for review by Web Team and/or Executive Committee for final approval.
  4. Information and fact sheets are reviewed at least 1-time per year; updated as necessary and requested.
  5. Other materials for print, publication, or distribution require will require a varying amount of time, depending on extent of original content necessary. At least 1-week advance notice is requested for miscellaneous marketing projects.

**Approved October 2018**