

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)
- B. New Media Manager (appointed; 2-year term, no limit)
- C. Spokesperson (appointed; 2-year term, no limit)
- D. General committee members; involved in the functions of committee.

IV. POLICY AND PROCEDURES:

- A. Public Relations Committee (PRC) is responsible for advocacy, promotion, branding, presence, and marketing components of ADTA Functions, including:
 - 1. Overseeing and maintaining ADTA Internet-supported functions, including but not limited to: ADTA Website, Forum, Blog, and active social media platforms (SMP).
 - 2. Participating as an integral part of the Web Team in the ongoing revision of the ADTA Website.
 - a. Web Team members also include: ADTA President and designated office staff.
 - b. 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.

- c. PRC is responsible for monitoring and suggesting changes and updates to ADTA Website, through participation in the Web Team.
 - d. Respective chairperson(s) and committee(s) are responsible for communicating updated information, specific to their areas of responsibility, to PRC and/or Web Team.
3. PRC primary purpose and presence 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.
 4. 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) in collaboration with designated office staff.
 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 in the ADTA National Office.
 6. Interfacing with media professionals for publication of ADTA sponsored material, marketing, and/or advertisements.
 7. Collaborating with designated office staff to identify promising conferences at which to exhibit ADTA marketing materials and/or pursue ADTA organization presence.
 8. Providing marketing suggestions to the ADTA membership.
 9. Assisting membership with communications on social media.
 10. Creating original content for ADTA social media, in collaboration with designated office staff.
 11. Disseminating curated and vetted content via social media, in collaboration with designated office staff.
 - a. Develop and maintain a schedule for posting and managing social media content.
 - b. Office staff will be responsible for disseminating social media content, unless PRC Chairperson is notified in advance of a need for PRC member(s) to take responsibility for this task.

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 in the committee, serving as New Media Manager, Spokesperson, and/or been involved in projects collaborating with other projects, such as the Virtual Spring Summit and/or Annual Conference.
 - c. For consideration: PR Chairperson candidate(s) should have a broad knowledge of marketing, advertising, social media, and excellent communication skills. Candidates should have demonstrated application of these skills as part of their professional identity, such as experience in marketing and promoting the field of dance/movement therapy.
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 PRC report to each issue of the Newsletter.
 - e. Vetting and appointing (with BOD approval) the New Media Manager and Spokesperson.
 - f. Submitting PRC meeting minutes to the ADTA National 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 PRC correspondence.
 - k. Maintaining archives of all forms and procedures.
 - l. Sending copies of any written materials to ADTA National Office for digital archiving.
 - m. Sending copies of any written 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. Sending PRC reports to ADTA President to update on ongoing

activities/events.

- t. Ensuring all materials produced by the PRC are labeled (name of document, author, draft copy, etc.), dated, and archived.
- u. 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.
- v. Identifying and assigning a PRC member to focus solely on executing Government Affairs Committee (GAC) strategies and communications, as appropriate.

C. New Media Manager

1. New Media Manager (NMM) is appointed to serve as a secondary point-person and leader within PRC. NMM assists with the management and dissemination of PRC tasks and project responsibilities.
2. NMM is a member of the ADTA who reports to the PR Chairperson.
3. NMM appointment is for a two-year period 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 demonstrated leadership abilities within PRC.
 - 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 in collaboration with the Chairperson.
 - b. Acting as liaison between Chairperson and PRC general members.
 - c. Informing the Chairperson regarding the status of active and effective SMP.
 - d. Tracking data on efficacy of any/all ADTA campaigns on a regular basis, in collaboration with ADTA National Office; including social media, email marketing, and blog/video audience reach.
 - e. Provision of quarterly data on social media growth to the 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 general PRC members.

D. ADTA Spokesperson

- a. 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.
- b. Spokesperson appointment will be reviewed at 2-year intervals, concurrent with election cycle of PR Chairperson or at the discretion of the Board.
- c. 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:
- d. Spokesperson should have a telephone number where messages can be left 24-hours a day.
- e. Spokesperson should have access to a fax machine.
- f. Spokesperson should have 24-hour access to mobile data and/or high-speed Internet.
- g. Spokesperson should have a broad knowledge of DMT, excellent oral and written communication abilities, and presentation skills.
- h. Spokesperson's responsibilities are as follows:
 - i. Maintain correspondence via an ADTA email address, to ensure that media inquiries are addressed in a timely manner.
 - ii. Serve as interview candidate at the request of the media, as requested and approved by PRC, National Office, and/or Board.
 - iii. Maintain a database of ADTA members who are interested in serving as interviewees.
 - iv. Recommend other ADTA members as potential interviewees, as appropriate.
 - v. Collaborate with PRC for procurement of photographs, video footage, etc. when requested by media.
 - vi. Report to Chairperson on all inquiries and outcomes.
 - vii. Assist Chairperson with outreach to media.

- viii. Assist ADTA Members with inquiries about how to deal with the media.
 - ix. Assist the Chairperson in preparing and developing information for membership that addresses media outreach.
 - x. 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 (NMM), appointed Spokesperson, and general member volunteers. The responsibilities of are outlined in this document and any respective addendums to this document.
 - 1. General PRC membership responsibilities include:
 - 2. Informing the Chairperson regarding the status of projects.
 - 3. Obtaining Chairperson approval for expenditures.
 - 4. Assisting the Chairperson in performing PRC responsibilities.
 - 5. Chairing subcommittees and workgroups as designated by the Chairperson.
- F. Committee Materials
 - 1. Materials necessary for PRC work are digitally archived by PR Chairperson, NMM, and/or the ADTA National Office, 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. ADTA National Office will inform the Chairperson of any need for brochures, information sheets, etc. PR Chairperson and ADTA office staff will determine whether updates/changes need to be made to previous documents, and/or additional quantities to be printed.
 - 2. Printing of these general organization 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, when/if documents need to

be printed: Chairperson and/or a designated member of PRC, President, and designated office staff.

4. Printed materials are subject to approval by the Executive Committee.
5. Most brochures and fact sheets are available to ADTA members and the general public in electronic format.
6. 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 publicly 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.
2. 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.
3. Releases are kept in digital form managed by the ADTA National Office, and accessible to PRC as needed for promotions.

J. Press Releases

1. 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).
2. PRC provides membership with information on how to write a press release,

as requested.

K. Inquiries from the Media

1. Spokesperson is the designated PRC member to respond to media inquiries about ADTA and/or dance/movement therapy with letters, emails and virtual responses, 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 members will contact media sources to correct the misrepresentation of dance/movement therapy (dance therapy) in media, provide accurate information and/or resources, and suggest accurate follow-up or updates to the publication.

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 hosts a meeting, workshop, intensive, and/or an exhibit table 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.
2. Designated office staff may review or respond to subsequent requests and/or questionnaires.
3. If correct, the current listing will be approved by designated office staff.
4. If there are any questions about changes, the Chairperson responds to the questionnaire.

N. Advertisements

1. PRC, in collaboration with the ADTA Office, 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 the marketing of ADTA. The composition of press kits is determined by the PRC and approved by the Board.
2. Due to the best practice of developing unique press kits for each event, support will be available to members by PRC.

Q. Annual Conference

1. 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 is responsible for ensuring all digital media and SMP content relevant to the Annual Conference meets the Policies and Procedures of stated herein.
4. Additionally, PRC is responsible for:
5. Collaborating with the ADTA Office on hiring a photographer and/or videographer.
 - a. Being available to the photographer/videographer during the conference
6. Maintaining and assigning committee members to cover a PR meeting, workshop, intensive, and/or exhibit table at the conference.
7. For additional details regarding the roles and responsibilities of PRC and the marketing and promotion of the Annual Conference, see **ADDENDUM A**.

R. Virtual Spring Summit

1. PRC is a branding consultant and supports the Virtual Spring Summit event.
2. Chairperson serves as a liaison between ADTA Office, Continuing Education Manager (CEM), and PRC.
3. PRC is responsible for ensuring all digital media and SMP content relevant to the Virtual Spring Summit meets the Policies and Procedures of stated herein.
4. For additional details regarding the roles and responsibilities of PRC and the marketing and promotion of the Virtual Spring Summit, see **ADDENDUM A**.

S. 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:

2. Ensure that the Website is accessible and easily navigated.
3. Interface with membership regarding the Website.
4. Submit proposed updates and changes within Web Team meetings.
5. Check all requested changes, additions, and updates are correct and made as specified.
6. Periodically review all material of a general nature (e.g. regional contacts, definitions, publications) to ensure validity.
7. Monitor links to other sites:
 - a. Check regularly to see if addresses have changed.
 - b. Monitor appropriateness of proposed links and follow through on implementation.
 - c. Identify potentially helpful websites/links to post for membership.
 - d. Solicit ideas regarding Internet-supported functions from the membership, research website best practices and share these suggestions with Web Team for consideration.

T. Forum Management

1. Chairperson and/or a designated PRC member will 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:
3. Writing responses to inquiries/comments that have not generated other responses on the Forum.
4. Encourages development of discussions by entering interchange when possible or required.
5. Forwards Forum messages to appropriate person(s) as indicated (i.e.- Board Chairperson(s), Executive Committee).
6. Reports all non-routine problems to the Chairperson and/or Web Team.
7. Help facilitate new potential uses of the Forum such as collaboration for proposals and presentations or formation of discussion groups on specific subjects.
8. Posts information about PR opportunities and educates membership about PR.
9. It is preferential that all inquiries and discussion points offered to the Forum receive at least one response online.
10. As per committee policies, each ADTA Committee Chairperson is responsible for handling communications, including Forum inquiries, directly related to that committee.
11. 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. If appropriate, other interested parties can be invited to contact the respondent for the information.

- U. 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 and/or NMM for inclusion in the Public Relations archives and dissemination via the Blog and/or appropriate SMP outlets.
 - 2. Following notification to Chairperson and/or NMM, 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, Blog, biweekly digest, 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 occur on a regular basis:

- A. Appointment of New Media Manager
Every two years, in alignment with election of Chairperson.
- B. Appointment of Spokesperson
Every two years, in alignment with election of Chairperson.
- C. Annual Conference
Develop strategies and tasks relating to promotion, marketing, and media distribution.
 - 1. Strategic plan development, at least 1-year in advance.
 - 2. Imagery theme, fonts, color palette, etc. for graphics and conference materials, in collaboration with designated office staff, at least 9-months in advance, in accordance with ACC agreed timelines.
 - 3. Social media and email updates, in collaboration with designated office staff, at least 6-months in advance.
 - 4. Press kits, press releases and/or special invitations, in collaboration with designated office staff, at least 3-months in advance, in accordance with ACC agreed timelines.
 - 5. On-site media planning and development (i.e.-photography, videography, social media strategy), in collaboration with designated office staff, at least 3-months in advance.

- D. Social Media Publication
 - 1. Schedule posts weekly on all SMP, based on gathered statistics on publication reach and best practices.
 - 2. Collaborate with ADTA National Office staff to 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.

- E. Marketing
 - 1. Designated PRC member, in collaboration with ADTA Office, is charged with development of graphics and images for identified campaigns and projects, including: Annual Conference, Virtual Spring Summit, and other ADTA approved campaigns and initiatives.
 - a. Original content will be created based on timelines determined by the committee responsible.
 - 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, in collaboration with ADTA National Office.
 - 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 the extent of original content necessary. At least 2-weeks advance notice is requested for miscellaneous marketing projects.

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