

## CONVENTION CHAIRMAN / PUBLIC RELATIONS

Duties and responsibilities:

1. Plan and coordinate an Annual State Convention with the President, Officers and committee members
  - A. Follow guidelines in State Convention Committee
2. Improve our image: we must strengthen the image of our NAPUS organization and the image of our employer, the U. S. Postal Service. We need to be willing to stand up for all the positive things we do.
3. We are important: We are an important organization of managers within the Postal Service. We are charged with telling our story to anyone who will listen, the media, our boss, our elected officials, our own membership.
4. Improve communications: Increase communication to your own membership, telling what we are doing for them in areas of programs and legislation, to they too, can tell our story better.
5. Public Relations Columns: Place article(s) in the *Around the Cracker Barrel*. Create enthusiasm among our membership about themselves and NAPUS. Getting everyone enthused about NAPUS is a key to your success.
6. Publicity for the State Convention
  - A. Make use of the *Around the Cracker Barrel* months in advance of our convention
  - B. Have the host Postmaster help contact local papers, dignitaries, officials – give them full information about the convention
  - C. Give the National President and Secretary of NAPUS maximum coverage if they are attending convention. They have accomplished a lot; we should tell their story to show the type of leadership we have.