

Public Relations and Advertising Club Bi-Laws
Ratified 5/2006

Article I – Executive Team Qualifications

1. All executives shall be a member in good standing at least 1 semester prior to elections.
2. All executives shall have and maintain a semester/cumulative GPA of 2.5 on a 4.0 point scale.
3. All executive board members shall be held accountable for their contract kept by the club advisor.

Article II – Executive Team Duties

Section 1 – General Duties of the Executive Team

1. Officers shall be present at every meeting. With the exception of the Faculty Advisor.
2. Officers shall hold weekly Executive Team meetings, which all officers shall be present for, including the Faculty Advisor.
3. Officers will be granted 2 unexcused absences per academic year. One will be allowed for the Executive meetings and one will be allowed for the regular meetings.
4. Officers will always have a report ready to be given at the beginning of each meeting.

Section 2 – President

1. Shall be in charge of leading all the meetings.
2. Shall be responsible for providing the written agenda for each meeting.
3. Shall be expected to uphold all the basic functions of the executive officers, in the event that the officer is unable to fulfill the obligations themselves.
4. Shall be responsible for pardoning members for items such as extended absences.
5. Shall be responsible for making sure that all projects are finished on time.
6. Shall be responsible for telling the group about outside events that pertain to the interest of the group. Such as conventions, contests, or workshops that are available to members.
7. Must be present for any ad hoc meetings that are important to the functioning of the group.

Section 3 – Vice President

1. Shall be known as the committee chair leader.
2. Shall lead the meetings in the absence of the President.
3. Shall be responsible for all basic presidential functions in the event that the President shall be unable to fulfill the obligations.
4. Shall be known to the community as the client contact.
5. Shall be in charge of telling the group about potential clients.
6. Shall maintain client contact information.
7. Shall maintain the PR/Ad Club website.
8. Shall be in charge of all other voting issues

Section 4 – Secretary/Treasurer

1. Shall take minutes at every meeting and post the minutes after the meeting.
2. Shall take attendance at every meeting
3. Shall be in charge of standard absences.
4. Shall be present at all required allocation meetings provided by the Student Government Association (SGA).
5. Shall collect dues at the beginning of each semester.
6. Shall maintain a working budget.
7. Shall maintain an income statement.
8. Shall take all projects to the Faculty Advisor for payment issues.
9. Shall keep and reimburse all receipts for any outstanding accounts.

Article III – Faculty Advisor Qualifications

1. The Faculty Advisor must be a Communication Department Professor.

Article IV – Faculty Advisor Duties

1. Shall be in attendance for every other regular meeting.
2. Shall be present at all executive meetings.
 - a. Shall be entitled to the same rules for absence of executive meetings as every other executive.
3. Shall keep the operations manual.
4. Shall maintain the key aspects to the web site.
5. Shall have every executives e-mail and send notifications of upcoming events to all executives.
6. Shall be the only one who has access to GPA.
 - a. Shall be in charge of maintaining GPA status.
 - b. Shall be in charge of any disciplinary measures that go along with GPA.

Article VI – Committee Chair Qualifications

1. All Committee Chairs must be an active member of the PR/Ad Club.
2. All Committee Chairs shall have and maintain a semester/cumulative GPA of 2.0 on a 4.0 point scale.
3. All Committee Chairs shall be held responsible to their contract by the Executive Team.
4. Members of the Executive Team can not hold a committee chair. (With the exception of the Vice President in regards to the Client Committee.)

Article VII – Committee Chair Duties

1. To lead the committee meetings.
2. To work with and keep the Vice President informed of the events that are occurring within the committees.
3. To manage any events the committee provides in the name of the PR/Ad Club.

Article VIII – Committees

Section 1 – Membership

1. All members shall participate in at least one committee.
2. The number of members in each committee shall be decided by the executive team.

Section 2 – Standing Committees

1. Mini Public Relations Challenge (PRC) Committee
 - a. Responsible for putting on at least one mini Public Relations Challenge (PRC) each semester to benefit the members. (See Attached Description of original PRC for ideas.)
 - b. This committee should be active within the first 2 weeks of the fall semester.
2. Client Committee
 - a. Shall be headed by the Vice President.
 - b. Shall have 3 members when total membership is fewer than 20.
 - i. Membership shall be based upon the number of clients the PR/Ad Club intends to take on at one time throughout the academic year.
 - ii. Membership shall be increased should the PR/Ad Club begin to take on more clients.
 - c. Shall be responsible for assembling teams and assigning them to clients.
 - d. Shall be in charge of assigning team leaders.
 - e. Shall be in charge of maintaining at least one client per academic year.

- f. Shall suggest which clients to take and which clients to “table.”
 - g. Shall be responsible for keeping records on what each client receives from the PR/Ad Club.
 - h. Shall be responsible for keeping records about each client’s organization.
3. Events Committee
- a. Shall be responsible for events that coordinate with PSU.
 - i. Is required to attend the homecoming festivities.
 - ii. Is required to choose one other event coordinating with PUS and attend.
 - b. Shall be responsible for events dealing with the social well being of the PR/Ad Club.
 - i. Is required to throw an “end-of-the-year” party or banquet.
 - ii. Is required to honor graduating members.
 - iii. Is responsible for any recruitment functions.
 - c. Is responsible for Guest Speakers for the PR/Ad Club.

Section 3 – Client Teams

1. Team Membership
- a. Shall be assigned by the client committee.
 - b. The client committee shall assign team leaders.
 - c. Every member must participate on at least one team per academic year.
 - d. Executives are not allowed to be a team leader.
 - e. Team leaders shall attend at least one regular meeting of the client’s regular meetings.
2. Clients
- a. The PR/Ad Club shall be allowed to take on 1 to 2 clients at one time per year. (This number may be subject to change if the club membership grows. A motion to add more clients must be brought up at a regular meeting, and follow Robert’s Rules of Order.)
 - b. Will only exist for a pre-set amount of time. (May be determined by the client.)
 - c. Clients must fill out the application for PR/Ad services.
 - d. Once a client is chosen to be a working account, a team leader must be assigned by the next regular meeting.
 - e. Team leader and the Vice President must attend a meeting with the clients to define their goals for PR/Ad. (Remember the PR/Ad Club’s goal is to do what the client wants, not necessarily what the members of the PR/Ad Club may want.)
 - f. The team leader must then make a written presentation to the PR/Ad Club, outlining the goals of the client.