

27th of September 2024, Bucharest

Motion presented at IFATSEA 2024 General Assembly by the Romania's Affiliates ATSEPA,
Romania's Affiliates ATSEPA is therefore the **Proposer**.

It is confirmed that Canada is therefore the **Secunder** of this motion.

This motion is supported by France, Germany, Switzerland and USA.

Subject: Creation of a committee "Media and Public Relations"

WhereAs effective press and public relations enables an association to positively shape its image and reputation by disseminating positive news, success stories and relevant information, thereby gaining and consolidating the trust of employers, commissions, legislators, and the public,

WhereAs press and public relations work also serves to inform the association's members about its activities, successes and developments, which helps to strengthen members' loyalty to the association and encourage their commitment,

WhereAs press and public relations work can also be used to represent the interests of the association to political decision-makers, the public and other relevant stakeholders,

WhereAs in the event of a crisis or controversy, effective press and public relations work is crucial to protect the reputation, standing and objectives of the organization,

WhereAs press, media and public relations play a central role in the association's activities, as they help to strengthen the association's image and reputation, inform, and engage members, attract new supporters, mobilize financial resources, and represent the association's interests to the outside world.

Therefore, be It resolve; That a committee "Media and Public Relations" as a sub-committee of the Executive Board be created. This committee shall be composed of one "Media and Public Relations Officer" from each IFATSEA region and elect a chair out of them. The chair shall take part at every Executive Board meeting as a non-voting observer.

Therefore, be It also resolve; That the sub-committee will be responsible for the website, social media channels, short news services and press and public relations work.

Therefore, be It also resolve; That the Executive Board shall draw up a guideline describing the procedure for conducting and publication of interviews, press releases and public articles on behalf of IFATSEA.