

**Position Title:** Public Relations Representative (Publicity)

**Term of Office:** Minimum one (1) year term, with option of subsequent terms, as appointed by the President.

**Responsibilities**

- I. Create appropriate press releases or multi-media and social media materials as directed by the Board of Directors.
- II. Encourage OLCA members to publicize breastfeeding related events or news.
- III. Work to increase the visibility of OLCA statewide. Promote breastfeeding by increasing awareness of breastfeeding issues around the state.
- IV. Post link to the newsletter when notified by Website Editor of its availability.
- V. Disseminate information to membership as directed by the President.
- VI. Facilitate access to group discussion platforms (Facebook groups, Yahoo alternative)

**Meeting Attendance:**

1. Membership meetings
2. Board meetings as requested