



Communications

Updated December 2020

Policy

Purpose: To provide guidance for the Association for publicity matters.

1. The Communications Coordinator will maintain ATAT's presence on social media.
2. The Communications Coordinator will provide an ATAT magazine quarterly each year.
3. The ATAT staff will maintain a website for members.
4. The Communications Coordinator will serve as the liaison to a designated third party public relations firm to promote agricultural education in cooperation with Texas FFA and the Texas FFA Foundation.
5. The Communications Coordinator will serve as a source for members needing local media assistance.
6. The Communications Coordinator will maintain up-to-date promotional materials for the ATAT.
7. The Association will highlight a teacher from each area on a regular basis through ATAT media channels.

Operational Protocols

1. The Association will maintain a link to NAAE website on ATAT website.
2. The Association will encourage ATAT members to apply for the Honorary American FFA Degree.
3. The Communications Coordinator is to encourage teachers to submit high quality photos and content of their agriculture education programs.
4. The Communications Coordinator will make press releases available on the website to ATAT award winners.
5. On request, the ATAT staff may send a letter to the requested administrators commending the ATAT member for their service to the Association. For example: Presenting a workshop at the annual conference, serving as a board member, receiving awards, results of contests, etc.
6. The communications coordinator will maintain up-to-date press release templates regarding events at the state level. Templates will be housed on the Texas FFA Association and ATAT websites.
7. Review Power Group Report provided for the current year.