



THE NINETY-NINES, INC.
STANDARD OPERATING SOP
Public Relations

Mission: The NINETY-NINES® INTERNATIONAL ORGANIZATION OF WOMEN PILOTS® promotes advancement of aviation through education, scholarships, and mutual support while honoring our unique history and sharing our passion for flight.

Purpose: To publicize the widespread activities of The Ninety-Nines and to improve our visibility and image.

1. **Applicability:**

- 1.1. Public Relations for the International Ninety-nines will be the responsibility of International Headquarters (IHQ) in conjunction with the Public Relations Chair (PRC).
- 1.2. Public Relations on the local level will be the responsibility of each local Chapter
 - 1.2.1. Each Chapter should be encouraged to call upon the PRC for assistance with press releases. The PRC will not be familiar with local or chapter issues but can help make press releases more appealing.

2. **Background:** Because events intended for inclusion in The Ninety-Nine News may be stale by the time the magazine is published, coordination between IHQ, the PRC, and the Publications Committee is essential to avoid duplication of research effort and effectively share information. Therefore, the PRC MUST communicate with the Publications Committee and IHQ on timely issues, i.e. death of a past president, formation of a new section, a member's achievement with national interest, etc. It is recommended that the Publications Committee and IHQ will include this SOP in their procedures, as well. It is further recommended the PRC be a liaison with the Publications Committee to enhance information flow.

3. **Membership:**

- 3.1. The Public Relations Chair is selected by the President.
- 3.2. Members of the Public Relations Committee are selected by the Public Relations Chair from volunteers, who must be members in good standing of the Ninety-nines.

4. **Responsibility:** The Public Relations Chair is responsible for this SOP

5. **Procedure Content: International**

- 5.1. The International Headquarters (IHQ) will provide the Public Relations Chairman (PRC) with a list of media contacts. The PRC will
 - 5.1.1. make additions, deletions, or corrections to the list
 - 5.1.2. provide a copy of the updated list to IHQ
- 5.2. Within 30 days of each election, IHQ will provide the PRC with a biography of all International Board of Directors (Board members).

- 5.2.1. In even-numbered years, the press release will introduce all Board members and Trustees
In odd-numbered years, the press release will introduce any newly-elected
- 5.2.2. Board members and recap sitting Board members and Trustees
- 5.2.3. In the case of a mid-term appointment, follow the procedure herein described.
- 5.3. Press releases will follow the guidance and format attached to this SOP. The PRC will:
 - 5.3.1. Determine which outlets are appropriate for the topic.
 - 5.3.2. E-mail the release to the selected outlets
 - 5.3.3. Send a copy of the press release to each Board member and the Council of Governors Spokesperson
 - 5.3.4. Make every effort to identify the effectiveness of the press release, i.e. what topics are accepted by the media outlets, what media outlets support our press releases, if the release is edited or printed as submitted, etc.
- 5.4. A newly appointed PRC should submit a release to the magazine and post to the List Serve to introduce herself to the membership
 - 5.4.1. A permanent email address, PR@ninety-nines.org, has been created for use on all press releases. The PRC must notify the Webmaster of her personal email address so mail to the PR address can be forwarded to her
 - 5.4.2. The PRC must prepare a report for each Board meeting and the annual convention
 - 5.4.2.1. The reports must be submitted to IHQ by the stated deadline

6. **Procedure Content: Local**

- 6.1. Each Chapter should establish liaisons with state and local news media - newspapers, radio, and television.
- 6.2. Each Chapter should make themselves known to civic organizations and where possible, do a presentation on The 99s.
- 6.3. Local press releases should emphasize a Chapter's contribution to the community, not just aviation-oriented activities; i.e. adopt a median, working with scouts, disadvantaged or at-risk children, etc.
- 6.4. Each Chapter should call upon the PRC for assistance with press releases. The PRC will not be familiar with local or chapter issues but can help make your press release more appealing.

7. **Approval:**

- 7.1. Authorizing Body: International Board of Directors.
- 7.2. Approval Date: This SOP was approved on: March 4, 2022.