

**TEXAS TOWER PUBLIC RELATIONS CONSTITUTION
THE UNIVERSITY OF TEXAS AT AUSTIN**

Preamble

We, the members of Texas Tower Public Relations, in order to provide an official and representative student organization, to give students an opportunity to put into practice those techniques and ideas which they learn in the classroom, to provide students with professional contacts and valuable working experience, and to offer assistance with public relations initiatives to non-profit organizations free of charge, do ordain and establish this Constitution for Texas Tower Public Relations, originally chartered by the Alan Scott chapter of PRSSA of the University of Texas at Austin.

Article I: Membership and Eligibility

- 1.1 This organization of students shall be known as Texas Tower Public Relations.
- 1.2 All students enrolled at the University, as so defined by the Office of the Registrar or the Office of the Dean of Students, shall be eligible to participate in Texas Tower Public Relations.
- 1.3 All members of the student body not on scholastic or disciplinary probation, as so recorded by the Office of the Registrar, shall be eligible to campaign for and hold elective office within Texas Tower Public Relations.

Article II: Funding

- 2.1 Texas Tower Public Relations shall not require dues of any sort. Rather, Texas Tower Public Relations shall petition for funding from various campus resources each semester or scholastic year, as needed.
- 2.2 Texas Tower Public Relations reserves the right to mark up the price of promotional materials, such as shirts, as a fundraising effort for the organization.
- 2.3 In accordance with SALD regulations, Texas Tower Public Relations will at no time charge clients for the services it provides.

Article III: The Executive Board

- 3.1 The Executive Board
 - 3.11 The executive power of Texas Tower Public Relations shall be vested in the Director, the Information Officer, the Creative Officer, the Communication Officer, and the current account executives.
 - 3.12 The executive officers shall all serve one year terms, beginning at midnight on the last official day of classes.
- 3.2 The Director of Texas Tower Public Relations
 - 3.21 The Director shall be appointed by the preceding director of Texas Tower Public Relations.
 - 3.22 Duties of the Director
 - a. The Director shall faithfully execute all acts of the organization.
 - b. The Director shall be the representative of the students to the administration of the University of Texas at Austin, to the Board of Regents of the University of

Texas System, to the City of Austin, and to the Texas Legislature.

c. The Director shall, at each meeting of the organization, give information on the state of the campaigns and the organization, and recommend to their consideration such measures judged necessary and expedient.

d. The Director shall have sole access to any monies possessed by the organization.

3.3 The Information Officer

3.31 The Information Officer shall be elected by the members of Texas Tower Public Relations alone.

3.32 Duties of the Information Officer..

a. The Information Officer shall assist the Director with assigned responsibilities.

b. The Information Officer shall take minutes at all meetings and make them available to the members of the committee within one week from the meeting date.

c. The Information Officer shall be responsible for documenting events and projects by means of photography, cinematography or any other media deemed appropriate.

d. The Information Officer shall be responsible for all meeting reminders and any communications involving the recruiting process.

3.4 The Creative Officer

3.41 The Creative Officer shall be elected by the members of Texas Tower Public Relations alone.

3.42 Duties of the Creative Officer

a. The Creative Officer shall assist the Director with assigned responsibilities.

b. The Creative Officer shall maintain and update the Web site (<http://www.texas towerpr.org>), as needed. This includes both content and design.

c. The Creative Officer shall be responsible for maintaining and updating any design or content aspects of the blog. All guest posts on the blog must be approved by the Creative Officer.

d. The Creative Officer shall be responsible for designing and obtaining any publicity materials not related to specific accounts. (e.g. Texas Tower shirts, informational handouts on the organization, etc.)

3.5 The Communications Officer

3.51 The Communications Officer shall be elected by the members of Texas Tower Public Relations alone.

3.52 Duties of the Communications Officer

a. The Communications Officer shall assist the Director with assigned responsibilities.

b. The Communications Officer shall facilitate the internal and external communications of Texas Tower Public Relations, focusing on communication between Texas Tower PR and The University of Texas at Austin community.

c. The Communications Officer shall periodically contact clients to reaffirm deadlines and check on project progress and satisfaction. This is different than the constant communication between the clients and account executives.

d. The Creative Officer shall maintain and update all social media accounts held by Texas Tower Public Relations. (facebook, Twitter, Flickr, Youtube)

e. The Communications Officer shall act as the representative for Texas Tower Public Relations on the Executive Board of the Alan Scott chapter of PRSSA in the event that the director is unable to do so.

3.6 The Account Executives

3.61 The Account Executives shall be appointed by the Director of Texas Tower Public Relations.

3.62 Duties of the Account Executives

- a. The Account Executives shall maintain constant communication with the clients to whom they are assigned.
- b. The Account Executives shall manage and delegate all work relating to the account to which they are assigned to the participating team members.
- c. The Account Executives shall be responsible for analyzing client situations, strategically planning an approach, implementing the approach, and evaluating the effectiveness of the approach as it relates to their client work.
- d. The Account Executives shall be responsible for writing a case study after each project that details the problem(s) or opportunity(ies) faced by the client, what Texas Tower Public Relations did to solve the problem(s) or opportunity(ies) and a final evaluation of the project's effectiveness.

Article IV: Elections

- 4.1 General elections shall be held during the last meeting of each scholastic year.
- 4.2 Special elections called to fill vacancies or on other emergency matters shall be held during the next scheduled meeting that occurs directly after the office becoming vacant.
- 4.3 Each student may cast one (1) vote for director, one (1) vote for information officer, one (1) vote for creative officer and (1) vote for communications officer.
- 4.4 The candidate or candidates receiving the highest number of votes for the office shall receive the position.
- 4.5 Runoff Elections
 - 4.51 If the top candidates receive a tie vote, a runoff election will occur..
 - 4.52 The candidate receiving the highest number of votes in the runoff shall be certified in the position.
- 4.6 There shall be no constitutional provision requiring a minimum number of voters participating in any general or special election in order to validate that election.

Article V: Removal

- 5.1 The Director and Executive Officers may be removed from office for failure to fulfill the duties and responsibilities mandated in this Constitution.
- 5.2 A two-thirds (2/3) vote of all members of Texas Tower Public Relations except the one(s) under dispute is required in order to remove the director or executive officers from office.

Article VI: Amendments

- 6.1 Any amendment to this Constitution proposed within the organization must be passed by a two-thirds (2/3) majority of the members of Texas Tower Public Relations and the Executive Board of the Alan Scott chapter of PRSSA. Such amendments shall be presented to the members at the next scheduled election.

Article X: General Provisions

- 7.1 No expenditures shall be allowed that would result in a deficit in any Texas Tower Public Relations account.

7.2 Two elective offices shall not be held simultaneously by the same person, nor shall two persons simultaneously hold the same elective office.

7.3 This Constitution supersedes all previous constitutions of Texas Tower Public Relations and its ratification nullifies all pending amendments to the current constitution. This Constitution shall take immediate effect when it shall have been ratified by a majority of ballots cast in an election by the members of Texas Tower Public Relations and the Executive Board of the Alan Scott chapter of PRSSA and is in accordance with Section 7.5 below.

7.4 All officials elected under the requirements of the previous constitution shall remain in their corresponding offices if they do exist and shall exercise their corresponding duties and responsibilities as set forth in this Constitution until their terms of office have expired. Any new offices shall be filled at the soonest possible time.

7.5 This Constitution and its associated rules and regulations, and amendments thereto are subject to provisions of the Rules and Regulations of the Board of Regents of the University of Texas System.

Ratified by the members of Texas Tower Public Relations and the Alan Scott chapter of PRSSA on Sunday, March 8, 2009.