

**COMMUNICATIONS ASSOCIATION OF THE SOUTHERN TIER (CAST)  
CONSTITUTION**

ARTICLE I – NAME

The name of this organization shall be the COMMUNICATIONS ASSOCIATION OF THE SOUTHERN TIER (CAST).

ARTICLE II – PURPOSE/OBJECTIVES

1. To advance high standards and truth in advertising, public relations, the graphic arts and other forms of communications by providing the means through which members may exchange ideas and assist each other in the creation, planning and production of more effective advertising, public relations and graphic arts.
2. To promote the study and understanding of advertising, public relations and graphic arts among industry and external publics.
3. To increase public awareness of the social and economic values of advertising, public relations and the graphic arts.
4. To recognize and honor excellence in advertising, public relations and graphic arts and the outstanding contributions made by communications professionals.
5. To provide all members with the opportunity to regularly network and learn in a non-competitive environment.

Conclusion: It is in the best interest of the individual communications professional to join forces with others in his or her community to enhance the quality of advertising, public relations and graphic arts, and promote and protect advertising, public relations and the graphic arts in the marketplace. Keeping these purposes and objectives in mind, it is duly noted that this Association will be used as a forum to promote communications excellence and not as a solicitation vehicle.

ARTICLE III — MEMBERSHIP

1. Qualifications. Membership shall be open to all persons and all organizations engaged in all forms of communications: the creating, distributing, buying, selling, teaching or administering of advertising, public relations, printing, or marketing programs.
2. Categories. There shall be four classes of membership:
  - a. Individual – a membership conferred on and listed in the Association roster in the name of an individual.

*approved 4/9/01*

- b. Organization – a membership or memberships conferred on and listed in the Association roster in the name of an organization. Maximum of three people from the same organization to receive member benefits.
  - c. Organization Plus – a membership or memberships conferred on and listed in the Association roster in the name of an organization. Four+ unlimited people from the same organization to receive member benefits.
  - d. Student – a membership limited to students of advertising, public relations, graphic arts or marketing at a recognized school or college.
3. Special Membership Provisions.
- a. No initiation fee shall be required for membership.
  - b. Annual dues shall be determined by the Directors and the Association membership shall be notified of these dues prior to the first annual meeting via an annual membership mailing in November.
  - c. Special reduced annual dues are applicable for students. The Directors may establish other reduced dues.
  - d. Lifetime Member Category—a special recognition of members with long, active service to the Association. These members must have achieved 20 years of active status with the Association (this status will include prior active status in the Binghamton Ad Club, Public Relations Society of the Southern Tier or Southern Tier Club of Printing House Craftsman). The member must have also had active involvement over the years with notable accomplishments during that time. Members must have held leadership roles within the Association with regular attendance at Association programs and Board meetings. The Board makes the selection of any members eligible for this category on an annual basis. The benefits include recognition and free lifetime membership in the Association.
  - e. Special Interest Groups—the formation of such groups within the Association membership is allowable. In the case of some special interest groups, there may be an additional fee for membership into a regional or national affiliation. This fee is required only by those who wish to access the benefits of the larger affiliation and is above and beyond the dues fee paid as a member of CAST.
  - f. Each individual member or member organization will receive a membership certificate upon yearly renewal of membership. Each member will receive one membership pin.
4. New Membership Procedures.
- a. Application for membership shall be made to the Membership Chairperson on the prescribed form and delivered to the Membership Committee for consideration.
  - b. The Membership Committee's recommendation and the application shall be presented at the next meeting of the Board of Directors following Membership Committee action. After approval by a majority of the Directors present, the applicant shall be accepted for membership upon payment of the first year's dues. Those whose applications are accepted by the Board are to be introduced to the Association at the next meeting by the Membership Chairperson.

5. Termination of Membership.
  - a. Involuntary termination of membership for any reason shall be effected only by a two-thirds vote of the Board of Directors after the member has had an opportunity to be heard by the Board.
  - b. Non-payment of annual professional dues shall automatically terminate membership.

#### ARTICLE IV – DUES

1. Amount. The membership fee for individuals and organizations shall be set by the Board of Directors. The dues shall be paid annually on or before January 1.
2. Nonpayment of Dues. Any member whose dues are unpaid for three months shall be considered not in good standing and shall not be entitled to vote, hold office or enjoy other privileges of membership, provided such member or associate shall have been duly notified.
3. Reinstatement. The Board may reinstate such delinquent members at its discretion upon written application and after payment of any outstanding back dues and charges.

#### ARTICLE V – GOVERNMENT

1. Management.
  - a. The Board. The affairs of the Communications Association of the Southern Tier shall be entrusted to and managed by a Board of Directors, herein after referred to as the Board, composed of four Officers and five Directors. Only the Board shall have general charge of the affairs, funds and property of the Association. Note: Any decisions of the Board can be overturned by a two-thirds vote of membership present at any meeting, provided a quorum is present.
  - b. Officers and Directors. To serve as an officer or director on the Board, one must be a member of the Association and have the time and dedication needed to fulfill the responsibilities of the office.
  - c. It is the responsibility of each Board Member to attend all Association functions and Board Meetings. Further, each office shall be responsible for particular duties as outlined in the CAST Government Duty Roster.
  - d. Removal. Any officer or director, whom a quorum of the Board deems is not fulfilling his/her obligated duties, to the detriment of the Association, may be given written notice of dismissal by the Association President.
  - e. Funds. All expenditure of funds must be approved by a majority Board vote.
  - f. Member Conduct. The Board will determine whether the conduct of any member is detrimental to the welfare of the Association.
  - g. Quorum. A majority of the Board members shall constitute a quorum for all meetings of the Board.

- h. Successive Terms. Excluding the President, no officer or director having held an office for two consecutive terms shall be eligible to succeed himself in that same office.
    - i. The fiscal year will be June 1 to May 31.
- 2. Officers.
  - a. Officers shall include: 1) President; 2) Vice President; 3) Secretary; 4) Treasurer.
  - b. Officers shall be elected at the Annual May Meeting and shall hold their offices for one year.
  - c. The President shall not be elected for consecutive terms.
- 3. Directors.
  - a. There shall be five Directors, including: 1) Program Chairperson; 2) Membership Chairperson; 3) Publicity Chairperson; 4) Education Chairperson; 5) The retiring Association President shall serve a one-year term as a Director-at-large.
  - b. Directors shall be elected at the Annual May Meeting and shall hold their offices for one year.
- 4. Vacancies.
  - a. The President, with the approval of the remaining Directors, shall select a successor to fill any vacancy for the remainder of the position's term.
- 5. Duties. Refer to separate CAST Government Duty Roster for Officer and Director descriptions.

#### ARTICLE VI – NOMINATIONS AND ELECTIONS

- 1. Nominating Committee. There shall be a Nominating Committee of not fewer than three members appointed by the President with approval of the Board of Directors at least 60 days prior to the Annual Meeting of the Association to be held in May.
- 2. Nominations. The Nominating Committee shall name a qualified nominee for each officer and director whose term is expiring. Additional nominations, if any, shall be accepted from members at the March Meeting. The Nominating Committee shall contact each nominee to determine interest and agreement to serve if elected.
- 3. Notice to Membership. At least 30 days before the Annual May Meeting, the Secretary shall mail and e-mail to all Association members the list of nominees prepared by the Nominating Committee.
- 4. Elections. Officers and Directors shall be elected at the Annual May Meeting. Election shall be by majority vote of members in good standing casting ballots either in person or by proxy. Absentee ballots must be delivered to the

*approved 4/9/01*

Secretary before the Annual Meeting takes place. Balloting in contested elections shall be by secret ballot.

#### ARTICLE VII – COMMITTEES

1. Standing Committees. In addition to the Nominating Committee, there shall be Standing Committees on Program; Membership; Education and Publicity. The Chairperson of the Publicity Committee shall be an ex-officio member of all committees.
2. Special Committees: Special committees may be established and appointed by the President with approval of the Board.
3. Committee Reports: The chairperson of each committee shall report its activities regularly to the Board. All committee activities shall be subject to approval by the Board.

#### ARTICLE VIII — MEETINGS

1. Annual Meeting. There shall be an Annual Meeting of the Association each year in May for the purpose of electing new Directors, discussing Association business and providing a regular program opportunity.
2. Regular Meetings. There shall be regular membership meetings at least seven times each year at such times and places as may be designated by the Board of Directors.
3. Board Meetings. There shall be regular Board Meetings at least seven times each year at such times and places as may be designated by the Board of Directors. All meetings of the Board shall be conducted under Robert's Rules of Order.
4. Special Meetings. Special meetings of the Association may be called by the President, the Board or on written request by 25 percent of the Association's members.
5. Special Interest Group Meetings. Special interest groups formed within the Association may call meetings outside the regularly scheduled Association meetings as needed with prior approval of the Board.
6. Notice of Meetings. Notice of the Annual Meeting shall be mailed and e-mailed to each member at least 30 days in advance. Notice of a regular or special meetings shall be mailed and e-mailed to each member with due notice given. If a reservation is made by a member for a meeting where payment is required, he/she must notify the Secretary 24 hours prior to the meeting if unable to attend or he/she will be billed for the meeting.

7. Quorum. A majority of members of the Association shall constitute a quorum at any meeting of the Association.

#### ARTICLE IX – SCHOLARSHIP FUNDS

1. Broome Community College Scholarship Fund
  - a. A scholarship fund has been developed in conjunction with the BCC Foundation to provide a graduating student or students in the BCC Communications Program with funding for continuing education. The student or students must be planning to continue his/her or their education in a communications related field at a 4-year college.
  - b. BCC shall select the student to receive the Communications Association of the Southern Tier (CAST) Scholarship Award and notify the Education Chairperson of the selection.
  - c. CAST will provide an award to be presented to the student by either the Education Chairperson or other Officer of the Association or a BCC Faculty Advisor at BCC's annual awards presentation evening in May. The Board will determine the amount of the award to be presented on an annual basis.
  - d. Should the Education Chairperson or other Officer of the Association make the presentation, it is advised that suitable information be obtained such as: the reason for selection, the quality of the student's work, the location of continuing education, etc., for proper presentation purposes.
2. High School Scholarship Fund
  - a. The CAST High School Scholarship Program shall consist of an essay and academic qualification competition involving high school seniors attending a high school in the Broome County region or in a district where the business practice of an active member of CAST is located. Applicants must be planning to enter a 2-year or 4-year college majoring in a communications related field which may include, but is not limited to, advertising, communications studies, radio or television production, graphic design, photography, public relations, graphic arts, etc. (The CAST Scholarship Committee will make the final determination if the field of study indicated qualifies for the scholarship.)
  - b. The winners of said competition will be determined by a Scholarship Committee, headed by the Education Chairperson, and consisting of active members of CAST.
  - c. CAST will provide a 1<sup>st</sup> place award and a 2<sup>nd</sup> place award to be presented at the Annual Genesis Banquet. The Board will determine the amount of the awards to be presented on an annual basis. If the students are unable to attend the Genesis Banquet or timing does not permit, the awards will be forwarded to their schools for presentation during their high school awards programs in May or June.
  - d. Should such time arise that additional funds become available, the Board of Directors will determine the amounts and number of awards to be distributed.

#### ARTICLE X — AMENDMENTS

Any amendment or alteration of the CAST Constitution must be presented in writing at a meeting of the Board of Directors. The Constitution may be amended by a two-thirds vote of the Board of Directors present at any meeting, provided a quorum is present and provided at least 30 days notice has been given to all members of any proposed amendment.

*approved 4/9/01*