



## Communications Committee Charter Description

### **Objective:**

The Communication Committee shall operate in accordance with this charter. The committee will develop and execute a communications plan to promote public awareness and understanding of forestry.

### **Organization:**

The Committee shall consist of at least one member from each Chapter and shall work in cooperation with the appropriate Society Staff member. The term of the Chair's appointment shall be for two years. Staggered appointments will be used to facilitate committee continuity, with one-half of its members being replaced annually. The committee chair may appoint members of the committee.

### **Activities:**

1. The Committee shall be responsible for proper news coverage in the various media for all suitable activities of the Florida Division.
2. Prepare professional communications within the Florida Division and with other organizations.
3. Encourage the dispersal of information to gain public awareness and understanding of forestry and the forestry profession.
4. Develop a communications plan that contains the following elements: target audiences, messages, communications goals, tactics, and measures of success.
5. Work with other local committees (policy and executive committee) and leadership (newsletter editor) on disseminating information.
6. Write articles for unit newsletter to regularly update membership on communications success stories.
7. Create news releases about local SAF and forestry events.
8. Disseminate national and local press releases to local media contacts.
9. Establish communications with local members of the media (television, radio, and print).
10. Establish and manage the "Communications Network" that should include national Media Relations Program (MRP) volunteers, Education and Communications working group (F3) members, and other members interested in communications.
11. Track issues (legislation, news articles etc.)

### **Duration:**

Standing Committee

### **Amendments:**

This charter may be amended by majority vote of the executive committee.

### **Date Approved:**

### **Dates Amended:**