

Public Affairs Committee
Charter Description
Alabama Division, SAF

Established Date:

1 August 2007

Objective:

The Objective of the Public Affairs Committee shall be to develop and execute a communications plan that promotes public awareness and understanding of the forestry profession and the Society of American Foresters.

Organization:

The committee shall consist of three members: the Division Secretary and at least two others appointed by the Division chair. The committee shall not be chaired by the Division Secretary. Committee members must be Division members in good standing. Appointees shall serve one-year terms and may be reappointed at the discretion of the Division chair.

Activities:

1. Develop a communications plan that contains the following elements: target audiences, messages, communications goals, tactics, and measures of success.
2. Coordinate with other Division committees, especially the Executive Committee and the Legislative and Forest Policy Committee, and the *Southeastern Forester* newsletter editor, on disseminating information.
3. Write articles for *Southeastern Forester* newsletter to regularly update the membership on communications success stories.
4. Ensure that the Division website is maintained in a current and up-to-date condition, and that it conforms with the larger communications plan.
5. Produce news releases about local SAF and forestry events.
6. Disseminate national and local press releases to local media contacts.
7. Establish working relationships with local media outlets (television, radio, and print).
8. Establish and manage a "Communications Network" to include the SAF national Media Relations Program (MRP) volunteers, Education and Communications working group (F3) members, and other members interested in communications.
9. Work cooperatively with the appropriate committee (Communications) of the Southeastern Society

Duration:

Standing Committee

Amendments:

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

Date Approved:

14 October 2008

Dates Amended: