

## COMMUNICATIONS COMMITTEE CHARGE

**Number of Members** 12-14

### **Composition**

Members shall include a Chair and a Vice Chair, the Chair of the HRS TV Subcommittee, and between nine and eleven at-large members who have expertise or strong interest in communications technology, public relations, media, social media, and/or the web. Members shall represent a diverse mix of backgrounds, including physicians who represent key constituencies such as private practice, academic, emerging, international EP's, Allied Professionals and scientists. The Chair may invite guests as needed to expedite information sharing.

### **Method of Appointment**

The Committee Chair and members shall be appointed by the President and/or Vice President, in consultation with the Chief Executive Officer.

### **Term of Office**

One Year. Reappointment for two additional consecutive one-year terms is permissible.

### **Accountability**

Reports to: Board of Trustees

Key Relationships: Executive Committee, Education Council, Patient and Caregivers Subcommittee, Heart Rhythm Program Committee, Health Policy and Regulatory Affairs Committee, Scientific and Clinical Documents Committee, Membership Committee

### **Purpose**

To provide strategic direction, policy oversight, and business decision support for all Society communications efforts.

### **Responsibilities**

- Provide strategic direction for promoting the Society and the work of its member committees through public and media relations efforts.
- Provide input on strategy/direction with regard to print and web-based communications to members and other stakeholders and make recommendations as needed.
- Provide strategic direction for use of social media to promote the Society and its key messages.

- Provide strategic direction in the development of the Society's mobile marketing and communications outreach efforts.
- Provide strategic direction for the enhancement of HRS online publications (e.g., *Keeping Pace*).
- Provide strategic direction for using the annual scientific meeting to further the core mission of the Society.
- Provide direction on Society messaging, particularly as it relates to statistics communicated about the EP field in general and the Society specifically
- Provide strategic direction and facilitate the implementation of member outreach with regard to Society visibility and promotion of Awareness campaigns
- Vet and refer matters to the Ethics Committee as appropriate.
- Establish criteria governing commercial advertising by external organizations on the HRS website, related microsites and other HRS media, for Board approval.
- Monitor adherence by external organizations to the Society's commercial advertising criteria.
- Review and monitor effectiveness of external online collaborations and opportunities.

#### **Decision-Making Authority**

- Establish the committee's procedures.
- Establish subcommittee priorities and goals.
- Establish procedures for coordinating subcommittee work.
- Act on the recommendations of its subcommittee.
- Make recommendations to the Board.

#### **Meeting Frequency**

Meetings to be held monthly or bi-monthly, as needed, by teleconference or face to face, for a total of approximately 5-7 meetings per year. Additional meetings may be held as needed. Committee members will also be asked to respond to email communications on a regular or as-needed basis to provide input on emerging concepts or strategies. Committee members may also volunteer for work groups that might require additional teleconferences and/or email communications.

#### **Estimated Time Commitment**

2 hours per month; additional time will be required if member participates in working group(s) for specific projects

#### *Scheduled*

Committee Conference Calls (bi-monthly)

In-Person Meetings (May, at HRS Scientific Sessions)

*Ad Hoc*

Committee Conference Calls (as needed)

Working Group Calls (as needed)

*Busiest Times of the Year*

Budget preparation cycle (July - August)