



AMWIK's Publicity, Media and Visibility Committee Terms of Reference

Membership

The committee will consist of AMWIK registered members and will in most cases include a member of the AMWIK Board who will serve as the secretary to the committee. In cases where an AMWIK board member may not be part of a committee, members will appoint a secretary from among them who will be required to occasionally attend board meeting to update on progress. The chair of the committee shall be chosen by the committee.

Attendance at Meetings

The **Publicity, Media and Visibility Committee** members will be expected to attend all committee meetings. If a committee member is absent for more than three consecutive meetings, or is frequently absent, or fails regularly to carry out the assigned tasks, the committee member will be asked to reconsider their membership to the committee. Other board members may attend the **Publicity, Media and Visibility Committee** as required. Other members of staff, or other personas may be asked to attend as required. A quorum will be a third of the membership.

Frequency of Meetings

The committee will meet monthly for the first three months (Aug-Oct 2019) and bi-monthly thereafter. The meeting dates should be agreed during the first meeting. The committee is free to meet at any venue convenient to them including personal offices and restaurants.

Authority

The **Publicity, Media and Visibility Committee** is authorized by the Board to oversee all publicity, image-building, branding and media partnerships. This committee is authorized to make decisions on publicity activities. The committee will escalate to the executive committee any matters relating to the publicity,

media and visibility within the ethical and policy standards of AMWIK. The committee is authorized to seek any information that it requires from the Executive Director of AMWIK and to obtain outside expert or independent professional advice at AMWIK's expense when possible. However, the AMWIK Board of Directors remains ultimately responsible for the governance, management and administration of the organization.

Duties

- Raise AMWIK profile (online and offline through publicity activities)
- Build AMWIK corporate brand (rebranding, merchandize)
- Develop a Communication Strategy (task of the Board, led by the committee)
- Develop a social media policy
- Develop a crisis communication strategy
- Content Production (offline & online)
- Engagement with the media (carrying of our stories)
- Publicity of AMWIK events (bloggers & influencers)
- Introduce AMWIK Patron - addition of AMWIK ambassadors)
- Fundraising Component - AMWIK Merchandise sales

Reporting

The **Publicity, Media and Visibility Committee** shall prepare a report on its role and responsibilities and the actions it has taken to discharge those responsibilities for presentation to AMWIK's board of Directors as necessary, and at least once each quarter.

Recognition of Participation

Participation in committees by members is appreciated. Participating members will therefore be scored according to their contribution and participation which will add to their recognition and possible award at the end of the year for those who are outstanding.