



Public Information Committee Report

Fall Trustees Meeting

September 20, 2018

Public Information Activities in 2018 - 2019

- **Excellence in Communication Awards:** We plan to again offer an early-bird submittal price for entries in mid-December. Then we will accept entries at the regular submittal price right after the holidays, in January 2018. We started this last year to accelerate the award production timeline since the conference took place earlier than usual in 2018. We found that this change seemed to result in more entries.
- **Vancouver 2019:** The Public Information Committee plans to offer two technical sessions. One session on the theme of emergency preparedness communication. Another session on decision maker outreach. Last year the technical session to showcase the Excellence in Communications awards went so well that we plan to do that again this year.
- **Promote Public Information Officer Training:** Plans to cosponsor Public Information Officer (PIO) training with the Oregon or Washington Office of Emergency Management have not come to fruition. Instead, we try to feature PIO training by either organization in the Public Information monthly e-newsletter.
- **Webinars:** We have been discussing sponsorship of another webinar during the current service year. We are waiting to see if there are any suitable abstracts for presentations that don't get accepted by any committees in the Vancouver 2019 program.

Public Information Leadership Succession Planning

We hope to establish a culture of rotating leadership in the coming years. To this end, the committee has drafted a charter that was presented and accepted at the 2018 spring business meeting during this year's conference (see attached). Clear communication about and procedures for committee leadership tasks is expected to make it easier to ask potential leaders as well as help them make a case for committee leadership to their managers. The charter and new service year work plan will be discussed with committee members at the Excellence in Communications Award judging meeting in February.

Respectfully Submitted by Jill Hoyenga, Chair and Robin Pederson, Vice-Chair



PUBLIC INFORMATION COMMITTEE CHARTER

This charter has not yet been approved by the Board of Trustees

Initial Committee Approval: April 26, 2018

Initial Trustee Approval:

Revised (date)

Establishment and Authority

The Public Information Committee is a standing committee of the Pacific Northwest Section of the American Water Works Association (PNWS-AWWA or Section) established by the Board of Trustees.

Purpose/Responsibilities

The mission of the Public Information Committee is to provide communications training to members. We advocate for effective and meaningful outreach about drinking water.

The Public Information Committee shall:

- a. Report activities to the Board of Trustees on a regular basis.
- b. Prepare a prudent annual budget to adequately support committee activities.
- c. Develop training materials and make them available to all PNWS-AWWA members in support the mission of the committee.

Committee Composition and Governance

1. Membership

- a. The Public Information Committee shall be composed of representatives from any water utility, provider or association currently a member of good standing with the PNWS-AWWA.
- b. Any representative who attends an activity organized or co-organized by the Public Information Committee is considered a voting member.

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- c. Committee members are added to the committee electronic mailing list after each activity.
 - d. A committee member can remove themselves from the committee at any time.

2. Leadership

- a. Officers of the Public Information Committee are nominated and voted into office annually. Voting will conclude each year one month before the Section Conference. Transition of leadership takes place during each conference.
- b. The chair shall manage the committee and its meetings.
- c. The vice-chair shall perform the duties of the chair in the chair's absence or in the event of a vacancy in the office of chair.

3. Meetings

- a. The Public Information Committee shall determine the time and place of its meetings, provided that it shall meet at least once a year.
- b. The Public Information Committee shall determine the procedures for its meetings.
- c. The voting members present are empowered to make decisions with no quorum requirement.
- d. Action taken by the Public Information Committee shall require a majority vote of those members present.
- e. All officers of the committee are required to provide input, and preferably be present, when financial decisions are finalized.
- f. Committee meetings may be conducted in person, as a webinar, on a conference call or a combination thereof, as determined by the officers.
- g. The chair (or designee) shall provide e-mail notice of the time and place of all meetings to each member of the Public Information Committee, and to the Trustee Sponsor, no later than seven days prior to each meeting. An agenda of the items for which action may be taken shall be attached to the e-mail notice. Any member of the Board may attend any meeting held in person.

Reporting

Reports will be prepared by Public Information Committee officers or designee.

- a. The Public Information Committee shall report to Board of Trustees on its activities and any recommendations at each fall and winter meeting.

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- b. The Public Information Committee will submit an annual budget to the Budget Committee.
 - c. The Public Information Committee will submit reports to the editor of Water Matters to inform PNWS-AWWA membership of committee activities and available training materials.

Review and Changes to the Charter

The Public Information Committee shall review this charter on an annual basis and recommend any changes to the Board.