

## Publicity Working Group

### **Purpose:**

To keep accurate and up-to-date information about CCS in the public sphere.

### **Duties and Responsibilities:**

- In consultation with the Program Committee, ensure Program Calendar (print and electronic) is produced on a regular basis
- Annual Report production including accumulating reports from Central Council, its Committees and Working Groups.
- Production of marketing materials in consultation with the Community Relations Coordinator

### **Composition and Qualifications**

#### **Membership**

3 members with power to add for specific projects.

Principal

Must have skills in layout and design.

Must be willing to work with Program Committee, Website manager, Program Staff and Principal in calendar production, and with the Principal and Administrative Assistant in production of the Annual Report.

#### **Responsibilities of Staff**

Much of the work of this Working Group will be at the initiative of staff and in response to assistance needed by staff.

#### **Commitment**

##### **Meetings**

- The committee will meet as often as determined by the task, primarily as a working group rather than being involved in decision making. A large amount of work is required.
- The committee shall meet by telephone and email. It may be helpful to have Winnipeg or other geographically based subgroups for specific tasks.

#### **Terms of Appointment**

- Two years, renewable twice

#### **Authority/Decision Making**

##### **Accountability**

- To the Principal for production of the calendar and Annual Report and Central Council through the Communications and Promotion Committee as needed.
- To the Corporation annual meeting with a written annual report.
- Submit a copy of minutes to Administrative Assistant for official records.