Charge
The SETAC Communications Committee (SCC) is multi-sector and globally represented. Working closely with the SETAC World Council (SWC), the Publications Advisory Council (PAC), and the SETAC offices, it has two charges. First, and most important, it is charged with providing advice and direction in the areas of communications, public relations, and outreach. SCC activities are intended to support SETAC’s mission and goals, and to provide the tools needed to increase understanding among members and non-members of the interconnectedness and global scale of environmental science issues. Second, it is charged with providing vision and support that will assist SETAC staff on the optimization of external and internal communications.

Objectives
The primary objective of the SCC is communication of information within and outside of SETAC relative to the two above charges. Communication efforts will focus on timely and appropriate communication of information about SETAC activities, in concert with other committees; and communication of science and technical issues to policy makers, educators, media, and other groups outside SETAC, consistent with the aims of the society. The SCC will support the society’s communications needs and present proposals to the SWC, Boards, Councils, or Committees that are designed to meet these needs, including modifications to existing procedures and new outreach strategies.

Membership
The SCC will be comprised of at a minimum six (6) voting and two (2) ex-officio members as follows:
- Chair of the SCC (appointed by the SWC) and GU representative
- Five additional GU representatives
- PAC representative
- Additional member (s) as necessary to ensure sector balance and expertise (appointed by the SETAC President at recommendation of SCC Chair)
- SETAC Executive Director [ex-officio]
- SETAC PR/Communications office staff member(s) [ex-officio]

The committee will include representation from each GU, overlapping with regionally focused PR Committees, as appropriate (ex. North American Public Outreach Committee or the SETAC Europe Membership and PR Committee.) Additional voting members-at-large can be added at the discretion of the Chair. The composition of the committee should reflect, as much as possible, balance among the geographic units and different sectors (business, academia, and government).
The SCC Chair is proposed and approved by the SWC and could be a member of the SWC or a SETAC member who has previously participated in the SCC activities, and serves at the discretion of the president of the SWC. Other GU representatives are appointed by their respective GU and serve a three-year term. Members-at-large are appointed by the SCC Chair and serve a three-year term. At the approval of the Chair and SETAC President, members can serve two consecutive terms. Terms are staggered such that an orderly replacement process occurs. The committee will seek to include an SWC member to ensure a direct liaison with the World Council.

**Scope of Activities**
The SCC assesses issues and makes recommendations to the SWC and advises on implementation of matter pertaining to internal and external Society communications. The SCC will:

- Support publicizing SETAC activities
- Support GUs including Branch and Chapters with regards to public relations and outreach initiatives in association with SETAC office staff
- Support specific GUs and members willing and able to interact with media
- Prioritize communications
- Organize or advise on media or social media training professional courses
- Identify potential additional and future communications opportunities (topics of public interest)
- Review and, as necessary and appropriate, recommend changes to existing or proposed communications and strategies
- Launch special projects, working closely with other committees
- Provide tools to advisory groups, regional chapters, and members to engage in public dialogue and promote the society

**Reporting**
The SWC is responsible for ensuring that the activities of the SCC are complementary to and meet the needs of other SETAC committees, both at the SWC level and within individual GUs. In order to achieve this, the Chair of the SCC will prepare regular reports of committee activities and accomplishments for submission to the SWC prior to an SWC regularly scheduled face-to-face meeting.

**Meetings**
SCC meetings will generally involve telephone conferences or other distance-based conferencing technology on an as-needed basis. Face-to-face meetings, if necessary, will be arranged as appropriate in conjunction with SETAC meetings. Meetings and discussions with other SETAC committees will be scheduled as and if needed.