

**Atlantic Canada Water and Wastewater Association  
ACWWA Media Committee Chair  
Terms of Reference  
Revised December 2018**

**Role:**

The ACWWA Media Committee Chair is responsible for increasing awareness of the ACWWA as well as the general Water and Wastewater Industry in Atlantic Canada.

**Term:**

The term of the ACWWA Media Committee Chair is three years with consecutive terms with a maximum of two consecutive terms. This position is appointed by the Board. The Media Committee Chair shall be a member in good standing of the American Water Works Association or Water Environment Federation.

**Reporting Structure:**

The ACWWA Media Committee Chair reports to the Communications Director. The ACWWA Media Committee Chair shall provide the Communications Director with a report of activities prior to each Board Meeting.

**Duties & Responsibilities:**

- Placing newspaper articles on ACWWA awards and recognition in local newspapers.
- Publicizing Water for People events.
- Publicizing conferences in local media each year.
- Maintaining ACWWA Social Media sites (e.g., Facebook, Twitter).
- Increasing awareness of the Water and Wastewater Industry in schools (at the High School level).
- Public education to increase awareness of the Water and Wastewater Industry.
- Assist the Atlantic Canada Water and Wastewater Association in creating an inclusive, diverse and equitable membership and in establishing an organizational environment that recognizes, encourages, celebrates, and effectively utilizes each individual member's talents.

**Goals and Objectives:**

- Promote the ACWWA and the water and wastewater industry through various media.
- Become knowledgeable of all facets of membership in both AWWA and WEF.
- Liaise with the Magazine Committee Chair and the Website Committee Chair.
- Attend the yearly Strategic Planning Session.

**Approved XXX**