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Standard Operating Procedure (SOP): SETAC Public Relations and Communication Committee (PRCC)  
(modified April 20, 2006) modified **November 12, 2008** and **February 4, 2009**

### Charge

The SETAC Public Relations and Communications Committee (PRCC) is a multi-sector, globally represented committee. Working closely with the SWC, the Publications Advisory Council (PAC) (which ensures the highest quality for all SETAC publications) and the SETAC Offices (which handle operational matters), it has two charges. First, and most important, it is charged with providing vision, direction, and advice to the SWC regarding the areas of: communications, public relations, and outreach. PRCC activities are intended to further SETAC's mission and goals, and to increase understanding among SETAC members and non-members of the interconnectedness and global scale of environmental science issues. Second, it is charged with providing vision and advice that will optimize external and internal communications, including Society news, activities, and products to provide additional benefits to members and additional incentives to non-members to join SETAC.

### Objectives

The primary objective of the PRCC is communication of information within and outside of SETAC relative to the two above Charges. Communication efforts will focus on timely and appropriate (1) communication of information about SETAC activities and membership benefits and (2) communication of science and technical issues to policy makers, educators, and other groups outside of SETAC, consistent with the aims and goals of the Society. The PRCC will anticipate the Society's communication needs and present proposals to the SWC, Boards, and/or Councils/Committees that are designed to meet these needs, including modifications to existing procedures and/or new procedures.

### Membership

The PRCC will include representatives from each GU and will be composed of a minimum of five (5) voting and two (2) ex-officio members as follows:

- Chair of the PRCC (appointed by the SWC)
- GU representative
- GU representative
- GU representative
- **GU representative**
- PAC representative
- **Internet committee representative**
- SETAC Executive Director [ex-officio]
- SETAC PR/Communications office staff member [ex-officio]

**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 geographical units and different sectors (business, academia, government).**

The PRCC 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 PRCC 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 PRCC Chair and serve a three-year term. 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 exists.

### Scope of Activities

The PRCC assesses issues and makes recommendations to the SWC and advises on (but does not typically itself undertake) implementation of matters pertaining to internal and external Society communications:

- Publicizing SETAC activities
- Publicizing and communicating SETAC products
- Taking the best advantage of the changing face of communications
- Identifying potential additional and future communications opportunities
- Reviewing and, as necessary and appropriate, recommending changes or modifications to existing or proposed communications strategies
- Maximizing communications that support the needs of members
- Maximizing communications that encourage non-members to join SETAC
- Maximizing communications that further SETAC's goals.

The PRCC is responsible for ensuring that its activities are complementary to and meet the needs of other SETAC committees, both at the SWC level and within individual GUs.

### Reporting

The Chair of the PRCC will prepare regular reports of committee activities and a report of accomplishments for submission to the SWC prior to an SWC Meeting.

### Meetings

PRCC meetings will generally involve telephone conferences or other distance-based conferencing technology. 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.