

CFMS MEDIA ENGAGEMENT COMMITTEE - TERMS OF REFERENCE

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Prepared by CFMS Media Engagement Committee 2013-2014:

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Purpose

1. To employ media as a tool to support CFMS policy goals
 - 1.1. To connect members from across the country to local media opportunities by coordinating a consistent, appropriate media engagement strategy that reflects the views of the CFMS
 - 1.2. To foster media opportunities for the CFMS executive on current CFMS projects and topics of interest, including but not limited to medical education, student advocacy and global health
 - 1.3. To act as a source of support for members undertaking media interviews, including the creation and maintenance of media training resources
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Responsibilities

2. Plan an annual media engagement strategy
 - 2.1. Aim to provide a purposeful and rigorous mechanism to engage members of the media
 - 2.2. Coordinate with various parts of the CFMS (e.g. education, global health, government affairs) to take media involvement requests and maintain up-to-date information regarding our organization and the many initiatives we support
 - 2.3. Reach out to media outlets, with a primary focus on local opportunities across Canada
 3. Create scorecards, pamphlets, infographics and other publications related to existing position statements with the purpose of promoting our position on various topics
 4. Create and maintain a media guide for executives and members undertaking media response roles
 5. Cooperate and collaborate with the Social Media Team
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Composition

6. The CFMS Media Engagement Committee will be headed by the Vice President Communications
 - 6.1. The VP Communications will be responsible for overseeing the selection/election of new medical student appointees following the CFMS Annual General Meeting
 - 6.2. The VP Communications will be responsible for meeting minute taking and document management
 7. The CFMS Executive, global health and advocacy subgroups will be represented on the Committee
 - 7.1. There should be at least one Government Affairs and Advocacy Committee (GAAC) chair, and at least one Global Health Advocate (GHA) sitting as members of the Committee
 - 7.2. The CFMS President, VP Government Affairs and National Officer of Human Rights and Peace will sit on this committee in advisory roles
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Frequency of meetings

8. The Media Engagement Committee will meet bi-monthly (every two months) via teleconference, with funding coming out of the VP Communications budget line-item
 - 8.1. The Committee may be called to meet more frequently at the discretion of the VP Communications, executive advisors or committee members
 - 8.2. Meetings may be cancelled at the discretion of the VP Communications, in consultation with the executive advisors and committee members
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Reporting

9. The Vice President Communications will report on the activities of the committee at regularly-scheduled CFMS executive meetings
 10. The Committee will submit an Annual Report for review at CFMS Annual General Meetings
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