

SOUTH HURON HOSPITAL ASSOCIATION

SECTION	BOARD		
TITLE	PUBLIC RELATIONS COMMITTEE – TERMS OF REFERENCE		
APPROVAL	<hr/> Board Chair		
DATE	Nov. 2008	Feb. 2009	Sept. 2009
	<i>(original date)</i>	<i>(revised date)</i>	<i>(revised date)</i>

MEMBERSHIP

Three Directors (*one to assume Chairperson of the Committee*)
 President/Chief Executive Officer/Chief Nursing Executive (*non-voting*)
 Community Representative (*optional*)(*non-voting*)

FREQUENCY OF MEETINGS

The Committee shall meet at the call of the Chair.

RESPONSIBILITIES

To the extent that the Board delegates these governance responsibilities to the Committee, the Committee is responsible for the following duties:

1. Establish and monitor a communications program.
2. Establish and maintain a public relations program which encourages a positive image of the Hospital within the community.
3. Address any other communication issue as referred by the Board of Directors.
4. Minutes/Reporting – the Chair of Public Relations Sub-Committee to provide a report to the Board of Directors.

Evaluation

Annually (May) each committee member will complete committee self-assessment template (attached). The results of the self-assessment will be utilized to measure and improve committee effectiveness.

The Chair of the committee will receive completed forms and report results to committee members at the following meeting.