

AAEA COMMITTEE DESCRIPTIONS OVERVIEW

Committee chairs are responsible for the organization of the committee, working with staff to recruit members and leading committee meetings, typically held via conference call. All committee chairs are tasked with providing general updates to members through articles in the Byline, and providing committee reports three times per year prior to the spring and summer board of directors meeting, and the fall board of directors' meeting/conference call. Each committee should also have a co-chair. Ideally, committee chairs and co-chairs should not be current members of the board of directors, in order to provide leadership opportunities for the maximum number of members.

AAEA100

This committee gathers annually to discuss the 100th anniversary of AAEA, which we will celebrate in 2020. Members of the Legacy Committee, Advisory Committee, past presidents and other at-large members are involved. The committee generates and reviews ideas. As we near the centennial anniversary, committee members will be assigned specific tasks to oversee.

ADVISORY COMMITTEE

This committee is chaired by the AAEA president-elect and includes the current president, up to five past presidents (as much or as little as each individual wants to stay involved) and an affiliate member appointed by the chair and current president. They are a think tank for the organization. They work closely with the board of directors and other committees, because the Advisory Committee's strategic direction and "advice" can cross all areas of the organization. They are typically responsible for working with staff to lead the strategic planning process and provide initial thought and direction on cross-committee initiatives.

FINANCIAL

This committee is chaired by the president-elect and is charged with working with the AAEA executive director to ensure proper fiscal responsibility for AAEA and the Professional Improvement Foundation. He/she reviews the annual review/audit of AAEA and reviews other reports on the financial health of the organization. This chair has electronic access to all AAEA financial reports.

NOMINATING

The Nominating Committee consists of the current president (chair) and the immediate past president. This committee makes member recommendations to the board – with the assistance of staff and other advisers – for president-elect and other new board positions.

PARTNER ADVISORY COMMITTEE

This committee makes recommendations to the board regarding issues affecting partner members and includes the two AAEA board members representing partner members. The chair and committee members may also be tasked with other duties as they relate to partner member professional development, including recommendations for professional development sessions at Ag Media Summit and other meetings.

AG MEDIA SUMMIT STEERING COMMITTEE

There are two AAEA representatives on the AMS Steering Committee each year – we typically designate the past president and current president. Every other year, one of these also serves as the AMS Steering Committee chair (off years are led by a Livestock Publications Council representative). The years that we hold the Steering Committee chair position we also hold the AMS Program Committee chair position. That AMS Program Committee chair then typically serves as the second AAEA representative, which means there are three AAEA members on those years (chair + two additional representatives). The AMS Steering Committee chair is responsible for leading two face-to-face meetings per year, in the fall at the site of the following year's event or a central location; and in the spring, prior to the National Agri Marketing Association conference. The chair works closely with staff to determine agenda, lead voting procedures as needed, work through policies and fee review, and offer recommendations on program ideas. The chair typically organizes a community service or philanthropy

project that members can participate in during Ag Media Summit. The chair also is the keeper of the AMS Steering Committee Guidelines and should update regularly with meeting minutes and other materials.

AMS INFOEXPO

The committee's purpose is to recruit companies to participate in the Ag Media Summit trade show. The chair coordinates with those responsible for recruiting sponsors. They maintain lists, reach out to companies several times via email and phone, and are invited to attend AMS Steering Committee meetings.

AMS PROGRAM

Every other year, when an AAEA representative is the AMS Steering Committee chair, AAEA is responsible for providing an AMS Program Committee chair. This person is responsible for coordinating the professional development sessions at Ag Media Summit including helping recruit members to serve on the committee. Work starts in the fall of the previous year, and he/she works closely with staff and the AMS Steering Committee to identify needs. The chair coordinates 2-3 conference calls with the full committee, delegates session assignments to members to identify topics and speakers (including tackling a couple himself/herself), follows up with individual committee members as needed and presents progress to the AMS Steering Committee on a regular basis. After topics are identified and speakers are confirmed, responsibilities and additional logistics are handed off to staff, which typically happens in February. The chair also typically serves on the AMS Steering Committee as one of two AAEA representatives.

MEMBER SERVICES

The Member Services Committee is responsible for developing professional development ideas and programs outside of the annual Ag Media Summit. This can involve activities such as regional meetings and webinars. The chair works closely with other committees to ensure professional development needs of members are met.

COMMUNICATIONS/BYLINE

Committee chair works closely with staff to coordinate editorial material for the newsletter. Specifically, the chair is tasked with content for the professional development and social media sections, and member profiles and other features. The chair may assign stories to committee members. The chair may also work closely with staff and other committees to help guide general content to members including website, webinars, professional development meetings, etc.

ETHICS

The Ethics Committee determines what ethical issues are affecting members and brings these issues to the board's attention. They are responsible for managing the Code of Ethics and any necessary updates. They handle member complaints according to the existing policies and guidelines document. The chair represents AAEA to the industry, which may include participation in conference panel discussions and searching for additional speaking opportunities.

MEMBERSHIP

To recruit/retain/renew current and potential members of the AAEA. This committee will also be responsible for providing direction and feedback on member services and how well they market the association.

FUTURE AG COMMUNICATORS

This committee's purpose is to encourage and promote undergraduate interest in the field of ag journalism and communications, specifically working with advisers of Ag Communicators of Tomorrow (ACT) chapters across the country. The chair assists in reviewing curriculum as requested and may participate in the annual ACT conference. The committee is responsible for the application process and selection of the AAEA/ACT Past Presidents Scholarship and James Evans Scholarship recipients. This includes working with staff to update the application form, making recommendations on funding, and interviewing finalists at Ag Media Summit to choose the James Evans Scholarship recipient. The committee also organizes the annual AAEA Internship program, including the selection process for the host magazine (Editorial) and company/association (Marcomm), and application process for the interns.

INTERNATIONAL

This committee serves as a liaison between AAEA and the International Federation of Agricultural Journalists (IFAJ), of which every member of AAEA belongs to. The chair of the committee typically serves a 3-year term to provide continuity between AAEA and IFAJ, and should be a working journalist. He/she is a member of the IFAJ Executive Committee and as such attends the biannual IFAJ Executive Committee meetings, held in January and during the IFAJ Congress. The chair (or committee members if chair delegates) should communicate IFAJ news to members, increase interest in the organization and its programs, and encourage members to attend the IFAJ Congress and participate in its programs. This committee is also responsible for developing contacts and fostering relationships with journalists in countries that are not necessarily part of IFAJ.

LEGACY

This committee is responsible for the nomination process and selection of the AAEA Distinguished Service Award, AAEA Lifetime Achievement Award, and AAEA Fellows. This committee oversees the AAEA archives held at the University of Illinois and other duties related to the history of AAEA. The chair serves on the AAEA100 Committee. This committee may also develop new programs to recognize both current and retired members.

SPONSORSHIP

This committee works closely with staff to solicit sponsors for the organization, in particular the membership directory.

DESIGN AWARDS

The chair guides the organization's Design Awards program including reviewing and updating categories and guidelines, ensuring the quality and consistency of the program, addressing concerns. He/she works closely with the awards program manager to accomplish these goals. He/she should also help publicize the awards program and encourage members to participate. The committee will create the script and presentation for the ceremony at Ag Media Summit. The chair typically serves as presenter for the awards at the AAEA awards program during Ag Media Summit. The chair may also be tasked with other duties as they relate to design professional development for members, including recommendations for professional development sessions at Ag Media Summit and other meetings.

PHOTOGRAPHY AWARDS

The chair guides the organization's Photography Awards program including reviewing and updating categories and guidelines, ensuring the quality and consistency of the program, addressing concerns. He/she works closely with the awards program manager to accomplish these goals. He/she should also help publicize the awards program and encourage members to participate. The committee will create the script and presentation for the ceremony at Ag Media Summit. The chair typically serves as presenter for the awards at the AAEA awards program during Ag Media Summit. The chair may also be tasked with other duties as they relate to photography professional development for members, including recommendations for professional development sessions at Ag Media Summit and other meetings.

WRITING AWARDS

The chair guides the organization's Writing Awards program including reviewing and updating categories and guidelines, ensuring the quality and consistency of the program, addressing concerns. He/she works closely with the awards program manager to accomplish these goals. He/she should also help publicize the awards program and encourage members to participate. The committee will create the script and presentation for the ceremony at Ag Media Summit. The chair typically serves as presenter for the awards at the AAEA awards program during Ag Media Summit. The chair may also be tasked with other duties as they relate to writing professional development for members, including recommendations for professional development sessions at Ag Media Summit and other meetings.

DIGITAL & SOCIAL MEDIA AWARDS

The chair guides the organization's Digital & Social Media Awards program including reviewing and updating categories and guidelines, ensuring the quality and consistency of the program, addressing concerns. He/she works closely with the awards program manager to accomplish these goals. He/she should also help publicize the awards program and encourage

members to participate. The committee will create the script and presentation for the ceremony at Ag Media Summit. The chair typically serves as presenter for the awards at the AAEA awards program during Ag Media Summit. The chair may also be tasked with other duties as they relate to digital and social media professional development for members, including recommendations for professional development sessions at Ag Media Summit and other meetings.

MARCOMM AWARDS

The chair guides the organization's MarComm Awards program including reviewing and updating categories and guidelines, ensuring the quality and consistency of the program, addressing concerns. He/she works closely with the awards program manager to accomplish these goals. He/she should also help publicize the awards program and encourage members to participate. The committee will create the script and presentation for the ceremony at Ag Media Summit. The chair typically serves as presenter for the awards at the AAEA awards program during Ag Media Summit.