

## **HBG Communications Committee (ComCom)**

By Todd Waterman, January 11, 2019

**Membership:** ComCom Members include the monthly *HBG Newsletter* staff (Editor, regular contributors, proofreaders, and a Sierra Club tracking software person), social media volunteers (email, Facebook, Twitter, Meetup, Campfire, and potentially others), and *Tennes-Sierran* “wranglers” (regular contributors/contribution solicitors), and the Chair.

**Purpose:** ComCom’s mission is to inform and entertain HBG Members and facilitate connections among them, to encourage involvement in HBG activities and in local, Chapter, and National Sierra Club environmental protection efforts (to “explore, enjoy, and protect the planet”), and to reach out to and work with other environmental and social justice organizations, their members, and independent activists so we may be stronger together.

### The *HBG Newsletter*

#### The Editor

- a. Establishes the monthly timetable for timely publication (before the beginning of each issue’s namesake month wherever possible);
- b. Solicits the next month’s outings entries; monthly HBG Program listings; event listings (ours and other organizations’); local, regional, national, and international news articles and links to their sources; and photos (currently all due by the 15th);
- c. Assembles the contributions into a draft Newsletter;
- d. Coordinates volunteers proofreading the draft;
- e. Sends the final draft to the volunteer (currently Joanne Logan) who enters it into Sierra Club’s tracking software, scans it for spam triggers, and submits it to National or to the Chapter’s Conservation Coordinator (currently Scott Banbury) for publication.
- f. Sees each issue is promptly posted and linked on HBG’s Website and Facebook page.

### Social Media Volunteers

- a. Timely email Members and others to invite them to Sierra Club’s and other organizations’ programs, meetings, and outings, and when their participation is needed in environmental and social justice efforts such as hearings, commenting on draft government proposals, signing petitions, testifying before government bodies, marches, lobbying trips, educational events, media events, press conferences, et cetera

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- b. Post and share those activities and requests on Facebook, Twitter, Meetup, Campfire, and potentially other social media
- c. Post and share links to environmentally and socially relevant, informative news stories, videos, shows, and opinion, including Chapter and National Sierra Club posts
- d. Call volunteers to invite them to important events.

*Tennes-Sierran* “Wranglers”

- a. Ask others to contribute articles (often from the HBG Newsletter), photos, et cetera in their areas of interest and expertise to the bimonthly *Tennes-Sierran* or contribute articles themselves
- b. Prod contributors (and themselves) to be sure their articles are edited, proofread, and submitted to the *Tennes-Sierran*’s Editor by the deadline (currently the last day of the month two months before each issue’s namesake month)
- c. Promptly proofread the Editor’s draft by the specified deadline (currently within a day or two).
- d. See each issue is promptly posted and linked on HBG’s Website and Facebook page.

Chapter E-Newsletter, when applicable

ComCom will similarly contribute to and support a Chapter E-Newsletter

ComCom also

- a. Creates, co-creates, publicizes, and issues press releases for events when asked by HBG, the Chapter, Beyond Coal or other Sierra Club campaigns, or their leaders
- b. Does everything imaginable to make Saving the World joyous, fulfilling, and triumphant.