



POLICY 8.04

TERMS OF REFERENCE

Media Content Committee

POLICY INTENT

To define the AUSU Media Content Committee (the committee)

POLICY RESPONSIBILITY

Council

POLICY

Role

8.04.01 The committee is a standing committee that has been formed to develop ideas, content, and the means of encouraging others to generate content for AUSU's various media. The committee will also ensure that the audio-visual communication funded and directed by AUSU provide AUSU members a sense of community with their fellow members, a stronger connection with Athabasca University, a better understanding of AUSU, and a fuller university experience.

Authority

8.04.02 In the pursuit of the committee's role, the committee has the authority to:

- a) utilize the available communications resources of AUSU, subject to prior demands of the organization,
- b) contact and seek information from any source that the Committee deems appropriate in the support of their roles and objectives,
- c) request funds from Council to support their activities and utilize any granted funds in the manner outlined in the request,
- d) make recommendations to Council on anything which falls under the committee's role, and
- e) evaluate and approve or reject submitted media for posting on the AUSU website or other publications, subject to appeal to Council.

Objectives

8.04.03 The committee has the following objectives with respect to audio visual content:

8.04.03.1 To seek out or develop new audio/visual content to be offered to members, ensuring that there is at a very minimum one new item added each month.

- 8.04.03.2 To ensure that AUSU is inclusive in its programming, not discriminating based on race, religion, gender, sexual preference, or culture, etc.
- 8.04.03.3 To welcome feedback of members regarding content and purpose and act on that feedback where appropriate.
- 8.04.03.4 To evaluate the success of AUSU's audio/visual activities and make recommendations to Council for any policies or changes to the program that would be required to fulfill the role of the committee.
- 8.04.04 To generate at least two ideas per month for a short front page survey for AUSU.
- 8.04.05 To generate and draft sufficient items of interest for inclusion in AUSU's newsletter.
- 8.04.06 To ensure that any content generated does not expose AUSU to liability for copyright infringement
- 8.04.07 To generate ideas for additional items and small quotations to be included in next year's AUSU planner, and to obtain any information necessary for the production of the planner.
- 8.04.08 To find competent legal representation to answer the questions generated by the ad hoc Audio Visual Activities Committee listed in their final report
- 8.04.09 To recommend to Council the generation of any policy that may be required to govern these matters effectively in the future, and to present to Council a budgetary recommendation to continue those activities it feels most benefit the members by August 31 of each year.

Membership

- 8.04.10. The committee shall be comprised of the following:
 - a) The president, as a permanent member of every AUSU committee;
 - b) The Executive Director, as a voting member;
 - c) One representative from The Voice Magazine as a voting member; and
 - d) Three AUSU councillors as appointed by Council
- 8.04.11 The chair of the committee shall be determined by Council from one of the committee members appointed.

Reporting

- 8.04.12 The chair of the committee shall provide a written report of the committee's activities to the AUSU executive group each month, and within 3 days of a request by the Executive.

POLICY HISTORY

Original Approval Date: March 20, 2009

Updated Date:

Mandatory Review by Date: March 20, 2011