

CITY OF MILWAUKEE EQUAL RIGHTS COMMISSION
Communications Committee Charge

Approved December 2019

The City of Milwaukee Equal Rights Commission Communications Committee is commissioned by and accountable to the Equal Rights Commission to: craft and deliver the Equal Rights Commission's story to city officials and the people of Milwaukee; provide Milwaukee residents, employees and visitors the means to learn about the ERC, what it does, and how to contact the Commission; connect the ERC to city departments to implement the provisions of the City's equal rights law; and coordinate communications activities of the ERC's various committees. It shall periodically review and recommend policies concerning communications efforts by the Equal Rights Commission and its bodies.

Responsibilities:

1. Develop and periodically review and update a general, coherent message to describe the Equal Rights Commission and what it does.
2. Develop specific messaging for multiple publics raise the profile of the ERC and encourage Milwaukee residents and others to contact the Commission when appropriate.
3. Identify and evaluate various communications channels and media, including social media, and recommend policies governing their use.
4. Develop message formats and recommend policies for rapid response to emerging issues.
5. Develop message formats and recommend policies for identifying and training an ERC spokesperson.
6. Develop, maintain and update a media contact list and recommend a policy for its use in distributing Commission communications.
7. Develop message formats and recommend policies for consistent communication with the Offices of the Mayor and Common Council.
8. Develop, maintain and periodically review and update a general communications plan for the Commission, with tools and a media plan.
9. Support the ERC's Compliance and Enforcement Committee to work with City departments in monitoring and strengthening their alignment with the City's equal rights laws.

10. Support the ERC's Outreach and Education Committee to develop specialized communications materials for special events, workshops, listening sessions and other community-focused outreach efforts.
11. Develop and implement methods for the periodic review of the effectiveness of Equal Rights Commission communications activities.
12. Report annually to the Mayor and Common Council to summarize ERC accomplishments and upcoming strategic objectives in implementing Chapter 109 of the City Code of Ordinances.
13. Develop, review and recommend communications policies to the Commission.