



## Proposed Panel Descriptions

**Public Relations:** Panel members will work collectively and with DFC staff to create a media marketing plan for the fiscal contract year. Media pieces will be both traditional and non-traditional, but must coincide with the approved annual action plan established by the membership. Panel members will assist in determining the amount of funding needed in the budget to support the media and marketing plan created. The media/marketing plan will assign themes, time frames, and responsible parties to complete the project.

**Membership:** Panel members will work collectively and with DFC staff to recruit and retain coalition members. This panel will assist in determining who is missing from the coalition by actively thinking about the diversity needed within the coalition and sector representatives that might be necessary or helpful to accomplish a certain activity. Panel members are asked to assist in the creation of an orientation for new members. A representative from this panel will greet attendees at general membership meetings.

**Information Liaison:** Panel members will work collectively and with DFC staff to act as liaisons between the coalition and the community. Panel members will be asked to provide updated information to coalition members regularly on issues, both proposed changes and changes occurring, that could have an impact on ATOD issues being addressed by the coalition. Some examples would include agenda items before the city council or school board or ATOD related issues being addressed by the coalition at an activity/event. Updated information will be given to the coalition membership through normal communication channels for proposed support or action. Panel members are solely information collectors and do not necessarily endorse or give support to any reported item. Panel members will also assist in providing insight into possible speakers that could provide information on certain issues before the coalition.

**Each panel will be required to report at all meetings.**