



## NTGCR SUB-COMMITTEE CHARTER

### I. Committee Name – **Communications Sub-Committee (Governance Committee)**

### II. Purpose

The Communications Sub-Committee will be tasked with facilitating better communication by paving the way for better business. It shall be the Sub-Committee's duty to communicate all NTGCR news and updates to the general public via social media and any media outlets.

This charter ONLY applies to the NTGCR Communications Sub-Committee and staff who are authorized to speak on behalf of NTGCR through social media. Social media channels can include, but not be limited to social networks (e.g., Facebook, Twitter, YouTube, LinkedIn, etc.), and other media yet to be determined. This charter only applies to those individuals when they are posting on such official sites and/or when they otherwise speak as an authorized representative of NTGCR. It does not apply to other social media communications and postings that such individuals may make on personal social media sites so long as such communications do not indicate that the individual is speaking on behalf of NTGCR.

The Communications Sub-Committee issues to be considered should meet the following criteria:

- a. All posts shall be done in a timely manner so as to inform the public of things occurring in the Indian Gaming Industry that is beneficial for the general public to be aware of.
- b. We will refrain from posting derogatory, libelous and defamatory information that could cause harm to an individual, gaming commission or tribe.
- c. Confidential or proprietary information about NTGCR, Board Members, Tribes, Staff, or Associates that would violate such persons' rights to privacy under applicable federal and state laws and regulations shall not be posted.
- d. Content shared via official NTGCR social media channels, as well as pages or accounts that these channels like or follow, should reflect the mission and values of NTGCR. NTGCR accounts should refrain from posting content and liking or following users or pages that reflect personal interests or that may be in conflict with NTGCR's mission or values.
- e. We reserve the right to remove content that is spam, commercial, obscene, harassing, and/or derogatory.

### III. Goal Statement

The Communications Sub-committee's ultimate goal is to promote the brand of NTGCR by communicating to the general membership and public in a current and timely manner general

news, updates and events happening throughout the Indian gaming industry across Indian Country.

Official NTGCR accounts will encourage engagement and interaction with and among followers with the main objective to drive people to the NTGCR website.

#### **IV. Authority and Resources**

The Board must decide what decision making authority may be delegated to the sub-committee, if any.

The sub-committee should be comprised of at least two (2) Board members with remaining membership appointed according to the organization's bylaws. Ideally, representatives from a minimum of three (3) regions should be represented on the sub-committee.

Any resources needed (e.g. funds, external experts) must be presented and approved by the Board, unless such authority is granted to the sub-committee by vote of the Board.

#### **V. Work Plan and Timeline**

The following are recommended guidelines for all sub-committee members:

- ∞ The Sub-committee shall identify a leader and report such person to the board.
- ∞ Sub-committee members will meet on an as needed basis to discuss activities, deliverables, and prepare reports either in person, conference calls or emails.
- ∞ All active sub-committees will meet immediately before any regularly scheduled Board meeting.
- ∞ Sub-committees must report progress at each Board meeting; if no progress, the Board shall consider whether or not to make changes to the membership, timeline, or to continue with sub-committee.
- ∞ Sub-committee work should be completed within the timeline established by the Board.
- ∞ When a sub-committee has completed its work, the results/recommendations will be presented to the Board by the sub-committee leader. Adoption of any recommendations will require a majority vote of the Board.

#### **VI. Desired Outcomes**

The Communications Sub-committee will promote the activities of the organization, its members, and associate members through consistent messaging and branding as contained in a Board approved communications plan.

Whether officially authorized to speak on behalf of the company or not, the Communications Sub-committee may be seen by people outside of our organization as representatives of our brand, and as such are encouraged to represent the core values of our organization.

## VII. Roles and Responsibilities

Details of sub-committee leadership and members, including name, title, tribal affiliation, and contact information will be provided to the Board once named.

- ∞ A Board member or the sub-committee leader may recommend members for appointment and/or replacement. Additions to the original sub-committee roster will appear as attachments to the original charter;
- ∞ Affiliate members may serve on a sub-committee, if approved by the Board;
- ∞ All members must be active participants. If not, the sub-committee leader may recommend a members' removal to the Chair;
- ∞ Drafting press releases to present to the Chairman or Executive Committee for release;
- ∞ Share and promote association news updates;
- ∞ Review media outlets for any information useful to:
  - Regulatory
  - Tribal
  - Human Interest
  - Gaming in general

Approval:

  
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Jamie Hummingbird, Chairman

Date: 15 Aug 2018

Attest:

  
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Amber McDonald, Secretary