

DRAFT FOR DISCUSSION

PUBLIC AFFAIRS GROUP MISSION, PURPOSE, ROLES

Mission

The Public Affairs Group (PAG) consists of representatives of public information professionals from the state and federal CALFED agencies, local agencies, and stakeholder groups. It is "chaired" by CALFED's public affairs director.

Its purpose is to disseminate information about the CALFED Program to stakeholders, the general public, media, and local elected officials. ... inform and involve interested parties in the CALFED process. ... complementary outreach efforts

Roles

CALFED public affairs director

- Will provide timely updates to the PAG about upcoming activities and milestones
- Will provide news releases and media alerts to the PAG
- Will report on activities, events and milestones that have taken place
- Will provide information materials about CALFED geared towards a broad audience, suitable for PAG members to tailor to their constituencies and needs.
- Will schedule regular meetings

PAG members

- Will provide feedback and suggestions to CALFED about proposed activities
- Will provide CALFED with news releases about their CALFED-related activities in a timely manner
- Will provide CALFED with copies of CALFED-related public outreach materials and local news stories
- Will regularly attend PAG meetings
- Identify opportunities for CALFED to participate in local/regional outreach efforts to targeted interest groups such as local elected officials, multi-cultural communities, local and regional conferences of statewide groups

CALFED consultants

- Provide support to the CALFED public outreach program under the direction of the public affairs director
- Will attend PAG meetings

Suggestions for meetings and communication:

1. Propose that PAG continue to meet about every 6 weeks. However, prior to key milestones, meetings could be every 3-4 weeks. During "lag" times, meetings could be every 8 weeks, or PAG could rely on e-mail updates without meetings

2. Meeting format: Continue with existing format of program update, current/future activities, legislative update, ecosystem restoration; PAG group members update. Adjust format?
3. Initiate regular bi-monthly or monthly e-mail update. PAG members respond with questions/comments/local updates, which are then e-mailed to group.
4. CALFED as wholesaler of information, PAG as retailers?