



SOCIETY FOR AMERICAN ARCHAEOLOGY

COMMITTEE/TASK FORCE CHAIR

FEBRUARY 2024 REPORT TO THE BOARD OF DIRECTORS

Due to your Board Liaison on March 19, 2024, for inclusion in the materials for the Board of Directors Meeting in New Orleans. Your report serves to inform the SAA Board of the committee/task force's accomplishments and as background for the action items.

- The Board asks all committee and task force chairs to use this Word document to report to the Executive Director (oonaschmid@saa.org), the SAA Secretary (Barbara.roth@unlv.edu), and your Board Liaison.
- Reports are required for the BOD meeting at the Annual Meeting of each year and optional in the BOD September meeting.
- **Please cc: all committee and task force members are carbon copied on the transmittal email.** If committee members have comments on the report to the Board, please contact the Committee/Task Force board liaison within 3 days.
- **Starting in 2022, Coordinator, Membership and Meetings, posts reports on Committee pages to improve transparency and assist incoming future chairs.** This means that
 - Committee chairs are responsible for making sure the entire committee has reviewed the report prior to submission
 - Reports do not include ad hominem attacks or otherwise defame, insult, or libel another person or group
- If you are able to join us in person, Committee and Task Force chairs are invited to join the Board for **breakfast on Saturday April 19, 2024.**

Report of the	Committee for Media Outreach
From Chair	Suanna Selby Crowley
Date	March 1, 2024

1. Membership and terms for your committee:

So that the SAA Office's records are as complete as possible, please list your committee members and their terms here. Please also note if there are anticipated changes in a member's status before their term end date.

Note: all committee members must review the report prior to submission

Cassandra Apuzzo (5/1/2026)
 Ryan Collins (4/9/2024)
 Suanna Selby Crowley (5/1/2026 – based on Board appointment)
 Kurt Frederickson (4/25/2025)
 Jessica Cook Hale (4/9/2025)
 Joshua Massey (5/1/2026)
 Dylan Person (4/25/2025)
 Matthew Piscitelli (5/1/2026)
 Andrea Vianello (4/5/2024)
 Reymundo Chapa (Board Liaison)

2. Executive summary of Committee's/Task Force's activities over the past year:

Please note that the activities summary should not exceed 250 words. Should the committee or task force be responding to a Board request for a draft document or report, refer to it in the summary and forwarded with this form as an attachment. If no such document was requested by the Board, the executive summary should be confined to the word limit.

Note: no report should include ad hominem or denigrating comments about another party or individual. These reports are shared publicly to facilitate transparency among the organization, (such as helping future chairs understand the main policy concerns of the Committee or Task Force.)

In the last year, the Committee submitted a proposal for the 2024 New Orleans Annual Meeting as a workshop on media engagement and planning. This was designed to support members seeking strategies and techniques to bring positive media attention to their research and projects. The workshop was accepted as a feature of the preliminary program and Committee members circulated specially-prepared promotional announcements. But the listing did not meet the minimum registration requirement for 2024 and has been canceled. The Committee will discuss a similar proposal for 2025. The Committee will also explore a pivot toward a virtual event series to explore the topics outlined in the workshop as well as additional topics such as crisis management, social media engagement, addressing pseudoscience, and other issues. These offerings are being planned as a series that would introduce media topics and provide training on best practices. We look forward to working with the Board on these and future program ideas.

3. Items for Board Consideration, if applicable. These are recommendations and requests that specifically require Board approval.

These items range from statements that you may wish to be disseminated, requests to undertake projects, requests to disseminate results, or any other action for which a committee or task force needs specific Board guidance/approval. Please do not embed such items in your activities summary. These items must be separately listed in this section. These are actions you are asking the Board of Directors to take. Please also include a discussion of fiscal impacts, if any, but note that budget requests occur in advance of the Fall Board meeting (and not as part of this report). Should you have questions about whether any of your Committee's items require Board approval,

please consult with your Board Liaison prior to submitting your report. We also recommend that you run a draft of your report by your liaison before you “officially” submit it.

Note: no report should include ad hominem or denigrating comments about another party or individual. These reports are shared publicly to facilitate transparency among the organization, (such as helping future chairs understand the main policy concerns of the Committee or Task Force.)

The Committee for Media Outreach asks that the SAA Board consider and renew a budget allocation of \$500 for the coming fiscal year. This request is intended to provide funds for costs associated with Annual Meeting workshop presentations outlined above, including audio-visual equipment expenses. The Committee thanks the Board for its consideration.

4. Draft motions, if appropriate. (Optional)

Drafting a suggested motion or motions for any requests noted above will help the Board more clearly understand your request and increase the “fit” between the request you make and corresponding Board action. Please keep in mind that suggested motions may be revised or not accepted by the Board, whose responsibility it is to consider the full range of member needs. If you choose to include suggested motion(s) with your report, it is essential that you work with your liaison before you submit your report. They will be able to provide examples of motions that you can use as models for the ones you create.

The Committee for Media Outreach does not have any Draft Motions at this time.