

## HRS TV SUBCOMMITTEE CHARGE

### **Number of Members**

9-11 members

### **Composition**

Members shall include the Chair and Vice Chair and may include representatives from the Communication Committee, Heart Rhythm Program Committee, Allied Professionals Council and others to ensure role diversity. Individuals with a deep interest in and ability to contribute to video programming content. A non-voting member representing industry interests may be invited as a Guest.

### **Method of Appointment**

Members shall be appointed by the President and/or Vice President and the Chief Executive Officer. Due to the unique nature of assuring on-air ability of members, the Subcommittee chair may recommend new members in the nomination process who have demonstrated ability or have built an online following. Samples of video blogging or on-air performances may be considered in the nomination process.

### **Term of Office**

To ensure the ability to rapidly respond to changing member audience interests and trends while ensuring leadership continuity, the Chair position should be a 2-year term with up to 3 consecutive terms permissible. Subcommittee positions should be one-year terms with up to 3 consecutive terms permissible.

### **Accountability**

Reports to: Communications Committee

Key Relationships: Communications Committee, Heart Rhythm Program Committee, Education Council, Allied Professionals Council, Research Committee, Patients and Caregivers Committee, Health Policy and Regulatory Affairs Committee, and others as relevant.

### **Purpose**

The HRS TV Subcommittee will guide the development of long term strategies for the Heart Rhythm Society's online video channel(s) including, but not limited to, programming content, production methods, revenue generation, budgeting and staffing requests, partnerships and support of other HRS initiatives. The Subcommittee will also implement and manage policies, processes and programming for all content published on Heart Rhythm TV and its supporting online properties (websites, social media accounts and channel integrations).

## **Responsibilities**

The HRS TV Subcommittee will be responsible for ensuring the content on Heart Rhythm TV is relevant, compelling, and aligned with the mission and values of the Heart Rhythm Society. The Subcommittee will ensure that Heart Rhythm TV represents and provides content for the wide diversity of audiences the Society serves. The Subcommittee must ensure Heart Rhythm TV is a financially viable enterprise and contributes to the ongoing business interests of HRS.

## **Decision-Making Authority**

The HRS TV Subcommittee will determine all primary programming for Heart Rhythm TV and provide HRS staff with guidance for consideration of new content requests and management of the channel. The Subcommittee will be responsible for presenting annual programming strategies and recommendations to the Communications Committee and to the Board of Trustees via reporting and through presentations at the request of either entity. The Board of Trustees may give specific programming direction or set limitations on the Subcommittee at its discretion.

## **Limitations**

The HRS TV Subcommittee is expected to operate under other policies established by the Heart Rhythm Society (i.e., Social Media, Ethics and Disclosure, Financial and Member Engagement).

The Subcommittee can recommend programs and determine priorities for HRS staff to implement, but HRS staff will be responsible for managing budgets and all financial commitments and transactions related to Heart Rhythm TV.

## **Meeting Frequency**

Due to the relevant and timely nature of online content, the Subcommittee will need to convene monthly for a programming review (video conference).

The Subcommittee will need to conduct a longer format annual or bi-annual meeting to develop the yearly programming strategy and schedule. (in-person planning meeting if financially and logistically possible – i.e., at annual meeting, or if funding is sufficient to budget travel to HRS offices or other location).

## **Estimated Time Commitment**

The time commitment for Subcommittee members should be around 5-8 hours / month which will include keeping abreast of trends in the field, identifying potential program opportunities, monitoring Heart Rhythm TV performance, and serving as on-air support for various programs (hosting programs, interviewing content providers and introducing programs).

In addition to regular monthly contributions, Subcommittee members must be able to commit to once or twice annually extended meetings (1/2 day or full day) to determine programming.

The busiest time of the year is typically in support of the HRS annual meeting, but this natural period of high activity is evolving as HRS is making efforts to extend the digital reach and engagement beyond the annual meeting and identifying ways to keep the digital activity high year-round.