

East Coast Sage Circle Announcements Policy

Business Area of Responsibility: Director of Marketing
Author: Director of Marketing and Administrator
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POLICY:

Announcements to East Coast Sage Circle (ECSC) members in ECSC media are a service to the community. ECSC accepts and publishes announcements of community events from members at no cost. These announcements appear in ECSC's electronic media. All announcements must be consistent with the mission statement of ECSC as determined by ECSC, and ECSC reserves the right to decline any announcements. ECSC will not announce any political or religious events or programs. Announcements will be published in our three communication vehicles (as detailed below) no more than six months ahead of the event and frequency of publication is at the discretion of the Administrator.

Local Area Councils may blast email announcements to local members only for local community events. Please ask the ECSC Administrator for clarification if necessary.

DEFINITIONS:

"Community events" can include ECSC and local area events such as workshops, seminars, special events and social events (e.g. workshop, community weekend, E Circle Intensives, Welcoming Celebrations, picnics or potlucks, Women in Leadership or Women Empowering Women workshops.)

ECSC will send a Blast Email announcing all Women in Leadership workshops on a monthly basis. This will be a standard announcement designed by the Administrator.

Announcements will become a Paid Advertisement if a group or individual other than ECSC or an ECSC Local Council financially benefits from the event.

For information on Paid Advertisements please refer to the ECSC "Advertising Policy."

"Members" are those who have completed the Woman Within Training Weekend and are registered on the ECSC database.

"Electronic media" consists of the following ECSC Communication Vehicles:

- Check-In – quarterly newsletter that is emailed to our list serve and is posted on ECSC web site
- Check It Out – biweekly email announcements to our list serve of members
- Blast Emails – your ad alone sent to a local area only

PROCEDURES:

The procedures and guidelines for announcements will be set by the Board of Directors of ECSC and reviewed as needed.

Guidelines for Free Announcements:

Specific announcement placement and size is at the discretion of the Editor or Administrator. It is recommended that the author make contact with the appropriate contact regarding the availability of space and/or recommended size.

- Event Listings for the quarterly newsletter Check-In are due to the editor according to the published deadline available from the editor.
- Announcements for the bi-weekly Check It Out should be sent to the Administrator for review and release.
- Local ECSC areas' announcements of community events must follow the ECSC announcement policy and definitions. It is recommended that local councils do not email their local community more than once a week to limit the number of emails an ECSC member receives.
- Announcement copy and artwork will be reviewed for compliance with publication standards as defined below. Those that do not meet publication standards will be returned to the author for revision.
- Announcements will not be edited without notification to the author with the exception of a font change.
- Flyers for blast emails to the local areas should be formatted in the simplest format possible. The only fonts supported by our list serve vehicle are Arial, Arial Black, Arial Narrow, Comic Sans MS, Courier New, Georgia, Impact, Times New Roman, Trebuchet, and Verdana. Only these fonts should be used. Font size should be at least 10 pt.
- Flyers should not be designed with text boxes to separate information. Our list serve vehicle does not support text boxes.
- Embedded Graphics and graphics formatted with text beside it are not supported by our list serve vehicle. Graphics should be freestanding without text in front or beside them.
- Announcement submissions are limited to 75 words or less in a Microsoft Word document. A small graphic may be included. All announcements should be sent by email.
- Submissions must include member's full name and contact information.
- Submitting an announcement is not a guarantee of publication.