

## **The Alaska Bird Club Policy and Procedure: Newsletter**

**Policy:** The Alaska Bird Club (ABC) will print and distribute a monthly newsletter to provide its membership and the community at large educational information related to the care and husbandry of companion parrots. The ABC will provide funding for printing and mailing distribution of its newsletter.

**Purpose:** The purpose of this policy is to describe the newsletter components, criteria, and conditions for acceptance of articles, information that would be acceptable for inclusion in The ABC newsletter, appropriate advertising parameters for vendors, and distribution/ mail out process.

**Procedure:** All submissions for publication must be submitted to the Newsletter Editor for review by the 15th of the month prior to the month the article is intended to be published. The ABC Newsletter is formatted and content reviewed for copyright infringements, spelling errors, inaccuracies, and length. The Newsletter Editor will seek written authorization to publish copyright protected articles/photographs.

Bird-of-the-Month articles and accompanying photos are submitted by the designated person for that particular month by the deadline identified above. The ABC Newsletter Editor will make necessary changes to submitted articles to grammatical, spelling, and sentencing errors. If no articles or photos are submitted, that space will be utilized for educational information based on the membership survey results from the most recent Membership Survey, member suggestions, monthly educational training topics, etc.

Newsletter components generally fall into the following categories:

- a) General club contact information: Meeting times/locations, address, e-mail, Board Member roster, Mission Statement
- b) Bird-of-the-Month
- c) Summary of ABC Meetings
- d) Committee updates: Treasurer's Report, Adopt-A-Bird, Lost/Found-Rescue
- e) Educational information/articles from sources such as: AAV, avian related websites, avian related magazines, individual contributors
- f) General articles related to a variety of topics such as: Environmental enhancement, toys, activities, safety, nutrition, health, topics of interest as identified in the annual Member Survey or by member suggestion
- g) Vendor Advertisements & Classifieds
- h) Acknowledgements

The content of article submissions, event announcements, classified ads, or advertisements must be consistent with the Mission Statement of The Alaska Bird Club. Articles, event announcements, classified ads, or advertisements that present information that is inaccurate, unsafe or not consistent with established practices of avian husbandry will not be accepted for publication. The length of submitted articles, event announcements, classified ads, or advertisements must also fit within the space requirements of The ABC Newsletter and not result in the need for increased publishing and postage cost beyond amounts established in The ABC's annual budget. The ABC Newsletter Editor makes these determinations. If the submitter of an article, event announcement, classified ad, or advertisement does not agree with the decision of the Newsletter Editor, the submitter may make a written request for reconsideration by The ABC Board of Directors at the next scheduled ABC Board meeting. The Board will review the request

and accompanying submission and issue a written decision. The decision of the Board is final and unappealable.

Unless otherwise stated, advertising policies in this document apply to The ABC newsletter in printed and electronic form. Separate web based ads, if offered, may be covered in another policy.

Each organization, person or vendor will be allowed submissions as follows:

**Donators** to The ABC, with the Board of Director's approval, of goods, services or cash totaling \$50 or more per month to The ABC would be allowed up to 1 full size page per newsletter per month, space permitting.

**Classified** listings (items for sale must be bird related) prices are listed below. Current ABC members who pay for a classified listing will receive a free identical website listing for free. Classified listings must be no more than 10 total lines, space permitting. Initial and reposting requests must be made to the Newsletter Editor and payment received by the Treasurer by the 15th of the month prior to the month the ad is intended to be published.

**All other Advertisements**, consistent with The ABC Mission Statement, may be submitted for publication but must fit within the available space requirements of the Newsletter for the particular month the advertisement is to run. Advertisements are limited to 1 paid ad, regardless of size per person, per event, per organization, per newsletter. Advertisements must be paid for in full and submitted by the submissions deadline identified previously.

Payments must be sent to (or hand delivered to membership meeting):

The Alaska Bird Club  
PO Box 101825  
Anchorage, AK 99510

**Advertising / Classified Rates** for The Alaska Bird Club Newsletter is as follows:

Full Page:	\$50.00 per monthly newsletter
½ Page:	\$30.00 per monthly newsletter
¼ Page:	\$15.00 per monthly newsletter
Business Card:	\$7.50 per monthly newsletter
Classified Listing	\$5.00 per monthly newsletter

In situations where there is not enough space to allow for the inclusion of event announcements, classified ads, or advertisements, the Newsletter Editor would notify the requesting submitter and ABC Treasurer so that a refund could be issued or an agreement made for posting at a later date.

The ABC Newsletters are printed and made available to current ABC members and the general public.

The ABC Board will make every effort to solicit printing from companies as a charitable donation. Printing Companies that donate their services will have written acknowledgement or advertisement in the Newsletter and on The ABC website.

Revised Date: 12/5/2006