



AIDS COMMUNITY CARE MONTREAL • SIDA BÉNÉVOLES MONTRÉAL

Newsletter Policy

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1.0 Purpose

The newsletter is a regular publication of ACCM. Its purpose is to promote the organization and its activities in the community and to provide information about issues related to HIV/AIDS and the interests of our clients.

The newsletter will also be used to provide visibility to funders.

2.0 Content

2.1 Format

The format of the newsletter will consist of a maximum of sixteen (16) pages 8½" X 7"

2.2 Editorial Content

When deciding which articles may be included in the newsletter, the basic questions that should be addressed are the purpose of the article and its benefit or interest to the readership.

2.2.1 Information which can be included:

- Activities and events
- Programs and Services
- Staff reports
- Drug therapies and alternative medicines (see article 8.0)
- General informative articles on health issues (see article 8.0)
- Other information of interest to the community

2.2.2 Opinion Pieces and Open Letters

Opinion pieces and open letters are permissible, but must meet the following criteria:

- No personal attacks, or material that may be libellous or defamatory will be permitted
- Nothing will be permitted that should be dealt with through the ACCM Grievance Procedure
- All submissions must be signed with the contributor's name
- Anonymous submissions will not be accepted (however, should the author(s) of the submission wish to have their name withheld, submissions can be accepted. In this case the submission will be identified "name withheld by request" and the name of the author will be kept on file by the newsletter team)
- Be of general interest to the readership

2.2.3 Classified and Personal Advertising

THIS SECTION WILL BE DEVELOPED MORE FULLY AT A LATER STAGE (ADVERTISING WILL NOT BE AVAILABLE UNTIL THAT TIME).

Classified and personal advertising are permissible, but must meet the following criteria:

- Must not be overtly offensive, sexual, racist or prejudicial in any way
- Must not offer services or goods proscribed under Provincial or Federal law

2.2.4 Commercial Advertising

Commercial advertising by business or commercial establishments will not be accepted. However, acknowledgement of "sponsorships" will be accepted as defined below.

Prior to accepting "sponsors", they must be informed that under no circumstances will their sponsorship of the newsletter, either in part or in whole, permit them any editorial control of the newsletter.

2.2.5 Inserts

Inserts can be included in the newsletter, but must meet the following criteria:

- they contain urgent information which is either too late or too large for inclusion in the body of the newsletter
- they contain information that ACCM wants to bring special attention to the readership
- they have been approved by the Executive Director and/or the Board of Directors

3.0 Distribution

Distribution of the newsletter should be considered fluid and subject to change. It can include:

- ACCM members, including clients and volunteers
- Funders, both actual and potential
- HIV/AIDS organizations and other community organizations not working directly in the HIV/AIDS field
- Medical establishments, including doctors' offices, hospitals, CLSCs
- Locations where ACCM runs programs and services (e.g. schools, universities and prisons)
- Special events (information kiosks, etc.)

4.0 Schedules and Deadlines

4.1 The newsletter will be published once each month and distributed by the last week of the month.

4.2 The deadline for submissions to the newsletter will be no later than the 15th of each month.

4.3 The applicable deadlines will be published in each newsletter.

5.0 Procedure for Inclusion of Articles

5.1 All submissions must be identified with the contributor's name

5.2 All contributions must be verified to ensure they meet all criteria for inclusion

5.3 Staff reports will be regulated as defined in article 7.2

5.4 Publication of all copyrighted material must be authorized and properly acknowledged in the newsletter.

6.0 Newsletter Team Structure

6.1 The team will consist of an Editor-in-chief and a number of volunteers as may be necessary to effectively manage, produce and publish the newsletter.

All team members and volunteers must complete the volunteer intake process, sign promises of confidentiality and attend the first available core training session.

6.2 The team members are responsible to the Editor-in-chief

6.3 The Editor-in-chief is responsible to the Executive Director

6.4 The Executive Director is responsible to the Board of Directors

6.5 The Executive Committee will act as ombudsperson in the case of disputes.

7.0 Responsibilities

7.1 When to Publish/Not Publish

As a general rule, the newsletter will always be published. The Executive Director can identify if there is a potential problem with any newsletter issue prior to publishing, but only the Board of Directors can authorize the cancellation of an issue. The Executive Committee can delay an issue of the newsletter to allow the Board time to make a decision.

7.2 Staff Reports

The newsletter team will not edit Staff reports, with the exception of typos and grammatical errors. The Executive Director will review these reports prior to submission to the editor. The Executive Director must approve any subsequent revisions.

7.3 The Editor-in-chief

The Editor-in-chief is responsible for:

- Editorial content and layout of the newsletter
- Recruitment and supervision of the newsletter team
- Defining and adapting the structure of the team
- Identifying the necessary resources required to produce the newsletter
- Receiving all submissions (the Editor-in-chief will be the point of entry for all submissions)
- Ensuring that all criteria for submissions are met
- Submitting the draft newsletter to the Executive Director for approval in a timely manner

7.4 The Executive Director

The Executive Director is responsible for:

- Negotiating with the Editor-in-chief if changes are required in any issue prior to publishing
- Approval of the final draft of the newsletter prior to publishing
- Alone or in conjunction with the Management team, recommending to the Board of Directors items to be included as inserts
- Alone or in conjunction with the Board of Directors approving of inserts to be included in the newsletter
- Identifying to the Board of Directors if there is a potential problem with the content of a particular issue

7.5 The Executive Committee

The Executive Committee, as delegated by the Board of Directors, will act as ombudsperson in cases between the Editor-in-chief and the Executive Director where there is a dispute over editorial content in the newsletter.

7.6 The Board of Directors

The Board of Directors is responsible for:

- approval of inserts, either alone or in conjunction with the Executive Director
- approval of changes to the newsletter policy
- cancellation of a newsletter issue

8.0 Disclaimers

ACCM staff and volunteers are not health care professionals. The intent of the newsletter is to inform readers of developments in health care, including complementary and alternative therapies. A disclaimer must be included that ACCM neither endorses nor recommends these therapies and that decisions concerning all aspects of a person's health care should always be made in consultation with a health care professional.

9.0 Revisions to the Policy

It is recognized that revisions to this Policy may be required from time to time. While any ACCM member is free to suggest possible changes, only the Board of Directors can approve changes to the Policy.

Suggestions for Policy changes should be sent to the Newsletter Committee who will discuss the possible change with the Editor-in-Chief and the Executive Director. If the change is warranted, the Committee will then make a proposal to the Board of Directors. The Board will review the request and, if in agreement, will vote on the proposal.

If the Board approves the proposal, the Policy will be revised to include the change.

Adopted 17 July 2001