



Advertisements and Notices in U3A Communication Channels Policy	
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Responsible person: Coordinator Communications	Scheduled review date: Every three years as determined by the Committee
Approved by: Committee meeting on 3 June 2019	Author: Communications Team

INTRODUCTION: The managers of U3A-ACT's regular communication channels (Newsletter, Website, eBulletin and Facebook) receive many requests to publicise material. It is not always clear whether the material is appropriate for dissemination, or, when it is suitable, which is the most appropriate communication channel.

PURPOSE

This policy is designed to provide guidance for:

1. The acceptance for dissemination of notices/advertisements for events/activities etc; and
2. The allocation of these and of U3A-ACT content among the communication channels.

DEFINITIONS/KEY WORDS

Outside bodies: Individuals when not acting as members of U3A-ACT, organisations, associations, clubs or businesses that are not part of U3A-ACT Inc.

LIST OF ATTACHMENTS

Attachment A: *Purposes and proposed contents for each of U3A-ACT's regular communication channels – Newsletter, Website, eBulletin and Facebook.*

POLICY

1. Information is communicated to U3A-ACT members in a variety of ways. The purposes and proposed content of the regular channels used by U3A-ACT are at Attachment A.
 - 1.1 The manager/s of the particular communication channel has the right both to edit the material submitted and to refuse to disseminate material that they believe is in breach of this policy.
 - 1.2 Any dispute concerning material for publication from a member or an outside body that cannot be resolved by the manager/s, will be referred to the Coordinator Communications for resolution.
2. When U3A-ACT or the managers of its communication channels receive requests from outside bodies to include notices/advertisements in U3A-ACT's communication channels, the following will apply:

- 2.1 All notices/advertisements must meet the objectives of the Association.
 - 2.2 The subject matter must be of likely interest to a significant number of U3A-ACT members.
 - 2.3 The subject matter, tone and content of the notice/advertisement must not bring the good name and public reputation of U3A-ACT into disrepute.
 - 2.4 The event/activity being advertised must be not-for-profit.
 - 2.5 The event/activity being advertised must generally be of major significance and could attract a reasonable number of members who might not be aware of it without its being advertised by U3A-ACT.
 - 2.6 Notices/ads relating to events/activities, whether local or outside the ACT and surrounding region, may be publicised in any or all of the communication channels depending on timeliness and, for hard copy publications, availability of space.
 - 2.7 Priority will be given to material emanating from U3A-ACT.
 - 2.8 An event/activity that is similar in content to courses offered by U3A-ACT and competes with U3A courses will not be advertised other than in exceptional circumstances. Advice on whether advertisements for particular events or activities should be rejected should be sought from the Chair of CSC or their nominee.
3. When the managers of U3A-ACT's regular communication channels receive requests for the dissemination of material from U3A-ACT members, the following policy applies:
- 3.1 The subject matter must not be of a personal or commercial nature, for example, advertisements relating to house renting or cars for sale.
 - 3.2 The subject matter, tone and content must not bring the good name and public reputation of U3A-ACT into disrepute.
 - 3.3 In determining the allocation of content among the regular communication channels, the purposes and proposed contents for each channel, as detailed in Attachment A, should be taken into account.
 - 3.4 In particular, non-time-constrained items referred to the Newsletter Editor for publishing in hard copy may be abbreviated or delayed for publication in a later issue depending on availability of space.
 - 3.5 To be included in eBulletins, content must be required to be broadcast within a short timeframe.
 - 3.6 Death notices and funeral notices will not be published.
 - 3.7 Obituaries will only be published in the Newsletter in exceptional

circumstances and with the approval of the President.

- 3.8 The above will not preclude mention of the passing of a course presenter or event leader as the reason for a cancellation notice.

Attachment A

PURPOSES AND CONTENTS FOR EACH OF U3A-ACT'S REGULAR COMMUNICATION CHANNELS

This document sets out the purposes and proposed contents for each of the regular forms of communication for the immediate future.

1. eBULLETIN

General description

- Information of immediate relevance to members

Typical contents

- What's on, what's changed, other urgent messages or announcements

Nature of the communications

- Irregular, short, sharp, easy to scan

2. NEWSLETTER

General description

- Information with less immediacy but of greater depth
- Reporting on events/activities
- Raising and debating issues in detail

Typical contents

- Calendars of events that are relatively long-term - such as Cinema screenings; Lunchtime Forums; Outings and walks; and Travel opportunities
- Communications from the General Committee that are not time-constrained
- Reports on U3A-ACT courses and other activities - who's doing what - spreading the word on what courses/activities entail
- Profiles of U3A-ACT people - Committee members, volunteers, course leaders
- Thought pieces - eg From the President, From the Editor, major issues that need members' attention
- Letters to the Editor

Nature of the communications

- Regular
- Longer articles, dealing with issues in detail
- Photos or other relevant graphic material

3. WEBSITE

General description

- Information of immediate relevance to members
- External promotion and communication - information to attract prospective members and to

enable them to join

- Communication and service to members, including
 - a depository of key information relevant to members; enables members to interact with the organisation
- Administrative support - enables Committee members and volunteers to undertake necessary tasks

Typical contents

- What's on, what's changed, other messages or announcements - listing events and activities (U3A-ACT and other), day by day as well as longer-term such as Cinema screenings; Tuesday Forums; Outings, walks and travel
- General information on U3A-ACT - what it is, how it works, how to join
- Latest published prospectus, on-line up-to-date prospectus; information on status of courses
- Pages enabling new members to join, existing members to renew and to book for courses on-line, etc
- U3A-ACT corporate information, including
 - Lists of Contacts and Links to other organisations
 - Constitution, Annual Reports, other public documents
- Course Leaders information pages - Guidelines and forms

Nature of the communications

- On-line, immediately available, up-to-date
- Agreed body of content, with allocated responsibilities for maintaining currency
- Area for members-only information

4. FACEBOOK

General description

- Showcasing U3A events and courses with the use of photographs and providing an opportunity for feedback

Typical contents

- Promotion of coming events and courses that are not covered by the on-line prospectus or announced in the eBulletin
- Short reports on recent past events with the use of photographs and providing the opportunity for feedback of those events
- Raising and debating issues in detail

Nature of the communications

- Facebook to be open to current U3A members only.
- On-line, immediately available, up-to-date
- Monitored regularly in order to keep communication respectful and relevant