

The logo for QEXCA, with the letters in a bold, white, sans-serif font.

Your Community Association

Queen Elizabeth • Exhibition • Haultain



Policy – Communication

Purpose

To provide guidance to the QEXCA (the Association), its members and volunteers, regarding the publication and distribution of, and advertising in, all the Association's communication media.

Policy

This Policy applies to the official use, by the Association, of all its communication media.

The Association recognises the effect its communication has on its image, as well as the image of other individuals and groups. The information that it publishes can be public for a long time. Therefore, it will use its communication media to represent its neighbourhoods and residents, promote its programs and activities and endorse its values respectfully, professionally and fairly.

The Director, Communication will ensure that all Association communication adheres to all Association Policies.

Procedures

Commercial Advertising

The Association allows for commercial advertising in its newsletter.

Advertising opportunities will be open to all organisations within the Community with the following exceptions:

The Association will not accept political advertising for the purpose of civic, provincial or federal electoral campaigns.

The Association will not accept advertising which it considers prejudicial or controversial.

The Association reserves the right to refuse any material submitted.

The advertising organisation must provide camera-ready copy, otherwise additional charges can be applied.

Ads will be business card size only.

A link from the ad to the organisation's web presence may be included, at no additional cost.

The fee for ads will be determined by the Board of Directors and posted on the QEXCA website; qexca.ca/newsletter. When a change in the fee is required, all current advertisers will be informed of the new rates and the effective date.

All advertisements must be approved by, and may be edited by, the Director, Communication. In the case of disputes between the Director, Communication and potential advertisers regarding any submission, the Board of Directors will provide the final decision.

The Director, Communication is responsible to ensure the application of these Procedures.



Mailing List

Subscribers will only be added to the list with their express consent and removed immediately upon their request.

The mailing list will only be used to disseminate information about Association events and activities.

The Director, Communication is responsible to ensure the application of these Procedures.

Newsletter

The Association publishes and distributes current information, of interest to its residents, three times each year; Spring (April), Fall (August) and Winter (December).

Information in each issue will reflect and promote the values of the Association.

The Newsletter Coordinator is responsible to approve or, where necessary, edit or reject submissions.

All contributions are welcome. Acceptance depends on such factors as appropriateness, timeliness and available space.

The deadline for submissions is the fifteenth day of the month preceding publication.

The newsletter is posted on the Association's website and emailed to subscribers.

The Association will endeavour to print, and distribute to each household in the Community, at least one newsletter each year.

To subscribe to the email newsletter, individuals and organisations may contact the Association at newsletter@gexca.ca. To be removed from the list, individuals and organisations may email the same address, with "Unsubscribe" in the subject line of the message.

The Newsletter Coordinator is responsible to ensure the application of these Procedures.

Signage

All Association signs, including permanent signs on Association property, temporary signs and billboards on public and private property and the Sign at Queen Elizabeth school, will include the Association's logo and website address.

Messages on the Association's Sign at Queen Elizabeth School will be managed by the school's students and staff, during the periods when the school is in session and weather permitting. The Association will endeavour to reach an agreement with the School Administration to manage the Sign when students and staff are not available to do so.

Placement of temporary signs will be subject to the City of Saskatoon "Temporary Sign Bylaw 1995".

The Director, Communication is responsible to ensure the application of these Procedures.



Social Media

The Social Media Coordinator is responsible to approve or, where necessary, edit or reject entries.

The Association will not publish or release any information that is considered confidential or not public. Questions about what is considered confidential must be referred to the Board of Directors.

If the Association's social media generate press and media attention or legal questions, these enquiries must be referred to an authorised Association spokesperson.

If a situation arises, through social media, that threatens to become antagonistic, the parties involved must disengage from the dialogue in a polite manner and seek advice from the Board of Directors.

The Association will obtain appropriate permission before referring to or posting images of current or former members or volunteers.

The Association will obtain appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

Subject to applicable law, online activity, which violates the Association's Respectful Conduct Policy or any other policy, can subject the offender to disciplinary action.

The Social Media Coordinator is responsible to ensure the application of these Procedures.

Website

The Association maintains a website which is updated regularly and frequently.

The website presents information about local programs, events, organisations, people and places of interest to residents of the Community.

All information on the website reflects and promotes the values of the Association.

The Website Coordinator is responsible to approve or, where necessary, edit or reject entries.

The website will be updated at least monthly. Information of pressing importance will be posted as soon as possible.

The Association will not publish or release any information that is considered confidential or not public. Questions about what is considered confidential must be referred to the Board of Directors.

If the Association's website generates press and media attention or legal questions, these enquiries must be referred to an authorised Association spokesperson.

The Association will obtain appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

The Website Coordinator is responsible to ensure the application of these Procedures.

*This Policy was approved by the Board of Directors and ratified by the Association on the **second day of March 2021.***

Office

Name

Signature

