

EMAIL NEWSLETTER POLICY
PEACE LIARD REGIONAL ARTS COUNCIL

INTENT

To use the email newsletter of the Peace Liard Regional Arts Council as an important vehicle for its advocacy function. The audience for the email newsletter is as follows:

1. Community Arts Councils and their member groups in the Peace Liard Region
2. ArtsBC
3. Municipal, provincial and federal governments
4. Regional Districts
5. School Districts in the region (#59, #60, #81)
6. Northern Lights College campuses in the Northeast and other educational institutions in the region
7. Chamber of Commerce and appropriate community businesses
8. The BC Touring Council
9. Trustees of arts service organizations in the Peace Liard Region registered as not-for-profit societies
10. Trustees of literary, music, theatre and visual arts organizations in the Peace Liard Region which are registered not-for-profit societies
11. Individual members or persons suggested from time to time by the newsletter committee
12. Alaska Highway Community Initiative Society
13. Traditional media and social media forums

REGULATIONS

1. Definition of Advocacy: "The articulation and effective communication of our individual and collective reasons for being as arts organizations."
2. The newsletter shall reflect the mandate and mission of the Peace Liard Regional Arts Council as expressed in the Framework Policy.
3. In fulfilling the mandate of an advocacy role for the newsletter, the contents of the newsletter should contain articles of the following nature:
 - a. Articles on innovative activities in the arts sector that could help others improve the promotion of the arts at the local level

- b. Solutions to problems that have worked particularly well and can be transferable to the solutions of problems in other arts councils
- c. Suggestions on how an arts council might organize to ensure the election of decision makers who understand, value and actively support the arts
- d. Questionnaires which have been developed to produce original research which will help lend support for the actions that groups wish to take and which may be transferable or prove a useful base for other groups
- e. Suggestions for acquiring new members and keeping them involved and supported
- f. Articles about what can be done to promote arts education for all students and ensure that programs in our region thrive instead of being eliminated
- g. Advertisement space that promotes local arts suppliers be made available
- h. Promotional material on arts programs and activities in the region
- i. Any concerns of an educational or training nature with respect to the arts
- j. Directories of contact people and funding resources may be referenced or written about
- k. Current Information and issues of regional or provincial nature pertaining to the arts

PROCEDURES

1. Production of the newsletter will be the responsibility of the Executive Director who can ask for assistance as they see fit with the approval of the Board
2. The newsletter will be published no less than four times a year
3. The main avenue of distribution is via sign-up on the PLRAC website; newsletter posts will also be distributed and posted on email, on Facebook, and other appropriate social media
4. Permission to copy articles from other sources must be obtained and acknowledged
5. Production and distribution of the newsletter must not exceed the amount budgeted for the fiscal year

Originally Approved: _____

Approval Date: _____ Renewal Date: _____

(Revised) _____