

NASW-CA Communications Policies (2009)

CA News Policies

The following policies have been approved by the NASW-CA Communications Committee and will be implemented beginning March 1, 2009.

1. The Editor and Director of Membership and Communications will review and select articles for each of the ten issues. The Director of Membership and Communications will consult with the Communications Committee, Executive Director, or Board of Directors as needed.
2. Submissions received by the published deadline will be given first priority. For each of the ten issues, the submission deadline is the 5th of the month prior to the month the issue is published. For example the deadline for the February issue is January 5th.
3. Submissions must be short and concise. All submissions will be subject to word limits. This includes columns and articles written by Chapter staff, Board of Directors, region, unit, and council representatives. For example, the monthly messages from the President and Executive Director have been limited to 350 words.
4. Submissions from NASW-CA related groups will be considered before submissions from outside individuals or groups.
5. The topic and content of submissions must be timely and current. (a) For example, if an event is held in September, a report on this event must be submitted within the 30-days of the event. (b) Another example is when an individual wishes to respond to an article, that person must submit his or her response within 30-days of the original article.
6. The Chapter will run occasional non-related NASW ads at no cost; however, these will be in the form of a display ad (no larger than 1/4 of a page), run no more than five times per year, and will be placed at the Editor's discretion.
7. During all months, but especially during the peak months for submissions (January, February, and March), the Editor will select and prioritize the most timely and pertinent submissions. Consequently, submissions maybe not be selected or they may be placed in a later issue.
8. A 2 ½ page section of each issue will be dedicated to all region and unit reports. Region and unit submissions will be limited to 250 words.
9. A 2/3 page section of each issue will be dedicated to council submissions. Councils will have a 350 word limit for articles. Councils may submit a longer article (up to 450 words) once or twice a year. These articles will be placed when and if space is available.
10. While word limits will still apply once the Chapter has moved to an electronic newsletter format, there will be an opportunity to introduce a lengthy article by adding a web link so that readers can access the entire article.
11. Articles are meant to be educational in nature and lend to the overall knowledge of readers. Articles may not be advertisements for services, products, etc.

Questions about these policies should be addressed to Lora Pierce, Director of Membership and Communications at 800-538-2565 X 10 or lorapierce@naswca.org.