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## **Publication Policy**

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### **Position**

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As an organization dedicated to the social enjoyment of dancing, Regina Ballroom Dancing Club publications will be produced so that all present and prospective members of the club will feel welcome, comfortable and respected.

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### **Scope**

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This policy applies to all forms of club publications including but not limited to:

- newsletter
- brochures
- any information packages
- RBDC website at [www.rbdc.ca](http://www.rbdc.ca)
- Club media advertising
- personal or commercial advertising

All material or information that is published, advertised or displayed must be in accordance with the RBDC Privacy Policy.

Advertisements, either commercial or personal in nature, will not be announced by instructors at the end of the class, nor placed on the RBDC Telephone Line or on the RBDC Web Site.

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### **Newsletter Guidelines**

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1. The RBDC newsletter will be produced for distribution to the members at least once per month during the Fall and Winter semesters.
  2. The purposes of the newsletter are:
    - to promote Club activities
    - to inform members regarding all aspects of the Club
    - to provide material useful in developing and supporting the dancing skills of Club members
  3. The newsletter is produced in a cost effective manner within budget restrictions.
  4. The newsletter follows the guidelines for both paid and unpaid advertising.
  5. Where the editor proposes significant changes to material submitted for inclusion in the newsletter, the contributor must be consulted.
  6. The Communications MAL has the final editorial authority to approve the content of the newsletter.
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## **Website Guidelines**

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The RBDC website provides timely information regarding the Club and its activities both to our members and the public.

1. Requests to link to other websites from the RBDC website are subject to the approval of the Executive and must meet the following criteria:
  - the linked website must be dance related
  - the linked site would have items of benefit to RBDC members (i.e. a site selling dance shoes)
  - content on the linked website must respect the RBDC Publication Policy
2. RBDC members and not-for-profit organizations may promote **dance** events on the website event calendar provided it meets the following criteria:
  - the event is dancing related and benefits the membership
  - the event does not conflict with a major RBDC event
  - the organization or member does not profit\* from the event, and
  - a contact email and phone number is provided to ensure that the RBDC mail account and phone line do not receive inquiries about the event

\* **Note:** Fund Raising events where profits are given to a registered charity are acceptable (i.e. the RCMP Charity Ball)\*.

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## **Advertising in RBDC publications**

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Personal or commercial advertising in RBDC publications includes:

- paid advertising
- unpaid advertising, and
- unpaid classified ads

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## **Paid Newsletter Advertising Guidelines**

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Space permitting, commercial advertising\* space in the newsletter is available to individuals or businesses provided the advertisement meets the following criteria:

- Only ballroom-related items, events, or services, such as clothing, shoes, music, dances, or lessons are advertised
- The advertisement respects the Publication Policy as stated in this document

The following rates per issue of the *Ballroom Biz* apply:

- \$15 for 1/8 of a page (Note: page size being 8.5" x 11")
- \$25 for 1/4 of a page
- \$50 for 1/2 of a page
- \$100.00 for a full page

The treasurer will send the bill for the advertising costs to the individual or business.

\***Note:** A commercial advertiser is deemed to be an organization or individual that sells items for profit.\*



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## **Unpaid Newsletter Advertising Guidelines**

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Space permitting, unpaid advertising (i.e., classified ads or notices) in the newsletter will be available to non-profit organizations free of charge with the following stipulations:

1. The message of the notice from a non-profit club must be consistent with the goals and policies of the RBDC.
2. The notice may run only once per semester.

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## **Unpaid Newsletter Classified Ads**

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1. Free classified ads can be placed by RBDC members only.
2. Free classified ads must be no longer than 25 words in length (the telephone number is considered one word).
3. Free classified ads can only be used to advertise ballroom-related items (shoes, clothing, music, request for a dance partner.) No other items can be advertised.
4. RBDC members may place up to one classified ad each semester.

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## **Use of RBDC Bulletin Boards**

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1. Notices may be placed on club bulletin boards by current RBDC members at no charge.
2. Only notices for dance events by non-RBDC members is permitted at no charge, space permitting and subject to the policies of the facilities. Other advertising by non-RBDC members, businesses, or organizations is not permitted on the club bulletin boards.

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## **Distribution of Information at RBDC Functions**

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1. RBDC members and not-for-profit organizations may promote **dance** events at RBDC functions provided it meets the following criteria:
  - the event is dancing related and benefits the membership
  - the event does not conflict with a major RBDC event
  - the organization or member does not profit\* from the event, and
  - a contact email and phone number is provided to ensure that RBDC does not receive inquiries about the event
2. Subject to the approval of the Executive, RBDC may enter into agreements with other individuals or organizations to promote dance events or dance related items at RBDC functions.