



EDITORIAL & ADVERTISING GUIDELINES

PRESERVING OUR LIFELINE NEWSLETTER

MANDATE

The Bow River Basin Council (BRBC) is a network of organizations and individuals that share a common vision of the Bow River Basin managed for long-term sustainability and health. The BRBC recognizes that communication among and with its members, government decision makers and the public is an important activity.

One tool for BRBC communication is its quarterly newsletter known as *Preserving Our Lifeline* (POL). POL's purpose is to bring news to BRBC members that help them realize their common vision.

AUDIENCE

- BRBC members
- Government decision makers
- Public
- Basin media

PUBLICATION SCHEDULE

While flexibility in timing is sometimes required, the following schedule will be observed:

- Release date: two weeks prior to the quarterly BRBC Networking and Education forums.
- Draft review: the Stakeholder Engagement Committee will receive the draft newsletter for their review and input two weeks prior to the release date.
- Submission deadline (draft copy and photo/s): Writers will submit their draft submission to the Publications Editor at least 4 weeks before the release date.

EDITORIAL CONTENT

POL content focuses on the activities of the BRBC Board of Directors, committees, watershed stewardship groups and member organizations.

It also highlights:

- Activities of provincial government bodies and organizations related to water management in Alberta.
- Notices of coming events or employment/volunteer opportunities of interest to its members
- Photographs from around the basin.
- National water management news
- International water management news

Content is submitted on a volunteer basis, free of charge.

Should the BRBC board or a standing committee identify the need for a specific article (e.g., research) that can only be supplied by a qualified professional, there may be reimbursement for the provision of that article.

SUBMISSION GUIDELINES

As a communication tool that serves the BRBC membership, POL submissions are typically from BRBC members. These submissions fit with the intended Editorial Content (above) and are limited to a maximum of 1200 words for feature stories and 150-250 for announcements.

To maintain a high standard of readability in POL, the Publications Editor will review all submitted content for grammar, spelling, redundancy, conciseness and readability to a Grade 12 standard. The editor is not responsible for fact checking submitted material, and therefore the author must ensure the information contained within a submission is true, accurate and available for public release. If the submission includes quotes, please ensure the person quoted is aware that you are writing an article for public consumption and quote them in context and honestly.

The Publications Editor will review all submitted content for consistency with the BRBC's stated values, as found in the BRBC Administrative Manual. These include:

- The BRBC is an inclusive, cooperative and collaborative organization. All Council activities must establish and support these values.
- Discussions are intended to encourage openness and transparency in the consideration of issues (please, no hidden agendas).
- While the BRBC seeks to achieve some convergence on philosophical principles, it would never be in the Council's best interests to promote uniformity of thought.
- Remember that in discussion, anything can be said as long as it is done in a civil way. Open criticism of fellow members should be avoided. The focus is on illuminating the issue not on apportioning fault.

- Submissions should be fact-based. Opinions are welcomed, but please identify them as opinions.
- Function with honesty and integrity.

Redundant or dual publications: submissions with content that has been fully or partially published in other publications (including journals, newsletters, or other web-based platforms) are acceptable but will include full reference to the original publication.

TEXT FILE REQUIREMENTS

Contributors are asked to send submissions via email to the Publications Editor in one of the following formats:

- cut and pasted into the body of an email,
- attached as a portable document file (pdf), or
- attached as a text only file (Word).

PHOTO FILE REQUIREMENTS

Please ensure you have the permission to photograph and identify people in any submitted photos. Contributors should submit photos in jpg format of at least 500kb. Also include a text file containing an appropriate cutline. A cutline is a one or two sentence description of the photo content. Please identify people in the photo from left to right and ensure correct spelling of any proper names. Graphics may come in jpg or Powerpoint format.

Through submission of a photo or diagram to the newsletter, the submitter releases to the Bow River Basin Council the present and future right to publish the photo or diagram as it sees fit.

BY-LINE POLICY

POL will publish the name of the original writer or contributing group on any story that identifies a writer/group. Any submitted story without an identified writer/group will be published without a by-line.

POL will publish the name of the original photographer or artist on any photo or diagram that identifies a photographer/artist. Any submitted photograph or diagram without an identified photographer/artist will be published without a by-line.

ADVERTISING GUIDELINES

The audience of POL is very specific and focused within the water management industry of Bow River Basin and extending to similar audiences throughout Alberta. POL offers a direct line to this audience for interested advertisers. Since the BRBC is a charitable organization and POL advertising represents a fundraising opportunity, advertising in POL is permitted. Such advertisements should offer information, a service or product of interest to BRBC membership and will not disparage anyone or any company.

Advertising rates are to be determined by the Stakeholder Engagement Committee and/or the Fund Development and Member Services staff member. A determining factor includes the size of the advertisement. Special rates may apply to member organizations when there is a recognized benefit to communicating the advertisement with members, and upon evaluation of:

- affiliation to BRBC
- concordance with BRBC visions
- non-profit or charitable status
- contributive to members

Reviewed by the Stakeholder Engagement Committee: April 2019

Approved by the Governance Committee: _____