

# GENERAL COMMUNICATION GUIDELINES

## FOR

### FALLS RUN COMMITTEES AND CLUBS

Falls Run committees and clubs should view all of the media available (i.e., Gazette, Website and Bulletin Boards) when considering which are the best approaches to communicating their information to the Falls Run residents. Each of the media has its own set of advantages.

The Activity Director has the overall responsibility for media operations and the coordination of inputs to the FR media.

Each committee, club or organization should appoint a “communications” contact to be responsible for coordinating proper and timed input to the FR media, as outlined below.

#### **Guidelines for placement of information on FR Media**

The following guidelines will be used for placement of information on FR media:

1. *Announcements of concern to the entire FR community (i.e., Board, AD, Armstrong):* Go in all media.
2. *Announcements of tours and trips:* Establish a Tours and Trips category on both the Website and the Trips and Tours Bulletin Board (TT/BB). List, describe and keep up to date all ongoing tours and trips, including **dates, description, costs, when \$ required, closing dates and FR contacts**. General announcements of tours and trips should be placed in the Gazette and copies of tour bulletins on the TT/BB. Time sensitive information on trips and tour (i.e., changes and reminders) would be on the Website.
3. *Announcements of community events:* List, describe and keep up to date all community events under the direction of the AD (e.g., Italian dinner, dances), including **dates, description, costs, when \$ required, closing dates and FR contacts**, on the Website in the “Community Events” button, in the Gazette and on the CBB. Time sensitive information on community events (i.e., changes and reminders) should be on the Website.
4. *Clubs and Activities:* Describe all special club events of interest to the entire FR community (e.g., NARFE and Lions Club), including **dates, description, costs, when \$ required, closing dates and club contact**, on the Website in the “Clubs and Activities” button, in the Gazette and the CBB. Time sensitive information on club activities (i.e., changes and reminders) should be on the Website.

#### **Guidelines for using Falls Run Website**

1. Submissions for the Falls Run Website MUST be in electronic format and submitted to the Webmaster via e-mail (see link at end of Home Page). No advertising, obscene or objectionable material will be accepted for the Website.
2. Committee submissions should include a start date and an end date. All pages will be reviewed regularly and updated, archived or deleted as needed. Special arrangements can be made for large files that are difficult to transmit via e-mail. Contact the Webmaster directly to send information on a CD.
3. Graphic images, drawings or photos can be added to pages to enhance the message, such as a picture of a specific trip or tour. Complete pages, such as trip or tour descriptions, can be scanned and then submitted as an attachment to the e-mail sent to the Webmaster.
4. Ordinarily, submissions to the Webmaster should be made 2 days before the requested start date.

### **Guidelines for using Falls Run Gazette**

1. Send all article submissions directly to Editor Susanne Lazanov at [suelaz@aol.com](mailto:suelaz@aol.com), and cc to Activity Director [fallsrungazette@yahoo.com](mailto:fallsrungazette@yahoo.com). This will ensure timely receipt and processing.
2. Submissions should be titled with the story topic or title in the email subject line (instead of "Gazette Article", etc), and marked high priority (this will help me avoid confusing them with other Falls Run correspondence).
3. Photos should always be submitted with photo subject in title and caption/credit in the e-mail.
4. Leave only ONE space between periods when typing. (If this is too ingrained a habit, do not worry about it, but doing it will definitely help out the editor). Articles should ALWAYS include byline (author) in the article after the title.
5. All articles should be submitted in 12pt Times New Roman, single-spaced, all text flush left, with a bold headline and roman-text byline.
6. Acceptable file formats: .DOC, .TXT, .RTF. These are standard and can be generated by every word processing program.
7. Multiple files can be sent individually as attachments, or if large, archived in a ZIP file. If an archive will exceed 10MB, the editor will arrange to pick up a photo CD from Activity Director at the Center.
8. The word limit for most full-length articles is 250 words, or 300 for a main feature, although exceptions may be made by the Activity Director or editor.

9. Articles that fit into upcoming themes will be given priority. Submission of an article does not guarantee acceptance. If the requestor has a special request or concern he or she should contact the Activity Director or editor.

10. The articles are edited for clarity, grammar and length.

11. For event submissions for the Activities Calendar, contact Denzil Willis at [willisd1@yahoo.com](mailto:willisd1@yahoo.com). For questions about ad submissions, contact Ann Jones at [GazetteAds07@yahoo.com](mailto:GazetteAds07@yahoo.com).