



Communications Policy

Purpose:

The YKSC operates with volunteers. As such, clear guidelines and authorities must be in place to ensure that the YKSC presents a consistent and positive corporate image and that communications are managed in an orderly and planned fashion.

Scope:

This policy applies to all written communication directed to members of the YKSC, members of the Community at large, and to specific individuals or agencies being contacted by a representative of the YKSC.

Without limiting its application, this policy applies to:

- Correspondence
- Newsletters
- Notices, signs and advertisements
- Articles written for publication and media interviews
- The YKSC Web site

This policy does not apply to communication between individual members or between a coach, instructor or coordinator and the members enrolled in their program.

Authorization to Communicate:

The President has authority to communicate on behalf of the YKSC. Except as set out in this policy, all other correspondence must be delegated from the President or the Board. Standing delegations include:

1. Treasurer – all correspondence relating to accounts receivable and payable and the financial administration of the YKSC.
2. Secretary – all correspondence relating to the YKSC's status as a society, insurance and membership in national organizations.
3. Director responsible for Membership – all correspondence to members regarding membership.
4. Director responsible for Communications – regularly scheduled correspondence with members and the public at large.

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5. Director responsible for Fundraising – correspondence relating to bingos, lottery licences, grants and other fundraising activities.
6. Program Coordinators and coaches – all correspondence on behalf of members enrolled in their program(s).

These delegations may be reassigned or further sub-delegated, however notice of the delegations must be given each year and be read into the minutes of the Board meetings.

General Provisions:

1. All communications should be consistent with the mandate of the YKSC and be positive in promoting skiing, biathlon, and activities promoted by the club.
2. The Club logo and address(es) should be used on all communications unless the subject of the correspondence warrants the use of personal e-mail.
3. Except in documents approved by the Board for general distribution, the author or person responsible for the communication, and their position, must be clearly identified. (e.g. Treasurer, Communications Director, Loppet Coordinator etc.)

Specific Provisions

Correspondence

1. All correspondence must be copied or forwarded to the Secretary who will maintain a record of all correspondence generated by the YKSC.
2. If personal e-mail is used for electronic correspondence. It should also be copied to the Secretary at an appropriate time (i.e. at the end of a thread).
3. Persons sending or signing correspondence on behalf of the YKSC must be a member of the YKSC.

Advertising

1. All print advertising (other than advertising directed only to members) must include the club logo and be consistent with other applicable policies.
2. Except as approved by the Board or in Board policy, no other corporate logos, or advertising shall appear on YKSC communications.

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Articles for publication and media interviews

1. Newspaper or magazine articles should be used to promote the mandate of the club and specific upcoming events.
2. It is the responsibility of program or special event coordinators to identify the events and coordinate the production of articles with the Director responsible for Communications. Media interviews should also be coordinated with the Director responsible for Communications.
3. The use of photographs (with the approval of the photographer) in the print media should be encouraged.

Communication with members

1. A newsletter, a web page and bulletin board will be used to communicate relevant information with the membership.
2. Whenever possible, to avoid the cost of mailing, e-mail will be used to communicate with the membership.
3. E-mails to the entire membership must be sent from the YKSC e-mail address. This will ensure consistency in the distribution list and the nature of the correspondence.

Responsibility:

The President of the YKSC is responsible for the implementation of this policy. All directors and program coordinators are responsible for ensuring that they, and any volunteers working with them, are aware of and comply with this policy.

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Communications Guidelines – Web site

Purpose:

The primary purpose for the YKSC web site is to provide electronic access to information for members and to provide a communication link with the YKSC.

This purpose may be achieved by including:

- Promotional material such as pamphlets and photographs
- Descriptions of the facilities and trail maps
- Registration forms and rules
- Board and AGM minutes
- Donor recognition
- Calendar of events
- Information regarding upcoming events and results, if applicable.

The secondary purpose of the YKSC web site is to:

- Provide information on the YKSC to potential members and members of other ski organizations
- Provide links to relevant ski related sites

Unless approved by the Board, the web site shall not be used for:

- Third party advertising
- Promotion of activities other than YKSC events
- Posting the e-mail addresses or names of members.

Photographs and information identifying a specific individual will not be posted on the web site without the consent of the individual, or in the case of race results, their coach.

Guidelines:

1. The web site should be designed so as to require minimal updating. Documents, newsletters and minutes will be added monthly. Major revisions and additions should be done once a year (preferably prior to the beginning of the season).
2. Interactivity and real-time access to information are not functions that will be supported.
3. Documents posted on the web page will be produced as a PDF file.

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Responsibility:

The content of the web site will be the responsibility of the Director responsible for Communications. The Director is also responsible for overseeing the maintenance of the site.

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Communications Guidelines – Newsletter

Purpose:

The primary purpose for the YKSC newsletter is to provide timely information on programs, activities and issues of interest to the general membership.

This purpose may be achieved by including:

- Short updates on programs and activities
- A calendar or notice of upcoming events
- Special articles on individual achievements, upcoming events, ski techniques or equipment.
- Issues concerning or that have been dealt with by the Board of Directors.
- Information and updates on trail conditions.
- Notices to the members, outlining trail or rule changes.
- Thank-you's and volunteer recognition
- Used equipment want ads.
- Photographs of members enjoying the facilities.

Unless approved by the Board, the Newsletter shall not be used for:

- Third party advertising
- Promotion of activities other than YKSC events

Photographs and information identifying a specific individual will not be published in the newsletter without the consent of the individual, or in the case of race results, their coach.

Guidelines:

1. The Newsletter must present a balanced overview of matters of interest to all members. Except through the use of photographs and special articles, the newsletter should strive to represent all areas of interest equally.
2. Newsletters will be produced monthly from November to May. Additional newsletters may be produced.
3. Newsletters will be distributed electronically, in PDF format. The file will also be available on the web site and a hard copy posted on the Club bulletin board.
4. Persons submitting articles or photographs should be recognized, and contact names should be included where relevant.

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Responsibility:

Any member may submit articles or information for inclusion in the Newsletter.

The content of the Newsletter will be the responsibility of the Director responsible for Communications. The Director is also responsible for overseeing the production and distribution of the newsletter.