

# CCARC Media Policy

**1. Purpose:** This policy defines the Clark County Amateur Radio Club (CCARC) use of print and electronic media for communication and interactions with club members and other interested individuals.

**2. Background:** Currently the CCARC has no written policy that governs various communication methods used by the club. This policy lays the ground rules for club communications.

## **3. Definitions:**

a. Interactive communications:

i. Internal: Communications to and from members within the club. Methods could use Facebook, discussion groups, or similar methods.

ii. External: Communications on amateur radio or CCARC-related topics intended for non-club members. These are likely to be rarely used by the CCARC.

b. Outbound communications:

i. Internal: One-way communication primarily intended for CCARC members.

ii. External: One-way communication, such as press releases and general information on amateur radio and club topics intended for general readership. Some of these communications are intended for publication by others.

c. Inbound communications:

i. Internal: Communications between members that probably would not use social media very open.

ii. External: This would primarily be a way for non-club members to enquire about amateur radio and CCARC matters. The CCARC information phone line is an example of such communications.

d. Communication Direction:

i. Outbound: One-way communications from CCARC sources to members and non-members depending on the message content and intent.

ii. Inbound: Communications that request information from CCARC on various matters. These should usually be answered via the same method received.

iii. Interactive: Communications generally intended to elicit information with fairly rapid information exchange and multiple questions and answers.

## **4. Policy:**

a. General

i. Most communication modes employed by CCARC are outbound to inform various audiences.

ii. Club communications shall fall under the purview of the Liaison Director.

**Approved 30 September 2020 by the Board of Directors**

iii. Interactive communications may be authorized and created by vote of the Board of Directors. Any such communication method authorized shall have one or more moderators designated by the Liaison Director in consultation with the President to maintain club standards and communicate as necessary for the Club.

b. Content

i. Communications sent to members or to answer enquiries from non-members should advance the objectives of the club.

ii. Content sent or allowed to show on Club social media platforms should encourage civil discourse and conform to communication rules that govern amateur radio.

iii. Outbound external or internal communications should be reviewed by a few Club members designated by the President to manage content.