

# **Alberta Deaf News Policy**

*Updated September 2014*

## **Guidelines for the ADN Editor**

The ADN Editor shall:

1. Be responsible for the collection of local and provincial news and information on events related to the Alberta Deaf community.
2. Manage the advertisements submitted to ADN
3. Keep in touch with ADN-affiliated associations for possible news and other submissions for publication.
4. Share relevant information with the aforementioned affiliated associations.
5. Consult with the AAD Executive Board on any ADN-related issues and/or concerns, and keep them informed of any problems that arise.

## **Guidelines for Alberta Deaf News**

A. The ADN shall:

1. Be presented in a professional looking matter.
2. Have a majority of content related to Alberta Deaf content at the local and provincial levels.
3. Have content such as the following:
  - President's messages
  - Special News Updates
  - Provincial News
  - Association News
  - Local News
  - Advertisements
  - Calendar of Events (4-month)
  - Upcoming Events (beyond 4 months)
4. Have the Alberta Deaf Directory updated and inserted 4 times per year at regular intervals in the August, November, February and May issues.
5. Be written in plain, easily readable English.
6. Be distributed to subscribers by the first day of each month for the ADN issue, and the fifth day for vlog news.

B. The Alberta Deaf Directory shall have lists of any executive board members, office staff, board of directors, and/or representatives of associations and service organizations related to the Deaf community in Alberta. It shall include mailing addresses, phone numbers, email addresses and so on.

C. Contributing and Advertising Rates:

Organizations that wish to contribute regular content to ADN may choose one of two annual membership options:

*Basic Membership*

The annual fee is \$100. This membership includes one free advertisement per month.

*Unlimited Membership*

The annual fee is \$200. This membership includes unlimited free advertisements.

All membership fees are payable to the Alberta Association of the Deaf. Annual memberships start with the first monthly issue following receipt of payment and are active for 12 months, regardless of how many issues were actually published.

Advertisements not covered by the above memberships can be purchased at a flat rate of \$50 for the first month, with the cost decreasing by \$10 for each additional month that the exact same advertisement appears in consecutive issues, down to a minimum of \$20. If an edited version of an ongoing advertisement is submitted, the fee will be reset to \$50 for any changes other than minor editing corrections. The ADN Editor has the final decision on all such cases, though appeals can be made to the AAD Executive Board.

Organizations that are affiliates of a larger deaf organization that has paid a membership fee are covered under their host membership's fees. If the host organization has a basic membership, advertisements from the affiliate count towards the monthly limit of one free advertisement per month.

Presidential messages and other similar submissions do not count as advertisements and are free for all organizations. However, fully advertising events in those messages to avoid the advertisement fees is not permitted. Those messages are only allowed to include the same event information as would appear in the ADN end of issue calendar (name, date, time, location). The ADN Editor reserves the right to determine whether a given submission counts as an advertisement or not.

Personal business submissions sent by an individual unaffiliated with an particular organization that serve the interests of the deaf community. All submissions will be subject to the standard advertisement fees.

D. All contributions and advertisements must be submitted to the email address [deafalberta@gmail.com](mailto:deafalberta@gmail.com) by the 25<sup>th</sup> day of the month preceding an issue. All such submissions must be contributed in a raw Office file format such as Word. **No PDF files will be accepted.** Submissions that do not meet those guidelines will be sent back to the creators as soon as possible, allowing for a maximum of two additional days beyond the submission deadline for necessary changes to be made. Images with no or very limited text may be submitted as any common image file such as jpeg or gif. It is the responsibility of the contributor to ensure that any pictures or images are readable and/or understandable. Any late submissions will be included in the following month's issue.

E. The ADN Editor reserves the right to decline submissions on grounds including but not limited to relevance to the Deaf community, being self-serving, and poorly edited or formatted. Any time such a submission is declined, the Editor will inform the contributor and AAD President of the situation and grounds for omission.

### **Guidelines for ADN Subscribers and Readers**

Any submissions from organizations will not be accepted until they have confirmed payment of their annual fee to AAD or have obtained special permission from the AAD Executive Board.

Any organization that wishes to have its membership receive the monthly issues of ADN as they are released should email [deafalberta@gmail.com](mailto:deafalberta@gmail.com) to make arrangements.

Any complaints or concerns shall be sent to the ADN Team via e-mail at [deafalberta@gmail.com](mailto:deafalberta@gmail.com).