

SCARSDALE FORUM COMMUNICATIONS PROTOCOL

The review and approval procedure for external publicity and marketing communications should be consistent. Such communications include, but are not limited to:

- Press releases
- Advertisements
- Articles for publication
- Letters to the editor
- Website copy
- Editorials/opinion pieces
- Event flyers, invitations, and related written materials and illustrations

Note: official Scarsdale Forum reports, presentations, meeting minutes and related documentation are excluded from this protocol. These materials are covered by Article VI of Forum bylaws and guidelines for preparation of committee reports. Further, the protocol does not apply to communications issued by individuals in a private capacity, so long as it is clear from such communication that the individual is not speaking or writing on behalf of the Forum or one of its committees.

A simple process can ensure accuracy, appropriateness and consistency in all materials representing Scarsdale Forum. It also informs forum leadership of all communications initiatives on behalf of the organization, and prepares these individuals to respond to any inquiries.

- I. Identify issue to be discussed/promoted and relevant audience. This work may be done by any Forum committee member or any Forum member who refers a topic to the relevant Forum committee chair.
- II. Determine communications medium (e.g., press release, ad, letter to editor, etc.) and timing.
- III. Develop message and submit draft, notes and/or messaging ideas to relevant committee chair for review/editing.
- IV. Submit the draft to the Communications Committee chair at newsletter@scarsdaleforum.com for review/editing. Timing desired for review/distribution of communication should be clearly state.
- V. The Communications Committee chair may involve the Forum president and/or other Communications Committee members to assist in the editing process. In doing so, the number of other individuals involved will be kept to a minimum to ensure efficiency and timely response.
- VI. The Communications Committee chair (or the other reviewer if not the chair) will return the revised document to relevant committee chair(s) for sign off. It will be the responsibility of the committee chair to obtain

any additional approvals from his/her committee, if required, within the timeframe noted.

VII. After obtaining committee approval, the document will be forwarded to the Forum president and Communications Committee chair at newsletter@scarsdaleforum.com for final review and approval.

VIII. Once final sign-off is obtained, the document will be distributed by the president or Communications chair (or, if unavailable, another designated Forum member) per existing procedures to target audience(s) (e.g., media contacts, forum membership, and the community at large).