



SOUTHEASTERN ASSOCIATION OF FIRE CHIEFS

POLICY 2010 – 12/07 REV. I – 2017/02 COMMUNICATIONS

1.0 PURPOSE

The Board of Directors of the Southeastern Association of Fire Chiefs has established this policy on communications to be utilized by the communications committee, board members and staff to facilitate governance of the SEAFCA and provide clear and consistent guidance concerning distribution of information via the media avenues related to the business of the SEAFCA.

This policy is issued by the Board of Directors and or the Executive Director of the SEAFCA for the purpose of conducting SEAFCA business.

2.0 OBJECTIVE

Observance of this policy will promote timely, accurate and consistent distribution of information to the members and public regarding activities via specific media avenues while maintaining complete and accurate control of information released.

3.0 AVENUES FOR INFORMATION DISTRIBUTION

- 3.1** Conventional Postal Service Mailing
- 3.2** E-mail and E-mail blast
- 3.3** Web Site
- 3.4** Webinars

4.0 REIMBURSEMENT REQUIREMENTS

To facilitate the purpose and objectives of this policy, the Board of Directors has established the following requirements for advertisement. It has also directed its Executive Director to adhere to and enforce this policy to ensure financial accountability.

4.1 No Cost

- Educational Conference or training advertisement for a non-profit fire service organization. **{Website, Newsletters, E-mail Blasts}**
- Line of Duty Death Announcements **{Website, Newsletters, E-mail Blasts}**
- Pertinant Governmental Affairs and legislative issues specific to the Nation's Fire Service or Specifically to the SE AFC **{Website, Newsletters, E-mail Blasts}**
- Company or product advertisement link.

4.2 Fees Associated

- For Profit Training Companies advertisement for events. **{Brochures, Website, Newsletters, E-mail Blasts}**
- Company or product advertisement **{Brochures, Website, Newsletters, E-mail Blasts}**
- Solicitation for funds except for SE AFC Sponsored events.

4.3 Established Fees

Ad costs for all publications except Conference Program Book, which will be determined and set by the Conference Committee with the approval of the Executive Committee with input from the Executive Director.

Ad Size	1 issue	2 issues	3 issues	4 issues
Full Page	\$ 300.00	\$ 600.00	\$ 900.00	\$ 1,000.00
Half Page	\$ 200.00	\$ 400.00	\$ 600.00	\$ 700.00
Quarter Page	\$ 100.00	\$ 200.00	\$ 300.00	\$ 350.00
Business Card	\$ 75.00	\$ 150.00	\$ 225.00	\$ 250.00

4.4 Submission and Payment

- Information must be submitted to the SE AFC Executive Director.
- Ad requests will be billed directly by the SE AFC Executive Director based on the current fee schedule.

5.0 RECORDS

The Executive Director shall retain records of all advertising. All records shall be furnished to the Audit Committee for inspection upon request.

6.0 REVISIONS

The Board of Directors shall review this policy periodically for consistency with modern communication practices, SEAFAC Constitution and By Laws, and good accounting practice. The Board may revise this policy whenever it is otherwise deemed necessary to do so in the best interests of the association.

Adopted by the Board of Directors on this 7th day of December, 2010
Amended and Adopted by the Board of Directors on this 7th day of February, 2017

Lisa Moatts
Executive Director

Chief Wallace Possich
Constitution & By-Laws Committee
Chairman