

SLCC Newsletter – Philosophy and Policies

The SLCC Newsletter, as such, was started in March, 2018. The current form of the email was to standardize the timing of emails and attempt to reduce the number of emails sent to members; provide some standardization; have a regular schedule of an email the first and third Fridays of each month all year. Before, it was ad hoc as we would gather items and send them out when there was enough information to make it worthwhile. The interval could have been anywhere from a few days to weekly, to every other week. It just varied and was not consistent. Its scope has been consistent since its inception with the idea that members need more than meeting announcements to get their news and the current pandemic has reinforced this.

PURPOSE:

- Primary Purpose:
 - Camera club news: events, needed references to links on the SLCC website (e.g., how to download the Club calendar), requests for volunteers, etc.
 - Program and competition updates.
 - Support for sponsors by passing along their information to members
- Secondary Purpose:
 - Members' news about placements and awards.
 - News from other public non-profits regarding photography (e.g., IPHF, Saint Louis Art Museum, Sheldon Gallery),

POLICIES:

- Content should emphasize news in the club's service area.
- With one exception, only sponsors can have posts that solicit participation for fees. The exception is for members who conduct an activity (e.g., safari trip), where fees are only for reimbursement of costs.
- If the editor has questions about whether to include an item or other questions about content, he/she should consult with the president or vice president.

GENERAL CONTENT SECTIONS:

- Club news of such things as rules changes, updated links to information, requests for volunteers, etc.
- Program news including updates, changes, deadlines
- Member news of gallery acceptances, awards, etc.
- Non-profit photography news and other related opportunities
- Sponsor attachments per contract with Club

THOUGHTS:

- Many members are lax in getting information to the editor regarding acceptances in juried shows, awards, etc. Look at sites such as Art Saint Louis and Foundry in Saint Charles, Facebook and website. When there is a show announced, ask the artistic director for the names of all the photographers in the show if it's not on their Facebook or websites. Then go through the list against the member list of the club to see members who are in the exhibit.

- For club news, some items (e.g., how to login to Zoom meeting) lose importance as time goes on. Move these items to bottom of Newsletter right above sponsor links and/or delete as appropriate.
- Sponsors have a contract as to what and how many things they can have attached to Newsletter. Bruce Backus is current chair and he, along with Randy Oleson, monitor this. If a sponsor sends an attachment that is not in the form to be used, let the sponsor know directly.