

Columbus AGO Communications Policies

August, 2013

Guilder Policies

1. The Guilder will be published August through April, on or shortly before the 1st of the month.
2. Concerts and events are to be sent to the Guilder editor by the 15th of each month to be included in the next issue.
3. It is recommended that concerts be submitted 60-90 days in advance, especially those occurring early in the month. This will help prevent, for example, an early March program being first announced in the March Guilder. In this instance, submission by January 15th would allow the program to be listed in the February Guilder.
4. Paid concert series advertisements in the directory will not be automatically published in the Guilder. Organizers are encouraged to submit an additional event listing to the Guilder per the above guidelines.
5. Each month, an email announcement will be sent to the chapter soliciting concerts and events for the next 60 days.

E-mail Policies

1. Recognizing that e-mail concert announcements may help further the mission of the AGO to encourage organ, choral, and hand bell music, concert announcement emails may be requested by chapter members for events being held at their location. At its discretion, the Executive Committee may also choose to publicize other local events believed to be of interest to chapter members.
2. Concert email announcements are not meant to replace Guilder concert listings; the Guilder concert listings are intended to communicate events with more lead time, whereas email announcements are intended to be last minute reminders for additional publicity.
3. Events in the Guilder *will not* automatically be sent as email announcements. A concert announcement may be requested by contacting the chapter communications coordinator via email. The request should include:
 - a. A title for the announcement (Headline)
 - b. Spell and date-checked announcement text to be copied as-is.
 - c. Venue
 - d. Contact information
 - e. A link to a relevant picture, if desired, for inclusion (URL or attachment).
 - f. When the announcement should be issued. We will try to accommodate.
4. The request should be sent to the communications coordinator at least two weeks in advance. Requests closer to event dates cannot be assured.
5. One announcement email will be issued per concert. (There will not be an early announcement and then a reminder.)
6. During busy concert seasons (e.g. Christmas), multiple requests may be combined into one announcement at the discretion of the chapter communications coordinator.

7. If the event does not seem to be relevant to the mission of the AGO, the chapter communications coordinator will request review by the officers and/or Executive Committee.

Communications Preferences

1. Each year, the chapter renewal list will be copied to a separate distribution list for concerts. If a member does not wish to receive concert listings, they may opt out of the concert distribution list and receive official chapter business and *The Guilder* only. Instructions for opting out can be found on agocolumbus.org under 'Chapter Resources'.
2. Recipients will be periodically reminded that they can opt out of concert announcements. Detailed instructions will be included on the website on how to update preferences.