

8. Communications

8.1 Editorial and Publication Standards

8.1.1 Newsletter

The primary purpose of the newsletter is to disseminate information that may be of interest to the financial aid community. Generally, the newsletter shall be published in October, March, and June. Each newsletter should include news of interest to student aid administrators including professional development information and events pertaining to aid administrators in the state of Kentucky.

The newsletter editor shall compile the newsletter. The president of the Association shall appoint the newsletter editor. A newsletter committee shall be formed each year to assist the editor in reviewing and editing submissions.

Editors are discouraged from including as articles in the newsletter unsolicited material that promotes goods or services from a vendor. Such promotional materials should be included as paid advertisements and noted as such in the newsletter. The exception to this policy would be articles promoting goods or services offered through KASFAA, SASFAA, or other state, regional, or national associations representing student financial aid interests.

Each newsletter shall include a calendar of training and development activities in the region.

8.1.2 Membership Directory

The primary purpose of the directory is to serve as a reference. The directory should list all members for the most recent fiscal year. The directory should include the following:

- a. Table of Contents.
- b. Articles of Incorporation.
- c. Listing of Past Presidents.
- d. Listing of Honorary Life-time members.
- e. Special award recipients.
- f. Alphabetical listing of each active member with address, institution, telephone number, e-mail address, and fax number.
- g. Board members and committee chairs for the current year as well as newly elected and/or appointed individuals.
- h. By-Laws of the Association.

8.1.3 Fall and Spring Conference Programs

The annual conference program will be distributed to each person who attends the fall and spring conferences and should include the following information:

- a. Letter from the President.
- b. Letter from the Program chair.
- c. Names of members of the current elected officers and committee chairs and members of the program committee.
- d. Daily schedule of sessions, events, and activities.
- e. Brief description of each of the sessions, events, and activities.
- f. Names and titles of speakers, moderators, and presenters.
- g. Locations of sessions, events, and activities.
- h. Diagrams showing the locations of the sessions, events and activities.
- i. Brief biographical sketches of persons providing major addresses or presentations.
- j. Listing of the names and addresses of conference sponsors.
- k. Announcement of the dates and location of the subsequent years conference.

8.2 Copyright Policy

Copyright policies are designed to protect the work of the Association and to ensure that users give proper credit to its authors.

8.2.1 General Copyright Policy

All documents written and published by KASFAA are considered to be copyrighted. It is not necessary to register these publications with the copyright office for them to be copyrighted. However, the Executive Board may determine that certain publications be formally registered through the Copyright Office. In these cases, it is the responsibility of the Secretary to register such publications with the U.S. Copyright Office in Washington DC. All KASFAA publications must contain a copyright statement which includes the publication date, and the following statement: *Copyright, KASFAA, Inc [date]*

Instructions and sample forms for this purpose may be obtained from the Secretary. The materials and completed forms are to be mailed to:
Register of Copyrights, Copyright Office, Library of Congress, Washington, DC
20559

8.2.2 Music Copyright Policy

Under the United States Copyright law, the public performance of copyrighted

music requires permission from copyright owners or their licensing agent. This law also includes all associations that use either live or recorded music at conferences or other meetings. The BMI (Broadcast Music Incorporated) and ASCAP (American Society of Composers, Authors, and Publishers) release license agreements that they will enforce with respect to associations. For four or fewer events each year, the Association can simply inform ASCAP of the event and submit the appropriate fee within thirty (30) days of the event. BMI requires that for more than one event annually, the Association submit reports quarterly with the appropriate fee within twenty (20) days of each calendar quarter. The Association will submit the licensing agreements and fees in accordance with ASCAP and BMI requirements. When advantageous to the Association, multiple year contracts will be submitted. It will be the responsibility of the Treasurer to submit the contracts with the appropriate fees. Further information on association licensing agreements may be obtained by calling BMI or ASCAP directly.

BMI 1-614-401-2000

ASCAP 1-212-595-3050

8.3 Electronic Communications

KASFAA utilizes various forms of communications to report information, programs, and services to the membership and its affiliated institutions, agencies, and constituencies.

1. ListServe. The Executive Board and committee chairs shall use this type of communication to provide information to Board members and other committee chairpersons included on the listserv. The Chair of the Technology committee maintains the listserv. The ongoing maintenance of this listserv should have as much continuity as possible and movement of the responsibility should be kept to a minimum. There should be a backup person assigned to assist or to assume responsibility for the maintenance of the list.

2. Web Site. KASFAA shall maintain a web site to provide informational materials pertaining to the Association, such as its programs, activities, services, meetings, workshops and conferences. Content should reflect the Association's mission and goals. The useful life span of the content should be a maximum of two years and older materials should be archived with the ability to retrieve them as needed. The design and ongoing maintenance should have as much continuity as possible, and the movement of these duties should be kept to a minimum. There should be a backup person assigned to assist the primary contact or to assume responsibility for maintenance as needed.

8.4 Advertising

Advertising offers businesses and vendors an opportunity to market products and services to the membership. The Association gains operating funds through fees paid by businesses and/or vendors. It is incumbent upon the Board to

establish guidelines to ensure that the quality, quantity and content advertisements complement the mission of the Association.

8.4.1 Content of Ads

Corporate entities serving the student aid profession are invited to advertise in the Association's newsletter and on the Associations' website. Editors of publications (i.e., newsletter, directory, and the conference program), the Association's Newsletter editor and Technology chair should use discretion in evaluating the suitability of ads provided for publication as well as the reputation of the advertisers by giving preference to members whenever possible. Only advertisements for products or services that provide benefit to the financial aid community shall be allowed. The following are a few examples of advertisers that meet this guideline:

- * banks
- * billing agencies
- * collection agencies
- * guarantee agencies
- * secondary markets
- * computer hardware and software manufacturers
- * business forms suppliers
- * management consultants
- * hotels, and
- * office product suppliers

For ads that are considered appropriate, the vendor/sponsor chair, in conjunction with the editor of the specific publication, should determine if the ad meets the Association's publication standards. They have the authority to accept or reject ads for that publication. The only exception to the guideline shall be for ads from nonprofit, charitable organizations that provide a community service. These ads shall be considered public service ads and will be allowed on a space available basis.

8.4.2 Annual Conference Programs

The conference programs include a listing of all exhibitors and contributors.

8.4.3 Specifications for Print Ads

Half page ads (5" x 8") are accepted in black and white in PDF or JPEG format.

8.4.4 Specifications for Online Ads

Banner ads for the Association's website are accepted with the specifications:

- File types – GIF, JPEG, JPG, PNG OR TIFF

- Dimensions – 468 pixels wide by 60 pixels high
- Maximum file size – 20 KB