

# Queen Alexandra Community League Advertising Policy

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Version 1

Accepted by the Board: April 24, 2012

## Introduction

Queen Alexandra Community League (QACL) is the community that is located between 82<sup>nd</sup> and 70<sup>th</sup> Avenues and 109<sup>th</sup> Street and Calgary Trail. As part of league membership, members receive a regular newsletter and email updates from the publicity committee. Non-members living within the geographic boundaries of QACL also receive a print newsletter in their mailboxes quarterly. Additional notices for QACL are displayed on the billboard sign outside our community league hall (10425 University Avenue) and on our website at [www.qacl.ca](http://www.qacl.ca).

## Purpose

Due to the large volume of requests from members, non-members, businesses, government, and non-profit organizations to advertise with QACL, the league has developed this advertising policy. The purpose of the policy is to identify opportunities for advertising that **will promote a sense of connectedness and community** within our boundaries in a manner that is sustainable for the volunteers of the QACL publicity committee. It will do this by:

- 1) Providing information to those interested in advertising with QACL; and,
- 2) Serving as a guide for publicity committee members to make decisions regarding accepting advertising on behalf of QACL.

## Outline

This document will:

- 1) Set out who may advertise with QACL;
- 2) Provide information on acceptable and non-acceptable advertising;
- 3) Articulate how decisions to accept advertising are made, including the use of discretion;
- 4) Outline the submission process, cost, deadlines, and format for ads; and,
- 5) Describe how accepted ads will be advertised.

## 1. Who May Advertise with QACL

- i. The following individuals or groups may request to advertise with QACL:

- a) QACL members (non-members living within QACL’s boundaries must buy a membership before requesting to advertise)
- b) Leagues of the Central Area Council of Community Leagues (CACCL)
- c) The Edmonton Federation of Community Leagues (EFCL)
- d) The City of Edmonton
- e) Schools within the boundaries of Queen Alexandra and within communities of CACCL
- f) Federal, provincial, municipal and school board representatives of the Queen Alexandra neighbourhood outside of election time

ii. Advertising requests from the following individuals or groups will not be considered:

- a) Candidates for election, including incumbents
- b) Individuals without membership to QACL (this includes residents of the Queen Alexandra community who do not hold a valid membership and individuals who reside outside of QACL’s boundaries)
- c) Individuals with membership to other leagues\*
- d) Businesses\*\*
- e) Non-profit organizations\*\*
- f) Religious institutions
- g) Political parties \*\*\*

\* NOTE: If that individual’s league belongs to CACCL and it is a league sponsored promotion, the individual may make the request on behalf of their league as per 2.i.(b) below (Acceptable and Unacceptable Advertising)

\*\* NOTE: If a business or non-profit organization has reached a deal with QACL to offer a program specific to community league members, QACL may choose to advertise the program as a benefit of membership to the league.

\*\*\* NOTE: Please refer to section 2.i.(f) below (Acceptable and Unacceptable Advertising) for additional information on advertising by elected representatives.

## 2. Acceptable and Unacceptable Advertising

### i. Acceptable Advertising

QACL will consider advertising deemed to serve the interests of our membership and the non-members living within our boundaries. Below is a list of acceptable advertising requests for each of the groups identified in 1 (Who May Advertise) above:

- a) **QACL Members** – Members may submit a classified ad or announcement. Members may also submit an article for publication in the newsletter that describes a hobby, interest, activity, or

organization (may include a business, non-profit organization or religious institution) they are involved with that they think would be of interest to others living in Queen Alexandra.

- b) **CACCL leagues** – Leagues of the Central Area may request to submit a classified ad or announcement regarding a league program or event open to QACL members.
- c) **Edmonton Federation of Community Leagues** – The EFCL provides QACL with regular updates on activities or items of interest to community leagues in Edmonton. QACL will choose which of those notices are most relevant to our membership.
- d) **City of Edmonton** – The City provides QACL with regular updates on activities or items of interest to citizens. QACL will choose which of these notices are most relevant to our membership. The publicity committee may also seek out information from the City of Edmonton to share with our membership.
- e) **Schools** – Schools may advertise open houses or other events open to the public via a classified ad or announcement.
- f) **Elected Representatives** – QACL bylaws indicate the league is non-partisan in electoral politics. Elected representatives may submit an announcement or classified ad regarding public consultations, changes to public policy, open houses, how to get in touch with their office, or other items of non-partisan civic interest that are specific to the Queen Alexandra neighbourhood. During an election, QACL may publish information listing all candidates for the constituency/ward and where members can find additional information on candidates (purpose: encourage civic engagement without presenting the perception of bias)

QACL reserves the right to reject any request for advertising at any time, including those listed above.

## ii. Unacceptable Advertising

QACL wants to maintain the integrity of providing highly relevant information to our membership that focuses on what is happening with the league and within our neighbourhood. Advertising deemed to distract from QACL's ability to provide league news to our membership is not acceptable.

Types of advertising that will not be considered for publication with QACL includes, but is not limited to:

- a) Repeated classified ads or announcements from any source, other than QACL itself
- b) Requests that appear to have a profit motivation, rather than a community motivation
- c) Requests that appear to have a politically partisan motivation (example: article or ad from a candidate or incumbent during an election)
- d) Broad advertising that is not deemed sufficiently relevant to members of QACL or non-members living within our boundaries
- e) Advertising requested at a time QACL does not have the newsletter space or volunteer capacity to post

## 3. Making Decisions to Accept Advertising

- i. The QACL Publicity Committee makes all decisions regarding the acceptance of advertising requests. If a decision cannot be clearly reached, the Publicity Committee Chair will ask for recommendation

from the QACL Board. All decisions to accept or reject a request for advertising are final. In many cases, the decision will involve discretion from the Publicity Committee, based on:

- a) Whether the request advertises a QACL sponsored activity
  - b) Whether the request is made by a QACL member
  - c) Space constraints
  - d) Timing of the request (example: deadlines, or committee capacity to post the information)
  - e) Whether the request appears to be acceptable, based on item 2 above.
- ii. The Publicity Committee may require additional information about the advertising request before making a decision on advertising. In all circumstances, advertising for QACL events, activities, and news will take priority.

## 4. Submitting Information for Advertising

### i. Cost

There is no cost to advertise with QACL. As a result, QACL will choose what non-QACL advertising will be distributed to our membership.

### ii. Where to Submit Advertising Requests

Requests for advertising can be submitted through the QACL website, at [www.qacl.ca](http://www.qacl.ca) or by emailing [news@qacl.ca](mailto:news@qacl.ca).

### iii. Deadlines

All requests for advertising must be received no later than one week prior to the newsletter deadline. Contact the publicity committee for a current listing of deadlines or visit the website, at [www.qacl.ca](http://www.qacl.ca).

### iv. Acceptable formats

QACL accepts a number of different formats for advertising, based on the description of acceptable advertising in 2(i) above.

**Classified Ads or Announcements:** Classified ads or announcements may be submitted via email. They should be no longer than 3 lines in length, at 12 point font (up to 55 words).

**Articles:** Articles submitted to QACL should be between one paragraph and one page in length, at 12 point font (up to 650 words). For guidance on framing an article for the QACL audience, contact the publicity committee at [news@qacl.ca](mailto:news@qacl.ca).

NOTE: All ads submitted to QACL are subject to editing. If significant content is edited, a publicity committee member will confirm the changes with the requestor prior to publishing the ad.

## 5. How QACL Advertises

Ads accepted for QACL may be advertised in some or all of the following ways:

- i. In the QACL newsletter
- ii. On [www.qacl.ca](http://www.qacl.ca)
- iii. Via email to QACL members
- iv. On the billboard sign outside the QACL hall
- v. On the bulletin board(s) inside the QACL hall\*

In general, advertising from outside of QACL will only appear in the QACL newsletter, based on item 3 (Making Decisions to Accept Advertising) above, although exceptions may be made to this at the discretion of the publicity committee.

Advertising generated directly from QACL will appear on the website, as an email out to QACL members (if it is time-sensitive or as a reminder), and on the billboard sign outside the QACL hall. The publicity committee strives to keep members up to date with relevant information, while balancing the need to refrain from providing too many reminders or advertisements that distract from members' enjoyment of news received from QACL.

\*Members may post a one-page notice on the bulletin board inside the QACL hall. Before doing this, the member must:

- 1) Review this advertising policy;
- 2) Ensure their posting is not in contravention of any part of this policy. If in question, seek clarification from the Publicity Committee; and
- 3) Take on the responsibility of:
  - Placing a clearly stated and visible "posted date" on the document being placed on the bulletin board
  - Placing a clearly stated and visible "date to be removed by" on the document being placed on the bulletin board
  - Putting up the notice at a time when the hall is open (example: at a QACL sponsored event or during a monthly members' meeting)
  - Committing to take down the notice within one week of the "date to be removed by" date, or at the next available QACL sponsored event or monthly members' meeting.

NOTE: Using the QACL bulletin board at the hall for advertising is a privilege of membership. Members who do not comply with the above stipulations on use for the bulletin board may risk being disallowed from posting to it in the future.