

Publicity Guidelines for NASIG Committees

All NASIG Committees are encouraged to create announcements in local venues for local and regional events sponsored by NASIG, affiliated with NASIG, or of special interest to the serials community. Such announcements should follow the template created by the NASIG Publicist and available on the Publications & Public Relations Committee Page. This will give all NASIG-generated communications a uniformly professional look. Expect to include at least the general information indicated below. Once a communication is drafted and submitted, it will be approved by the NASIG Publicist or member of the Publications and Public Relations Committee within seven business days before distribution. The current NASIG Publicist is listed on the NASIG Publications & Public Relations Committee Page on the NASIG.Org site. Please send announcements for review to the following e-mail address: publicist@nasig.org. For announcements of anything other than an event, create a draft and present it to the Publicist for approval. The Publicist will create additional templates to cover different types of communications as they are generated.

Include (at least) all of the following information for standard event announcements:

1. Name of Event
2. Location of Event (or Appropriate Online Access information for an online event)
3. Date and Time of Event
4. Description of Event, including topics and any featured participants
5. Appropriate Audience for Event
6. Cost of Event, indicating what is included, e.g. lunch, handouts, etc.
7. Sponsorship(s) for Event, including the NASIG Logo if appropriate.
8. URL where more information may be found, online registration, directions, etc.
9. Contact address details for further information, paper registration, or other questions. (Must contain specifics whenever an event announcement calls for a reply.)
10. NASIG organization boilerplate and URL at bottom. (See below.)

Established in 1985, the North American Serials Interest Group, Inc. (NASIG) is an independent organization that promotes communication and sharing of ideas among all members of the serials information chain – anyone working with or concerned about serial publications. www.nasig.org

NASIG Committee Announcements are appropriate for print mailings or for targeted e-mailing, listservs, blogs, forums, or other online venues serving local and regional bodies such as State or Regional Library Associations or Chapters, Regional Interest Groups, and Local or Regional Consortia, etc. In all cases, observe the etiquette for communications of the body to whom the announcement is sent. This may involve seeking permission to post the announcement, or allowing for review and redistribution by the communications function within the other body.

All communications on a National or International scale are the explicit responsibility of the NASIG Publicist. This would include International listservs like SERIALST, and communications to organizations such as UKSG, ALA, etc. If a Committee were to generate a need for such a posting, the Publicist and the Executive Board would review it first. Posting to NASIG forums, wikis, blogs, and other member services

is at the discretion of each NASIG member, but formal communications relating to organizational changes, policies, etc. to the full NASIG membership must be vetted by the Executive Board. The Board will turn around all submissions within seven business days. Regular and common announcements to the NASIG membership; reminders, notices, and alerts may be issued without Board oversight. In cases of uncertainty, committees should check with their Board Liaison for guidance.

Last revised October 6, 2009
NASIG Executive Board