

USATF Pacific COMMUNICATION COMMITTEE OPERATIONS *(updated 9/4/2015)*

1. **Meetings** will be conducted as required to solve issues relating to internal and external communications, with one general meeting a year to review the state of the committee and its goals, to determine its budget, to review USATF Pacific Strategic Plan initiatives, and to update committee procedures.
 - a. These meetings will be initiated by the Com Com Chair and held via email discussions.
 - b. Voting will be performed by email.
 - c. The Com Com Chair will provide each member a summary of each meeting.
2. **Com Com Chair responsibilities:** maintain a list of Com Com members and contact information; initiate and conduct Com Com meetings; recommend and oversee any paid independent contractors needed for Com Com functions; oversee Pacific Association print media, email, website, social media activities.
3. **Communications Committee Representative responsibilities:**
 - a. Act as a liaison between the Com Com and their respective Committees;
 - b. Participate in Com Com email meetings by reviewing meeting material, providing their Committee's input, and voting on Com Com proposals;
 - c. Either be their committee's Website Content Representative or find and assign a committee member to perform this task.
 - d. Encourage their committee members to provide material for publication (web and/or print media) to help publicize and promote the Pacific Association activities, athletes, coaches, clubs.

WEBSITE POLICIES

A. Website Overview: pausatf.org will present material pertaining directly to Pacific Association activities in a timely and straightforward manner in order to provide a convenient resource for both members and those who are interested in learning more about the Pacific Association. No profanity or highly controversial material is allowed.

B. Website Volunteers and Staff

1. Webmasters: three people (2 volunteers, 1 paid independent contractor if a volunteer cannot be found) who have technological web development skills to maintain and update the functionality of the website.
2. Website Content Manager: an independent contractor or volunteer who trains, oversees and works with the Website Content Representatives. Required skills: html, WordPress, graphic design, photo manipulation, copy editing; familiarity with the Pacific Association's structure, activities, bylaws, and the Communications Committee operating procedures.

C. Website Content Representatives

1. Each committee should have a Website Content Representative who has the understanding of appropriate content and the skills to perform webpage updates and news posts. This may be the Communications Committee Representative.
2. The Website Content Manager is responsible for educating these representatives and for performing content postings if a Website Content Representative is unavailable.
3. The pausatf.org Webmasters' primary responsibilities involve the technology of the website. They may serve as back-ups for content assistance when needed.

D. File formats for website material

1. With prior agreement, other file formats maybe accepted.
2. Written material is expected to have correct spelling and grammar. Committee content managers are not tasked with proof reading and copy editing.
3. Website addresses to other sites with acceptable information.
4. Keep file sizes at a minimum.
5. Documents: emails, .doc, .docx, .xls, .xlsx, .pdf.
6. Images: .jpg (jpeg) for photos, .eps, .pdf, .gif, .png for graphics.
7. Videos: .flv, .mov, .qt, .mpg, .m4v, .wmv, .rm; links to other sites like YouTube or FloTrack.

E. PA/USATF.org Content Policies

1. Material must have a specific and timely connection to USATF Pacific activities.
 - a. Not allowed: controversial, self-promoting or potentially slanderous material, profanity, pornography, or advertisements.
 - b. Discouraged: large files requiring a long upload/download time.
2. Types of material recommended for posting:
 - a. Sports & Services pages: event information/registration/updates, event sanctioning information, results, meeting notices, electronic news letters, press releases, photographs, member stories & profiles.
 - b. PA info: benefits, Join Now, sanction forms & info, PA structure, bylaws, operating procedures, financials, archives
 - c. Calendar posts: events must be sponsored by the Pacific Association (Grand Prix events, Junior Olympic program events, national/regional events directed by USATF Pacific, Coaching Education, PA Officials Certification).
 - i. Events not sponsored by the PA or out-of-the-PA boundaries (like national championships or clinics) must be of strong interest to PA members.
 - ii. Links to events in the other California USATF associations may be posted if they are USATF sanctioned, provide competition opportunities not otherwise available in the PA, and do not have a major conflict with a PA event.
 - d. Contact: Executive Director; Office Administrator, Executive Board, Board of Athletics, Committee Chairs and sub committee members; national office.
3. Material Screening
 - a. Committee Website Representatives may perform news and calendar posts that have been approved by their respective committees.
 - b. If there is a question about the propriety or relevance of the information sent to them, they are to consult with the Website Content Manager and/or Com-Com Chair before posting the material. If there are still concerns, the USATF Executive Director will be consulted.
 - c. The Website Content Manager and/or the Committee Website Representatives may not post material in question until approval has been received.
4. Policies for monitoring the pausatf.org content
 - a. Material for posting must be submitted to and approved by the appropriate committee and that committee's Website Content Representative
 - b. In the absence of a Committee's Website Content Representative, the chair of that committee must approve the information and send it to the Website Content Manager for posting.

- c. If there is a question about the information to be posted or already posted that cannot be settled by the committee involved, the Com-Com Chair is to be consulted.
- d. If the Com-Com Chair is unavailable, the material to be posted will be sent to the PA President for a decision.

F. PA/USATF.org structure

1. Front Page (the first page that appears when anyone logs on to the site).
 - a. Slide show
 - b. "Recent PA News": a list of time-sensitive notices and recent updates. These are brief, one sentence statements which are then linked to the entire piece of information.
 - c. Drop Down Menus on Top Nav Bar
 - i. "About" the Pacific Association page containing general information.
 - ii. "Sports" for each Sports Committee (Youth, Road Running, Cross Country, Ultra Running, Open Track & Field, Masters Track & Field, Race Walking, Para Athletics).
 - iii. "Membership" with links to Join/Renew, Individuals, Clubs.
 - iv. "Services" with links to Elite Athletes, Coaches, Officials, Awards, Equipment, Medical, Forms/Sanctions
 - v. "Calendar" with links to: a comprehensive calendar for all Pacific Association Events and activities; calendars specific to each Committee (these are automatically generated from the All Events calendar); the USATF searchable calendar for all PA-area sanctioned events; the composite Open Track & Field Calendar generated by the PA's Officials Committee.
 - vi. "Foundation": USATF Pacific Foundation page.
 - vii. "Contact": link to a page with all Pacific Association representatives' positions, emails and phone numbers.
 - d. Email sign up and Social Media icons
 - e. A "search" button
 - f. An area on the right side column below the PA News section is reserved for logos for and links to national or international level PA-sponsored activities. Occasional exceptions may be made as space permits.
2. Secondary and tertiary pages reached from the links on the front page.

7. PA/USATF.org miscellaneous rules and guidelines

- a. Not allowed: Separate PA committee websites.
- b. Copyright policy for the website - this has not been discussed by Com-Com but is mentioned here in case the Board of Directors or the Board of Athletics has an opinion about establishing a copyright policy. Self-copyrighting will be noted by placing "Copyrighted by the Pacific Association" on the footer of the website pages
- c. Advertising: the site is designed to allow space for paid ads. Currently the PA lacks a Marketing Committee to assist with ad sales. Until such a committee is in place, this category is undefined.

SOCIAL MEDIA POLICIES

1. Facebook Page

- a. Overview: The USATF Pacific's Facebook page was established in 2009 to serve as a less formal way for Pacific Association increase its visibility and promote its website by using timely news items, photos, videos which in turn link to additional information at pausatf.org.
- b. Administrators: The Facebook page is administrated by the Com Com Chair who may assign up to 4 more administrators.
- c. Content guidelines: See website content guidelines.
- d. To date, there is no ruling on individual committees having their own Facebook pages. More discussion about this possibility must occur before this is allowed.

2. Emails

- a. Broadcast emails
 - i. USATF Pacific currently uses Constant Contact, a zero-spam tolerance email service for sending broadcast emails.
 - ii. The Communications Committee Chair administrates this service, assigns access to those allowed to send broadcast emails, and monitors the emails being sent.
 - iii. The number of those allowed to use this service is limited to five people (one Executive Board member, and one each from LDR, Youth, Officials, Coaches). All others may ask the Communication Committee Chair to send a broadcast email.
 - iv. A broadcast email must target the appropriate Committee's activities and follow the guidelines listed under website content (primarily no inflammatory, highly controversial, or profane content).
- b. Emails used within committee communications
 - i. Smaller committees may send emails to their committee members.
 - ii. Content guidelines are as described above.
 - iii. "CC" the Communications Committee Chair on these emails.

3. **Twitter Account:** to be determined.

4. **YouTube Account:** to be determined.

PRINT MEDIA POLICIES

- 1. California Track & Field Magazine (both print and online versions): the official magazine of the California/Northern Nevada USATF associations
 - a. Com Com is tasked with working with the publishers of CTRN to assist with providing content for both versions.
 - b. Contact: Christine Johnson, editor: christinejohnson.wi@gmail.com, 608-239-3787
- 2. Brochures, Business Cards, Signage, Logos
 - a. Com Com must oversee production of these types of print items to assure that they comply with national branding guidelines.
 - b. National branding guidelines are posted at pausatf.org: <https://www.pausatf.org/formssanctions/forms-sanctions-links-and-information/pausatf-logos/>
 - c. Contact the Communications Committee Chair for additional information concerning these guidelines.