

**Policies addressing section III. B. Electronic Newsletter Policy:
Effective date: 2/18/10**

The purpose of the electronic newsletter policy is to foster consistency of message and prevent redundancy. The formatting and distribution of all NCA electronic newsletters will be completed by the Technical Resources Committee. Each electronic newsletter will have an assigned technical editor from the TRC who will be responsible for receiving content, designing layout and monitoring distribution and contact information for subscribers. Each newsletter will also have a content editor from the responsible committee/BOD who will coordinate the creation of content for each issue.

Each electronic newsletter should have

- . a defined audience,
- . purpose,
- . and goal.

All NCA electronic newsletters should adhere to the following parameters:

- . Option of receiving in HTML or Plain Text versions,
- . opt-in/opt-out subscription,
- . standard NCA Privacy Policy.*

Each electronic newsletter will have defined content providers and publication schedule. Publication schedules should allow for a minimum of 4 days for layout and design and 4 days for draft review prior to publication. Content providers and the NCA BOD should be included in the distribution for draft review.