



CRUISING CLUB OF AMERICA

COMMUNICATIONS COMMITTEE

Policy for Disseminating Information of General Interest within the Club

When communicating information of general interest to all Club members, the CCA has several vehicles available, including letters from Club Officers to the membership, electronic mail, electronic and paper newsletters, social media and the members-only portion of cruisingclub.org. However, as a private Club with decentralized leadership, we run the risk of overcommunicating or sharing information that does not align with the mission of the organization. Recognizing that all activities undertaken by the Club are handled by volunteer members, the following policy will act as a guide when determining the proper medium and cadence for Club-wide announcements.

The primary method of communicating information of general interest to all Club members shall be through the Club's monthly electronic newsletter, *Waypoints*. Topics appropriate for inclusion in *Waypoints* include (but are not limited to): announcements and letters to the membership from Club Officers; Club-wide Cruise and Gam announcements; details and sign-up procedures for the Fall and Annual Meetings; reports of the Club Nominating Committee; the announcement of newly elected members; announcements by other Club committees (Environment of the Sea, Next Watch, Safety and Seamanship, etc.); articles recently posted to cruisingclub.org; calls for assistance on Club-wide initiatives or committees; Station announcements of interest to members of other Stations; Final Voyages; and other news of interest to the general membership. When deemed appropriate by the Webmaster, these announcements may be posted to the member's portion of the CCA website as well (e.g. events, notices of general interest to the membership, School of Hard Rocks articles and Safety Moments, etc.).

The deadline for submission of materials to *Waypoints* is generally one week prior to the end of the month, and submissions are to be made using the following link: <https://cruisingclub.org/form/materials-submission>. In the "What is this for?" drop-down menu, select "Waypoints", then upload document(s) and separately upload photo(s) with any credits and captions. Add any comments and then click "Submit" at the bottom of the form.

Members, Committee Chairs and Station Leadership should resist the temptation to request an emergency announcement to the entire Club with little notice. Similarly, announcements aimed mostly at the members of one or two Stations should be limited to their

memberships. It is never appropriate for the members to advertise a product for private sale or solicit donations using the Club's communication vehicles or email lists unless approved in advance by the Commodore (such cases involving a product, service or cause of specific and temporal importance to the fulfillment of the Club's Objectives).