

NATIONAL TUNIS SHEEP REGISTRY, INC. PROCEDURES

May 22, 2009 & July 27, 2010

Newsletter/Website Committee

Prepared by:

Debbi Brown, Barbara Cassell, Louise Dunham & Marianne Turcheck

The purpose of the Newsletter/Website committee is

The two main purposes of the NTSRI newsletter and website are to promote the Tunis breed of sheep and all activities connected with this breed and to educate all members or interested people about the breed in a positive and supportive manner on a regular schedule.

The Newsletter/Website committee fulfills its purpose in the following ways:

The Newsletter editor will

1. Gather & prepare information for the newsletter
2. Make the newsletter available in several different forms to all members.
3. Promote the breed by distributing promotional material.
4. Work cooperatively with other areas of the NTSRI.

The Webmaster will

1. Maintain the organization's website, including keeping current access to the domain name and hosting agency.
2. Update the organization's website at least quarterly, including posting necessary forms for registrations and applications for the different activities of the NTSRI.
3. Train at least one member as an assistant/"stand-in" webmaster.

The procedures of the Newsletter/Website committee are as follows:

Both Newsletter Editor and Webmaster should serve as a Public Representative of NTSRI.

1. Be polite in the face of adversity.
2. Be approachable.
3. Be professional when responding to questions or when referring contact elsewhere for needed information.
4. Be willing to show a united front with the NTSRI officers.
5. Possess and display good writing skills.
6. Distribute NTSRI material upon request to prospective members.

Newsletter Editor will solicit and prepare the content of the newsletter

1. Produce a newsletter that maintains a positive and friendly position that reflects the spirit of cooperation of the Tunis organization.
2. Produce a newsletter that has a professional appearance.
3. Set deadlines and manage time in such a fashion as to produce the Newsletter on a consistent schedule.
4. Be primarily responsible for the assembly of the Newsletter but facilitate the gathering of all information of interest to the NTSRI membership.
5. Solicit stories and informative articles from the general membership, directors and committee chairmen.
6. Report detailed information about NTSRI sponsored activities to the membership. (National Open and Youth Shows, National Sales, and other NTSRI sponsored activities like the Futurity, Star of Louisville Sale, etc.)
7. Maintain a historical record of Newsletter editions for the NTSRI by maintaining copies to be passed on to the historian or the next Newsletter editor.
8. Work closely with the Webmaster, sharing needed information and emailing copies of the Newsletter as requested.
9. Work to keep production costs to a reasonable amount for the good of the NTSRI and will submit the original statements for the costs of publication to the Treasurer in a timely manner.
10. May write an editorial on a timely topic if space and time permits.
11. Produce the Newsletter in a timely fashion four times per year as scheduled.
12. Prepare the Newsletter in such a manner that it can be professionally printed and also electronically emailed to members.
13. Work diligently to obtain ads for the Newsletter, bill the advertiser, and prepare the ads for publication to the best of his/her abilities.
14. Monitor the attitude of the Newsletter by submitting any questionable or controversial material to the Newsletter Committee for approval/disapproval and then to the NTSRI for a final decision.
15. Will use the membership list provided by Associated Registries to mail/email newsletters.
16. Will remove any person's name from the list on October 1st who has not paid the current year's membership dues.
17. Will mail only one copy of the current newsletter to any one address regardless of the number of members listed at that address.

Webmaster will solicit and prepare the content of the website

1. Post notices about upcoming meetings and issues, Sale>Show information and results, the Newsletter, ads (collect payments and forward to appropriate person), activities calendars and appropriate pictures in a timely manner.
2. Receive email from the general public and forward as necessary.
3. Develop and update the layout of the Website to keep a fresh appearance.

4. Report at Board meetings any changes to website and/or any possible changes that will help best to utilize the site.
5. Participate in making decisions to best meet the needs of the membership and to continue the growth of the NTSRI.
6. Notify the Board of the metrics of the site.

The Newsletter Editor & Webmaster will act as Promotional Directors for the NTSRI

1. Send, upon request, a copy of the current Tunis Spirit, a current Newsletter and a NTSRI brochure to anyone inquiring about the breed and/or new members (after the distribution of the Tunis Spirit.)
2. Send a notice of inquiries to the regional director.
3. Keep a separate accounting of the expenses for the promotional mailings and submit statements for these services to the Treasurer in a timely manner.

Internal Committee Operations: The committee will

1. Suggest topics for the newsletter.
2. Proofread the newsletter before printing and distribution.
3. Communicate by emails and phone calls.
4. Review controversial material and make a decision about distribution.