

POLICY 13: ADVERTISING GUIDELINES POLICY

1. INTRODUCTION

U3A Mornington (U3AM) publishes Four Seasons, a quarterly newsletter targeted at its members as well as selected external stakeholders. It also publishes fortnightly/monthly ebulletins containing information regarding courses and other events/issues which may be of interest to its members.

2. PURPOSE

The purpose of the policy is to provide guidelines on the inclusion of material from external organisations which make requests for their material to be publicised to U3AM members.

3. POLICY

- 3.1 Advertisements or announcements will **not** be accepted if the organisation/individual is a commercial or for-profit business selling a product or service.
- 3.2 Material submitted by external not-for-profit and community organisations, or in some cases by individuals, should be assessed in light of its purpose and its benefit or interest to U3AM members.
- 3.3 Such invitations or announcements will be accepted if:
 - there is sufficient space in the newsletter
 - the information or announcement could possibly benefit or interest U3AM members
 - the content does not conflict with U3A values
 - the content is accorded no undue prominence over our own content
 - the content is accompanied by an appropriate disclaimer*.

Policy No: 13	Version No: 1.1	Approved by Committee of Management on 21 May 2021
Supersedes:	Version No: 1.0	dated 15 August 2016



3.4 Acceptable examples could include relevant information from state or local government sources, requests for members to take part in approved research studies, some volunteering opportunities, and some events held by other local community organisations.

***External Content Disclaimer:** Although U3AM may advertise external events or opportunities of possible interest to members, this is not an endorsement or recommendation to participate. Members are solely responsible for their own choices and any consequences that may result.

4. RESPONSIBILITIES

The Newsletter Editor is responsible for deciding whether a request for publication is included. If the Editor has any doubt as to inclusion, they should refer the matter to the Committee of Management for advice.

Policy No: 13	Version No: 1.1	Approved by Committee of Management on 21 May 2021
Supersedes:	Version No: 1.0	dated 15 August 2016