

## PUBLIC COMMUNICATIONS PROCESS

Talking Draft

Proposed by Stephen Littlejohn in consultation with Thom Little, John Bartlit, and Bill Davidson

This proposal is designed to expand the exposure of the CEWG, make more effective use of the CEWG budget, capture the interest of a wider and more diverse audience, and provide more flexibility in how we interact with the public.

Proposal	Notes	Cost
<p><b>Print Advertising:</b> Maintain newspaper ads, but reduce these in length to a simple announcement of meetings and invitation to sign up for email newsletters (See attached example).</p>	<p>We don't think the newspaper ads have been very effective in reaching the public, though a few people probably do rely on them. We still need a newspaper presence for those who read newspapers and rely on advertising, but many community members, especially younger adults, get information in other ways.</p>	<p>We currently spend about \$5744 a year on advertising. The total would be reduced, perhaps by half.</p>
<p><b>Email newsletter:</b> Start an email newsletter through the website "Constant Contact." This would be sent out by the facilitator at least monthly, a week prior to our meeting, and would include a summary of the previous meeting and announcement of the upcoming meeting. This would substitute for the longer newspaper ad. It would be sent initially to the distribution list.</p>	<p>This service comes highly recommended. The newsletter itself is attractive, and many formats are available. (See the sample page attached.)</p> <p>The newsletter would be sent initially to individuals on our distribution list, which could be expanded to others as they sign up. Links could be included to a Facebook page and to our website. The service also would enable us to conduct surveys.</p>	<p>60 days free. \$15 per month thereafter. Annual budget: \$180</p> <p>At least initially, the facilitator would act as editor, though various articles could be written by CEWG members and others.</p>
<p>Instead of forwarding meeting materials to</p>	<p>The site includes an anti-spam feature.</p>	

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<p>the distribution list, links would be provided to these materials on our website.</p> <p>In addition to meeting materials and announcements, the newsletter could include a variety of other items of interest.</p>	<p>Recipients can forward to a friend, and there is an “unsubscribe” feature.</p>	
<p><b>Email distribution of materials:</b> Discontinue.</p>	<p>Materials are always handed out at meetings, and we doubt that very many people download and read these in advance. For those who do, including the CEWG members, the meeting materials will be one click away at our website. This method of document distribution is now customary, and people are generally used to it.</p>	<p>No cost impact</p>
<p><b>Website:</b> Establish an independent website with a separate CEWG domain name. This would include all of the materials currently on our Intel-related site, and we would have the capability to enable comments and possibly have a discussion board. Current meeting materials would be posted in a conspicuous page and linked to the newsletter.</p>	<p>We have already talked about this option. It would establish greater independence from Intel and would be internally managed by the CEWG. Materials would be posted immediately rather than waiting for Intel’s internal process for posting.</p> <p>We already have a draft website policy, which would need to be approved by the CEWG. (See attached.)</p>	<p>\$20 per month for website hosting (with Squarespace). Annual budget: \$240 per year.</p> <p>Intel will absorb the cost of migrating the material from the present website to the new one.</p> <p>At least initially, the facilitator will act as webmaster.</p>
<p><b>Facebook Page:</b> Establish a CEWG Facebook page.</p>	<p>The simple fact is that many people now rely largely on Facebook for information and social networking. This is especially true for younger citizens. For these reasons, businesses and organizations of all types consider Facebook essential to their public communication.</p>	<p>No cost for Facebook page.</p> <p>At least initially, the facilitator would manage and monitor the page.</p>

	<p>Facebook provides a place to provide basic information, make announcements, and take comments.</p>	
<p><b>Overall Cost Changes</b></p>		<p>Reduction in print advertising from \$5744 per year to perhaps \$3000.</p> <p>Additional Internet costs of about \$420.</p> <p>Internet-management costs: Additional costs would be expected in setting up the newsletter, website, and Facebook page and managing and monitoring these. These jobs could be done by the facilitator or by another contractor hired by the facilitator. At \$300 per month, the annual cost would be about \$3,600.</p>

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**Member Newsletter Template - Bold**  
Screenshot 1 of 12

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## SPT Corporation Newsletter

**Newsletter Subtitle**

**Dear Amanda,**  
Cover the highlights of membership and any discounts or special benefits for new members. Remind them why they are interested in being a member.

**Feature Headline**  
  
Many organizations have membership levels based on financial contribution. Be sure to include the various benefits of each level and suggest membership upgrades. Add a "Find out more..." link to additional information on your website.

**Article Headline**  
  
Devote an article to the benefits of membership. Do your members receive discounts on continuing education programs or publications? Focus on the benefit of the combined, united efforts of all your members working together to support the cause.  
Insert a "read on" link at the bottom of your article to drive traffic to your website. Links are trackable allowing you to see which articles create the most interest for your readers.

**Article Headline**  
  
Are there publications that only members have access to? Provide your new members a list (or link to a list) of publications that they now have access to. What are some upcoming publications and release dates? Publications can be a key draw for new members. Inserting a link in your article lets you track which topics attract the most interest.  
Use this area to provide your contacts information about your organization.

**Sincerely,**  
*Handwritten Signature*  
Pete Peterman  
SPT Corporation

**Month Year**

**In This Issue**  
Feature Headline  
Article Headline  
Article Headline

**Featured Article**  
  
Consider a featured article that focuses on the association's mission. Describe what the organization is today and where it wants to be in the future.  
What action, if any, do you want your members to take? Add a "Find out more" link to additional information that you may have hosted on your website.

**Quick Links**  
[Register Now](#)  
[Newsletter Archive](#)  
[Related Topics](#)  
[More About Us](#)

**Our Sponsors**  
  
[Visit Our Sponsor](#)

[Join Our Mailing List!](#)

Sample Ad:

Community Environmental Working Group

*“Striving for Continuous Environmental Improvements at Intel”*

Public invited to attend the next meeting.

Regular meeting of the CEWG--Third Wednesday of each month  
Wednesday, August 17, 2011  
Corrales Senior Center  
4324 Corrales Rd.  
5:00 – 7:00 pm

Please visit our website at [www.cewg.net](http://www.cewg.net).

If you would like to be a regular member of our distribution list and receive our monthly newsletter, please contact the facilitator Stephen Littlejohn at [swlittlejohn@comcast.net](mailto:swlittlejohn@comcast.net).

Anyone wishing to report Intel-related complaints is encouraged to call the command center at 893-9904.

## **DRAFT**

### **Community Environmental Working Group (CEWG)**

#### **Website Policy**

##### **Introduction and Purpose**

Welcome to the CEWG website. If you continue to browse and use this website, you are agreeing to comply with this agreement. If you disagree with any part of these terms and conditions, please do not use this website.

This website is entirely public, and we encourage anyone to use it to expand knowledge and understanding of environmental issues consistent with the purpose of the CEWG. This policy is intended to foster an open environment of public information and dialogue.

##### **Uses**

The website is intended primarily for the posting of CEWG documents and records for public access. As approved by consensus of the CEWG, the site may also include comments posted by readers and discussion boards on topics of interest. It may also include articles and other resources, as approved by consensus of the CEWG.

This is not a commercial site, and we do not sell any product or service. We do not collect financial or credit card information.

All uses of this site must be approved by consensus of the CEWG.

##### **Terms and Conditions**

The use of this website is subject to the following terms of use:

- The content of the pages of this website is subject to change without notice.
- Neither we nor any third parties provide any warranty or guarantee as to the accuracy, timeliness, performance, completeness or suitability of the information and materials found or offered on this website for any particular purpose. We expressly exclude liability for any such inaccuracies or errors to the fullest extent permitted by law.
- Your use of any information or materials on this website is entirely at your own risk, for which we shall not be liable. It shall be your own responsibility to ensure that anything obtained through this website meet your specific requirements.

- This website may also include links to other websites. These links are provided for your convenience to provide further information. They do not signify that we endorse the website(s). We have no responsibility for the content of the linked website(s).

From time to time, as deemed appropriate by the CEWG, you may post comments or participate in online discussions of hosted topics. Remarks posted in the comments section or on the discussion board should be brief and to the point. These sections are not intended for unsolicited articles and other submissions.

If you post comments in the comments section and/or discussion board, please respect our mission of promoting good dialogue. At all times, be respectful of other people. Remember that you are ultimately responsible for your online behavior and should avoid content or actions that are defamatory, pornographic, proprietary, harassing, libelous or threatening. We encourage respectful disagreement.

In particular the following is deemed unacceptable use or behavior by users:

- Posting information or links to sites that contain obscene, hateful, pornographic or otherwise illegal material
- Using this site to perpetrate any form of fraud or piracy
- Distributing, disseminating or storing images, text or materials that might be considered discriminatory, offensive or abusive, a personal attack, sexist or racist, or might be considered as harassment
- Using this site to hack into unauthorized sites
- Publishing defamatory and/or knowingly false material about the CEWG or its members
- Revealing confidential information of any kind
- Introducing any form of malware
- Selling or promoting any product or service or transmitting any commercial or advertising material
- Using the site for personal or private purposes or for private communications
- Broadcasting unsolicited personal views on issues not related to the CEWG mission
- Using the comments section or discussion board to post unsolicited article-length opinion pieces or other resources not approved by consensus of the CEWG

We reserve the right to delete any content deemed a violation of the above proscriptions

The CEWG reserves the right to edit or delete any comments submitted to this blog without notice.

## **Privacy**

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Names and other personal information may be included in documents stored on this site. (For example, we regularly record the names and affiliations of those in attendance at our meetings, and meeting summaries identify the names of individuals who make comments at our meetings.) We do not request information from individuals using this site, except names as required for comments and discussion posts. We do not request address or email information from individuals using this site. We do not collect financial or credit card information from anyone.

We do not knowingly share personal information with third-parties, nor do we store information we collect about your visit to this blog for use other than to analyze content performance through the use of cookies, which you can turn off at any time by modifying your Internet browser's settings. We are not responsible for the republishing of the content found on this blog on other websites or media, including documents that may contain personal information such as the names and affiliations of individuals attending meetings.

### **Disclaimer**

While we endeavor to keep the information up-to-date and correct, we make no representations or warranties of any kind about the completeness, accuracy, reliability, suitability or availability of information on this site. Any reliance you place on such information is therefore strictly at your own risk.

In no event will we be liable for any loss or damage whatsoever arising from the use of this website.

Through this website you are able to link to other websites which are not under the control of the CEWG. We have no control over the nature, content and availability of those sites. The inclusion of any links does not necessarily imply a recommendation or endorse the views expressed within them.

Every effort is made to keep the website up and running smoothly. However, the CEWG takes no responsibility for, and will not be liable for, the website being unavailable due to technical issues beyond our control.

### **Use of Materials**

You may print or download to a local computer or electronic media any material in whole or part from this site at your own expense. You may copy the content to third parties for their personal use, but only if you acknowledge the website as the source of the material.

You may not, except with our express written permission, distribute, or commercially exploit the content. Nor may you transmit it or store it in any other website or other form of electronic retrieval system without the written permission of the CEWG.

### **Webmaster**

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The facilitator of the CEWG will serve as webmaster. In this capacity, s(he) will facilitate the posting of material and enforce the terms of this website policy.