

CHAPTER 6: PUBLICATIONS AND COMMUNICATIONS

This chapter covers the following publications with Club policy listed after each section:

- ***The Grapevine***
- ***Directory***
- ***Website***
- ***The Digest***
- ***Advertising***

There is a Communications Team comprising the Grapevine Editor, the Website Manager, the Digest Manager(s), The Social Media Administrator and, if needed, the Directory Advertising Manager, Membership Secretary and a technical advisor. The Grapevine Editor is a Board Member and acts as a Board liaison for communications related teams.

THE GRAPEVINE

Basic Facts

- *The Grapevine* is the IWCN newsletter (Bylaws Article VIII.1)
- It is available to all members, either from the Website or paper copy
- The IWCN declines liability for information in *The Grapevine*
- *The Grapevine* is published in accordance with the following deadlines to ensure that members requesting paper copies receive them at the beginning of the month

9 Issues	Deadline for receipt of contributions	Target date for sending pdf file to Printer and publication on the Website
September	10 August	25 August
October	10 September	25 September
November	10 October	25 October
Winter (Dec-Jan)	10 November	25 November
February	10 January	25 January
March	10 February	25 February
April	10 March	25 March
May	10 April	25 April
Summer (Jun-Aug)	10 May	25 May

YOUR ROLE AS THE GRAPEVINE EDITOR

The Editor is a member of the Board and may be asked to represent the Board on a Club committee. She has overall responsibility for the Communications and Grapevine Teams. These are formed at the beginning of the Club year so that names can be included in the Directory. A full description of the Role as Editor can be found on the website under *Reference Documents/POPs*.

YOUR ROLE ON THE GRAPEVINE TEAM

Copy	Tasks	Further details
Assistant Editor	Take on the role of the Editor for part of or an entire edition when requested	<ul style="list-style-type: none"> • Discuss this with Editor

Activities Coordinator	Provide information on Club activities to the Editor	<ul style="list-style-type: none"> Email Activity pages to the Editor using Microsoft Publisher or similar program
Proof-reader	Read the final draft of <i>The Grapevine</i> for errors	<ul style="list-style-type: none"> Read all text and check for ambiguity and duplication Ensure IWCN Standards are observed (see Annex 3) Check for UK English language errors Cross-reference page numbers with list of contents List errors and send to the Editor Respect the Editor's deadline

Club Policy

- The Grapevine* is published 9 times a year
- Members may choose to receive a copy by post. However, for economic and environmental reasons, members are encouraged to use the Website for a full-colour issue
- A pdf file of *The Grapevine* is uploaded onto the Website on the 25th of the month in which it is produced (e.g. 25th August for the September issue) or as near that date as possible
- Typical content is:
 - message from President and other Board Members
 - announcement of forthcoming events
 - Club activities
 - local information of interest to members
 - items from members
- The Printer mails copies directly to members using address labels provided by the Membership Secretary

WEBSITE

Basic Facts

- The Website (www.iwcn.ch) is a means of communicating with members and informing the general public about the Club
- Information placed on the Website must have prior approval from the Board
- The Members' Space is a secure part of the Website that is for members only and is protected by a personal password
- The IWCN declines liability for any item appearing on the Website

YOUR ROLE AS WEBSITE MANAGER

The Website Manager is an Assistant to the Board and is appointed by the President. She must have relevant IT skills and a good knowledge of Club policy and practice. She is a member of the Communications Team

Tasks	Further details
Post information useful to Club members	<ul style="list-style-type: none"> Information from or approved by the Board
Post information about the Club that is useful to the general public	
Maintain a secure Members' Space	<ul style="list-style-type: none"> Liaise with the Editor about posting <i>The Grapevine</i> on the Website

Propose to the Board suitable improvements to the Website and implement approved changes	
Avoid publishing any material that may infringe copyrights for example images from the Internet	
Liaise with the Technical Advisor in case of problems	

Club Policy:

- The Website Manager may be assisted by one or more Club members at the discretion of the Board
- The Website includes:
 - Description of the Club
 - Current Activities
 - Membership Application Procedure
 - Useful Links
- The Members' Space includes:
 - The Board – names and photos
 - A Directory with members' contact details
 - *The Grapevine* and *Grapevine* Archives
 - Details of recent and upcoming events
 - Approved AGM Minutes
 - Constitution and By-laws
 - Details of Activities
- The Administrator's area includes:
 - site manuals and help
 - Board documents not to be viewed by ordinary members

THE DIGEST**Basic Facts**

- *The Digest* (digest@iwcن.ch) is an electronic information bulletin that is regularly distributed to members and acts as an informal link between them
- The IWCN declines liability for information or any advertisement in *The Digest*. Publication of an advertisement does not imply recommendation or endorsement by the IWCN

YOUR ROLE AS THE DIGEST MANAGER(S)

The Digest Manager(s) is an Assistant to the Board and is appointed by the President. She must have a computer, an Internet connection and relevant IT skills. She must have a good knowledge of Club policy and practice. She is a member of the Communications Team.

Tasks	Further details
Monitor <i>The Digest</i> email account (digest@iwcن.ch)	<ul style="list-style-type: none"> • Collect items for inclusion in <i>The Digest</i> • If an advertisement or other information is deemed to be inappropriate consult the President and <i>The Grapevine</i> Editor and agree on a response
Compile an issue of <i>The Digest</i> on a regular basis, arrange for distribution and inform the President	

Maintain and update the distribution list of email addresses of members with data received from the Membership Secretary	If, at any time, a member states that she does not wish to receive <i>The Digest</i> , her name should be removed from the distribution list
Propose suitable <i>Digest</i> improvements to the Board and implement approved changes	
Manage payments for advertisements that are published in <i>The Digest</i>	<ul style="list-style-type: none"> • Send invoices to non-members and to members (where appropriate) for the advertisements placed • Ensure that each invoice is paid or follow up if necessary

Club Policy:

- The role of The Digest Manager may be performed by one or more Co-Managers at the discretion of the Board. All such Co-Managers work together to fulfil the Digest Manager role, but may jointly decide to allocate the tasks set out above to individual Co-Managers in the first instance. For example, Co-Managers may agree to take sole responsibility for particular issues of *The Digest*
- *The Digest* is usually distributed once a week but less frequently during holiday periods
- All requests for publication should be emailed to digest@iwcn.ch
- Club members' **personal** advertisements (bearing only the Club member's name) are free of charge
- All advertisements selling **single** items at over CHF 1,000, Club member **business** advertisements and **all non-member** advertisements cost CHF 35
- There is no charge for a message in *The Digest* that simply requests or provides information
- It is not possible to register for any event or activity through *The Digest*
- *The Digest* is managed by means of a central web-based mail service

The Digest contains:

- Details of Club events and changes to Club activities, as notified by the relevant Board Member, an Assistant to the Board or an Activity Leader
- Classified advertisements from members and non-members
- Special announcements from Board Members
- Information on local and regional events
- Informal exchange of information between members

DIRECTORY

Basic Facts

- *The Directory* is distributed each Club year in September
- Information in *The Directory* is the property of the IWCN and is published solely for the use of Club members
- *The Directory* must not be sold, given, loaned or reproduced
- No member may use any information contained therein for any marketing purposes
- The IWCN declines liability for information or advertisements that appear in *The Directory*
- Although individual advertisers are recommended by Club Members, the IWCN does not implicitly endorse any advertiser

YOUR ROLE AS DIRECTORY MANAGER

Appointed annually by the President, *The Directory* Manager is an Assistant to the Governing Board and supported by a *Directory* Team in all matters relating to production and advertising.

Tasks	Details	Time frame
Form a Directory Team	Assign roles Plan schedule	From March
Decide on cost for advertisements	Prepare advertising contract	March/ April
Prepare letters and contact advertisers	Separate letters for current and new advertisers with contract Many prefer a personal approach NB some advertisers decide on their advertising budget in March (eg Buvette de Crans)	March/ April onwards
Approach potential businesses who may take out and advertisement	Personal contact is preferred	April –June
Ask members for input on potential advertisers	Use Digest and Coffee mornings Provide copy of letter for new advertisers and contract	April-June
Visit Printer to ask for an estimate and discuss timing re production and mailing	Current printer is PCL in Renens (Contacts: Julien Villière and Tiago Duarte)	Early July
Choose Cover Colour	Liaise with President	July
Obtain current Membership data	Create basic layout for Directory	July
Update data for Board, Assistants to Board, Committees and Teams	President to give details and check if there are any changes to Constitution and Bylaws	July
Finalise Membership list	Updates from Membership Secretary & Treasurer	July & August
Collate and format content	Agree position and layout of advertisements	June & July
Send electronic copy to printer	Get team members to check/proof read first	End July /early August
Check printer's first proof	Ask several team members to check details Send changes to printer	August
Return Printer's proofs with a signed bon à tirer	Need Club signatory - President or Treasurer	August
Send address file to printer	Membership Secretary	August
Keep external electronic copy of <i>The Directory</i>	Give a back-up copy to Archivist	September
Send out invoices to advertisers	Show advertisers their ad in <i>The Directory</i> but do not let any advertiser keep a copy of <i>The Directory</i>	September
Check incoming payments from advertisers	Liaise with Treasurer	September & October
Follow up non-payments from advertisers	Liaise with Treasurer	November / December
Give Directory Team Appreciation	Receive Appreciation money from Treasurer Either Bon or team lunch	From November onwards
Announce retirement if no longer planning to continue as Directory Manager	Inform President & other team members Announcement in Digest & GV	December / January

YOUR ROLE ON THE DIRECTORY TEAM

Team members need to have a good knowledge of French.

Tasks	Further details
Contact previous advertisers on client list received at April/May team meeting and find new advertisers	<ul style="list-style-type: none"> • Provide up-to-date details on advertisement sizes, rates, deadlines and procedures • Be responsible for all contact with assigned clients
Take orders for advertisements	<ul style="list-style-type: none"> • Complete contract form • After client's signature, give a copy of the contract to the client
Receive advertisements from clients and send to the Directory Manager	<ul style="list-style-type: none"> • Artwork/graphics from advertisers should be print-ready and in a format compatible with the Club publishing program • Note any special requirements e.g. size, colour or placement in the <i>Directory</i> • Resolve any problems directly with the client

Club Policy

The Directory includes the following sections:

- IWCN blurb and Thank Yous
- Founder members
- Governing Board
- Assistants to Board
- Committees and Teams
- Constitution
- Bylaws
- IWCN payment details
- Members' contacts
- List of Advertisers
- Advertisements (NB no advertisement to appear on the front cover of *The Directory*)

The Directory may be shown to, but never left with, any advertiser to prevent misuse of Membership data

ADVERTISING

This section has the following annexes:

1. Advertising contract for the *Directory*
2. Sample of information placed regularly in *The Grapevine* concerning Club advertising and details of payment to the Club bank account

Club advertising is handled by the Directory Manager(s) and the Digest Manager(s).

Basic Facts

- The Board may authorise advertising in Club publications in order to offset the costs of printing. Advertising rates are proposed by the Directory and Digest Advertising Managers and approved by the Board
- The Club is non-profit making and must not engage in commercial activities (Constitution Article II. 2-3)
- The Club mailing lists are confidential
- There are two publications that contain advertising: the *Directory* and the *Digest*
- The IWCN declines liability for information and any advertisement in its publications. Publication of an advertisement does not imply recommendation or endorsement by the Club

Advertising Format and Payment

	Format	Rates
<i>Directory</i>	<ul style="list-style-type: none"> • Full page inside front and both back covers • Colour or black and white • Full page, ½-page and smaller advertisement throughout 	For rates see <i>Directory</i> contract (Annex 1)
<i>The Digest</i>		For rates see <i>The Digest</i> section of this chapter
Special Club Publications	Member in charge of the project handles advertising in consultation with the President	

Annex 1



The International Women's Club of Nyon

**PUBLICITE A PARAITRE DANS L'ANNUAIRE DE L'IWCN
EDITION 2025 – 2026**

NOM ou RAISON SOCIALE

ADRESSE

TELEPHONE

EMAIL

CONTACT A L'IWCN

FORMAT*

12 x 6 cm

12 x 9 cm

12 x 20 cm

Couverture intérieure
(avant/arrière) 12 x 20 cmCouverture extérieure
(4ème, arrière 12 x 20 cm)**PRIX TOTAL TTC****NOIR/BLANC**

CHF 120

CHF 180

CHF 350

CHF 400

CHF 500

COULEUR

CHF 220

CHF 300

CHF 600

CHF 800

CHF 900

** souligner ce qui convient.*

Paiement par cash ou virement bancaire à l'UBS: 0228-E0126365.0; SWIFT: UBSWCHZHBOA;
IBAN: CH3900228228EO1263650.

Avec facture: OUI / NON

Date du contrat: _____

Signature: _____

QUITTANCE

pour un montant de _____ reçu de: _____ le _____.

Annex 2

1. Advertising Information

You can send an entry to the Digest Manager (digest@iwcn.ch) to be put in the weekly electronic newsletter

Club members' **personal** advertisements (bearing only the Club member's name) are free of charge

All advertisements selling **single** items at over CHF 1,000, Club member **business** advertisements and **all non-member** advertisements cost CHF 35

The Digest appears on Wednesdays. Please continue to send any items for *The Digest* to digest@iwcn.ch by noon on Tuesday for inclusion in *The Digest* the following day

To send a message to *The Digest*, please email: digest@iwcn.ch

2. Payment to the Club Bank Account for Events, Annual Dues, Advertising etc.

To pay your annual dues or register for a Club event, please make your payment through a bank transfer. This is the only way we can trace who has made payments for each event

You can use e-banking or the Multimat/Contomat in your bank or at the UBS and you can also deposit the amount via the cashier into the account of the International Women's Club of Nyon at your nearest UBS bank. **Please make sure that you add your name and the reason for payment** (i.e. annual dues, etc.)

UBS Bank Account name:	International Women's Club of Nyon
UBS bank account number:	0228 - E0126365.0
Postal Code and City:	1260 Nyon
SWIFT number:	UBSWCHZH80A
IBAN number:	CH3900228228E01263650 (all numerical zeros)

Please make your payment at least four days before an event so that it can be identified on the bank statement. Reservations are not confirmed until payment has been received

Treasurer: ✉ treasurer@iwcn.ch

Annex 3

Style Notes

Capitalize: the names of organisations (e.g. International Women's Club of Nyon), the titles of publications (e.g. *The Digest*, Website), important events, positions held (e.g. Treasurer). Club is capitalized when it refers to the IWCN.

Italics: as few as possible but used for publications (e.g. *The Grapevine*, *Directory*).

Acronyms: to be written without full stops e.g. UK, USA.

Plain English: Short sentences of 15 - 20 words and avoidance of vagueness (e.g. "regularly" or "as required", become "every 3 months" or "if requested by the Board").

The 2014-15 Board adopted the following standards for *The Grapevine* and requested that they be used in all IWCN texts:

Official language:	UK English
Dates:	to be written as 3 February 2012
Times:	to be written as 6h00, 9h30, 18h00, 21h30, etc.
Telephone numbers:	for Switzerland 022 776 06 03; for France 0033 450 28 88 96
Currencies:	Swiss Francs CHF 4,500.00; Euros EUR 4,500.00

Annex 4**Mailing of Directories**

Mailing Labels are generated by the Membership Secretary and passed to the Directory Production Editor/Printer

Addresses in Switzerland

Bulk mailing can be used with a minimum of 350 items using public postage printed envelopes and informing the Post Office in advance. Put Directories in bundles of 50 and obtain the IWCN Post Office Account number from the Treasurer or Secretary before going to the Post Office. The bill is sent directly to the Treasurer.

Addresses in France

There are not enough items for bulk mailing but it is still cheaper to mail the Directories at a Post Office in France. Each envelope has to be processed separately. The stamps are generated by computer and have to be stuck on by hand. Payment has to be made by credit card.

Notes

Prices in 2017 were

From a Swiss Post Office to Switzerland	CHF 0.78 for economy bulk mailing (CHF1.10 for economy individual items)
From a Swiss Post Office to France	CHF 4.90 economy
From a French Post Office to France (Ecopli)	EUR 3.12 (Stamps printed online EUR 3.08)