

## MEMBERS' MAGAZINE POLICY DOCUMENT

**This document contains only issues of policy. It does not contain detailed descriptions of content, design, or style. Neither does it outline a budget.**

### **Publisher**

The official publisher of the magazine is the Management Board (MB) of the RSCDS.

### **Editorial Board**

The Editorial Board (EB) will consist of: an Editor; a member of Headquarters (HQ) staff; three others recommended by the EB and appointed by the MB; and an Advertising Manager. The Editor will generally be responsible for six issues, but this may be negotiated individually.

The EB as at January 2011 is:

Editor	Andrew Kellett
HQ staff member	Elspeth Gray
3 other members	Jean Martin, Pat Houghton, Helen Beaney
Advertising Mgr	Linda Gaul

The EB will aim for a regular turnover of personnel, while retaining continuity.

### **Purpose of the Magazine**

This publication will be the magazine of the RSCDS. It will act as a forum for members, but at the same time will have an appeal to all country dancers wherever they dance.

The magazine aims to inform, entertain, and inspire Scottish country dancers; to be the prime means of communication from HQ to all members; to act as a forum for members; and to broaden awareness of the rich country dance heritage of Scotland.

The magazine should be used to promote Scottish country dancing, the Objects of the Society and the strategic aims of the MB.

### **Readership**

In order of priority, the EB sees the readership as:

1. RSCDS members
2. Country dancers in groups and clubs, who are currently not members
3. Other interested parties such as organisations with whom we are associated, and parties we seek to influence, such as politicians.

Potential readers may also include old-time dancers in Scotland, Scottish schools, and anyone with an interest in either country dancing or country dance music.

### **Publication Dates**

Two issues of the magazine will be published each year, to appear in April and October. The copy deadline will be 2 months in advance of publication date, 1 month in advance for MB and HQ. Copy deadlines must be strictly adhered to.

### **Editorial Policy**

The EB is answerable to the MB. The EB will have day-to-day oversight of the content of the magazine, but may wish to consult the MB on potentially controversial matters as it sees fit. The magazine will not court controversy, but should not be afraid to tackle important dancing or Society issues. Negative criticism of individuals or individual branches should be avoided.

### **Editorial**

Each issue will carry an editorial. This will be written and agreed within the editorial team.

### **Reporting the RSCDS**

The magazine will report matters of general interest from the AGM, the MB and the Committees without compromising any official reports from these bodies. Specifically, the April edition of the magazine will carry information about nominations for elections and relevant deadline for submission.

### **Non-UK Correspondents**

The EB will identify a range of correspondents whose remit will be to report dance news from their area. These may change from time to time but will reflect the strength of Scottish country dancing in any particular area and also take into account geographical spread.

### **Non-RSCDS dances and other forms of Scottish dance**

The magazine may carry articles on other forms of Scottish dance e.g. ceilidh, old time, step, highland etc. It may also refer to and carry articles on Scottish country dances not published by the RSCDS.

### **Advertising**

The magazine aims to devote approximately 15% of its space to advertising. The maximum amount of space should not exceed 20% in any one issue.

*Approved by Management Board 17 July 2010*