

# NASW CA News Policies

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## Communications Committee

The chapter's communications committee is comprised of LCSWs, MSWs, and social work students who review and approve policies for the chapter's media tools. Lora Pierce, Director of Membership, Communications, and Online Education, staffs this committee.

## Contact Staff

Please address questions about submissions, advertisements, or deadlines to Lisa Kopochinski, News editor at [naswnews@naswca.org](mailto:naswnews@naswca.org). Address questions about the newsletter policy to Lora Pierce at [lorapierce@naswca.org](mailto:lorapierce@naswca.org).

## Newsletter Purpose

The *California News* is printed ten times a year and may include the following:

- Articles highlighting social work practice, research, trends, education, careers, etc.
- Information related to NASW national, chapter, region, unit, and council announcements, benefits, services, events, and activities.
- Information from social work (but non-NASW) entities, such as universities, related associations and groups, etc.
- Paid classified and display advertisements.

## Newsletter Policies

1. The News editor consults with the director of membership in the selection and prioritization of submissions for each issue. Additionally, the chapter's executive director and communications committee are consulted when necessary.
2. Submissions received by the published deadline are given first priority. For each of the ten issues, the submission deadline is the fifth day of the month prior to the month the issue is published. For example, the deadline for the February Issue is January 5.
3. While most of the chapter's members prefer the digital copy, approximately 450 members prefer a printed mailed copy. Due to the cost of printing and mailing copies, the newsletter is maintained at 20 pages per issue.
4. Each issue includes at least two feature articles. These articles may be run in full or, depending on the length and the number of other submissions, refer readers to a link to view the entire article. In this case, members may call the chapter to request a copy of entire article.
5. With the exception of feature articles, submissions must be short, concise, and limited to 250 to 275 words. Submission may include a web link where readers can view additional information.
6. Submission topics must be timely and current. Articles related to events that have already occurred must be submitted within 30 days of the event.

7. Submissions from NASW and chapter-related (and/or sponsored) groups will be given priority over submissions from nonrelated NASW entities.
8. On rare occasion, the chapter will agree to run a nonrelated NASW ad at no cost if the event meets the criteria. When the chapter agrees to this arrangement, it will be limited to a quarter-page display ad, run once or twice, and placed at the *News* editor's discretion. As with most association newsletters, the chapter relies on the income from advertisements to offset the cost of editing, designing, printing, and mailing the newsletter.
9. A section of each issue will be dedicated to region and unit reports. Each submission is limited to 250 words and will include e-mails, related websites, and yahoo group addresses.
10. A section of each issue will be dedicated to council submissions. Each submission is limited to 250 words and will include e-mails, related websites, and yahoo group addresses.
11. Articles must be educational in nature and not solely for the purpose of marketing an individual's or group's services, products, etc. However, individuals and groups may purchase a classified or display advertisement for this purpose.