

Aim of the Policy:

The aim of this policy is to outline the principles used in the development of the Bowen News to ensure fairness and equal access. Advertising is encouraged and attracts a fee, but is meant to be revenue neutral and not intended to make a profit.

Scope of the Policy:

This policy applies to all BTFA members and any external bodies that wish to place items in the Bowen News.

Terms defined

Advertisement usually attracts a fee and is any item that:

- Promotes something for sale, i.e. workshops; courses; items for sale; that benefit a person, training body or organisation - where the financial gain does not benefit (in this case) a State or the BTFA Association FEE APPLIES
 - Includes reference or support to an advert (subject or content) and is not a testimonial or case study. It shall be deemed as an 'advertorial' and will attract a cost appropriate to its size as per the schedule of fees for advertising in the Bowen News. FEE APPLIES
 - Any listing of a course or workshop (not a CPE day presentation) appearing anywhere in the Bowen News, that requires a member to pay a fee to the workshop or course provider, it will attract a small fee as per scheduled fees FEE APPLIES
- Note: Any listing that is clearly a CPE presentation and only attracts a general attendance CPE fee (paid to the Association or State committee) does not attract a fee*

An Article does not attract a fee and is any written piece that:

- Is generic information that does not promote any upcoming workshop, course or saleable item and is of general interest to BTFA members (Conferences, AGMs, or Meetings are exempt)
- Is specific information on any past event (may contain photos, etc)
- Does not in any way promote or point attention towards a saleable item
- State news (reports) that does not include any advertising. Note: If any State news advertises a specific workshop or course, the Editorial Board shall rule on the content. Changes to wording or references may be requested (or made) by the Editor following the ruling, and if deemed as advertising, may attract a fee
- Is a Case Study or Testimonial. Testimonials must have the person's name as a by-line.
Note: All Articles, Case Studies and Testimonies must carry the name of the author as a by-line

Policy Statement:

All requests made for inclusions into the Bowen News will be considered and placed, providing they; meet the above criteria; meet the advertised deadlines; and that space is available in that edition. Allowances may be made by the Editorial Board. Following an Editorial Board decision no further discussion will be entered into. Accounts for advertising will be distributed prior to printing.

BTFA Bowen News Policy

Responsibilities:

The President of the BTFA will ensure:

- The policy is upheld and participate in its review process
- Participation in the Editorial Board (if required) along with one other member of the Executive Committee if required; and the Editor

The Editor of the Bowen News will ensure:

- The policy is upheld and participate in its review process
- Items requiring clarification are presented to the Editorial Board in a timely manner to enable entry in the appropriate edition of any Bowen News
- Participation in the Editorial Board along with either; the President and one other member of the Executive Committee; or two Executive Committee members, if required
- Ensure the Bowen News meets the expectations of the members of the BTFA and endeavours to meet timelines as advertised in the Bowen News
- Fair and equitable access provided to all members of the BTFA and outside people and organisations to place items in the Bowen News, where they are deemed of interest and relevance to BTFA members

Editorial Board:

Will be represented by three people:

- The President of the BTFA or an Executive Committee member
- One other member of the Executive or Committee
- The Editor of the Bowen News

Policy Review:

This policy will be reviewed every 12 months from its date of approval (or sooner if required)