

## The Ring – Newsletter Policy and Procedures

The Ring is a bimonthly newsletter distributed by the ASA. The newsletter will be distributed during the second week of every other month unless key dates dictate otherwise.

<b>2021 Timetable</b>	
<b>Content Submission date</b>	<b>Distribution Date</b>
12 February 2021	19 February 2021
16 April 2021	23 April 2021
11 June 2021	18 June 2021
2 June 2020	9 June 2020
10 August 2021	17 August 2021 (National Finals Edition)
8 October 2021	15 October 2021
3 December 2021	10 December 2021

The purpose of this document is to formalise the content and distribution policy and procedures.

### Content

Each edition of The Ring will feature news from the ASA, this may include but is not limited to the following:

- o Board updates
- o Conference and / or event reports
- o National Finals Program news and updates
- o Welcome to new members
- o Sponsorship update
- o ASA or Member organisations Initiatives

News provided by members will also be included. Member news must be relevant and of interest to the readers. It is not feasible to simply promote every single show and also not relevant to all readers. Member submitted news needs to offer readers insight, learning or inspiration. The following are examples of member news:

- o Success of new initiative
- o Milestone events (50<sup>th</sup>, 100<sup>th</sup> etc)
- o Case studies (with a clear take out)



- o Examples of success that will inspire others
- o Reports from attendance at international events, relevant non-show events

Members may submit news by downloading and completing the content submission form from the ASA website: <https://agshowsaustralia.org.au/news/>

In certain instances, content may also be provided by ASA partners and sponsors. In all cases, ASA reserves the right to review and edit partner copy to ensure it adheres to general ASA standards. The copy will be reviewed by the Executive Officer with final approval to be sought from the Chair.

News may also be sourced from online news sources and aggregated in the newsletter. General news articles may discuss the success or growth of a particular show or general agricultural industry news. Articles including reference to the ASA will also be repurposed and included in The Ring.

### **Sourcing Content**

To ensure adequate content is included in each edition of The Ring, information may be requested from the Board and Members.

In these instances, a request for information will be sent two weeks prior to the newsletter being distributed. If you receive a request for information please respond within seven days.

Where information is requested and not provided, news may not be included in The Ring.