

General Guidelines for Digital & Print Publications

The Communication Chair will be responsible for the management of all Guild content for both print and digital publication and will act as liaison between the Guild and the Museum marketing staff with the exception of the Indian Fair & Marketing Chair & committees.

The Museum marketing staff will forward any publication content sent directly to them to the Communication Chair.

Communication Chair will maintain Guild content on Heard Museum's master calendar and the Guild calendar, Guild website (except IF&M), Happening Now, Artifacts, E-blasts, Guild alias email addresses, and any photos taken by Guild Historian.

Required Content for Submissions for Publication

All submissions from committee chairs and coordinators must provide the following:

- event title
- date & time
- location (must have space reserved prior to publication)
- contact person (*use contact's name and alias email address, no personal phone numbers)
- description of event, including where applicable, speaker's names, tribal affiliation, headshot (if applicable)

*The Guild policy is to discontinue the publication of personal email addresses and phone numbers for contacting volunteers. Notify Communication Chair if a new email alias is required.

Due Dates for Submission of Content

Weekly "Happening Now" - Due: end of day on Friday for Monday morning publication. "Happening Now" is published every Monday morning from Sept-Apr.

Monthly "Artifacts" - Due: the Friday following the Guild General Meeting. Typically the third Friday of the month. Artifacts is a comprehensive publication of all activities that are of interest to the Guild membership.

Monthly "Word at the Heard" - Due: 20th of the month. Published by the Heard Museum and contains links to Guild activities which are listed on the Guild website.

Quarterly "Earthsong" - Due: see chart below. print magazine published by the museum mailed to Heard Museum members. Guild activities are included. Articles are written by museum marketing department.

E-blasts - as needed - The email blasts are reserved for information that must be published on a “need-to-know” basis, such as announcements of funeral services, illness of a member, correction of published content.

Earthsong Submission Dates

All articles will be written by the Heard Museum’s marketing staff. Articles length and placement of the article will be guided by the space available in publication. Coordinators and committee chairs will be given the opportunity to review the article prior to publication.

Jan/Feb/Mar Issue: Submittals due: Oct. 15th

- Guild general meeting program
- Indian Fair & Market
- Guild Trips (after March 15
- Short Courses & Prepare for the Fair
- Student Art Show & Sale

Apr/May/Jun Issue: Submittals due: Jan. 15th

Guild articles will include:

- Guild general meeting program
- Guild Summer Programming (if applicable)

Jul/Aug/Sept Issue: Submittals due: Apr. 15th

Guild articles will include:

- Guild general meeting program
- Las Guias class
- Guild Trips
- Short Courses

Oct/Nov/Dec Issue: Submittals due: Jul 15th

Guild articles will include:

- Guild general meeting program
- Guild trips
- Short Courses & Prepare for the Fair
- Indian Fair & Market

Use of Alias Email Addresses

Alias email addresses are assigned to each member of the Guild Board of Directors, and committee chairs. If you require a new alias email address, please send the communication chair, the individual’s name, personal email address and title of alias. A list of alias email

addresses will be provided to all Guild board members in September. Coordinators, please distribute to committee chairs.