

MEMBERS' MAGAZINE POLICY DOCUMENT

January 2021

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 Team

The Editorial Team (ET) will comprise an editor, a member of the Society's staff and three/four additional members. The Editor is appointed by the Management Board for a specific number of issues which may be changed by mutual agreement. The remaining members of the ET are recommended by the ET and their appointments confirmed by the Management Board.

The ET as at January 2021 is: One Editor, One RSCDS staff member and Four Other members

The Purpose of the Magazine

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

The Magazine will aim to inform and entertain Scottish country dancers; to act as the main form of communication between members, branches and headquarters; and to broaden awareness of the rich country dance heritage of Scotland.

The Magazine will promote the Objects of the Society and the Strategic aims of the Management Board.

The Readership

In order of priority, The ET see the readership as:

1. RSCDS members
2. Country dancers in groups and clubs, who are currently not members
3. Scottish schools
4. Old-time dancers in Scotland
5. Members of the general public with an interest in either country dancing or country dance music
6. Other interested parties

Publication Dates

Two issues of the magazine will be published each year to appear in April and October.

Editorial Policy

The Editorial Team is responsible to the Management Board. The ET 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 those matters of general interest from the AGM, the Management Board 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 ET 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 from time to time carry articles on other forms of Scottish dance e.g. ceilidh, old time, step, highland etc. It may also from time to time refer to and carry articles on Scottish country dances not published by the RSCDS.

Branches

Each issue will have a section devoted to news from Branches.

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.