

Escondido Democratic Club E-News Editorial Policy

Mission and Purpose

The Escondido Democratic Club (EDC) e-mail messages seek to provide information to EDC members and friends about events, activities and other items of short-term interest. The messages may also contain items encouraging immediate response to campaigns for petitions and calls to elected officials related to pending legislative actions. The items will support the goals and priorities of EDC as determined by its executive board in the current annual plan and at monthly board meetings. Items will encourage involvement by members and friends in Club activities and programs and participation in the democratic process by residents of the City of Escondido and areas in its sphere of influence.

Content emphasizes public policy issues and political and governmental activity in the City of Escondido and nearby areas. Other items from San Diego County, California and the nation may be included as appropriate and as support for EDC priority issues.

The e-mail messages will have a focus distinct from that of the EDC website. E-mail messages are sent once each week to remind readers of events and activities scheduled in the near future, usually during the coming week. On rare occasions, more than one message may be sent in a week. The number of items in each message is limited. While no limit is set, policy is to keep items at a minimum in order to prevent readers from becoming overwhelmed with information. Therefore, discipline is required in selecting appropriate messages.

Editorial Decisions

Responsibility for message content rests with the e-mail manager, usually the EDC Vice President for Communications or designee, in collaboration with other executive board members. Since message items are intended to support EDC programs in political action, fund raising, and membership, those vice presidents will routinely be involved. In cases of disagreement, the final decision will be determined by a majority vote of the executive board.

EDC executive board members who have questions or concerns about message content should take their concerns to the e-mail manager. If their question or concern is not resolved to their satisfaction, they can initiate a discussion by the full executive board by contacting the EDC president.

Content Guidelines

Suggestions for items to be included in EDC e-mails should be made to the Club officer whose area of responsibility includes the item subject. In cases where the item subject is broader than a single area, the suggestion can be made to the President. Because of limitations in the e-mail program, there is no provision for direct submission (as for the website).

Wherever possible, e-mail items should be brief and should link to a web page for additional information. This allows easy updating of information in case of changes or errors. It also allows readers to quickly review a larger number of items.

Corrections Policy

EDC strives for accuracy and balance in its editorial content, no matter the source. Readers who spot errors of fact or omission are encouraged to report them to the e-mail manager at communications@escondidodems.org.

Once sent, e-mails cannot be corrected. In cases where information must be updated, a second message can be sent to correct the error. The decision on whether to send a correction rests with the e-mail manager in collaboration with other EDC officers.

Privacy Policy

EDC does not and will not rent, sell or disclose personal information from our e-mail list to third parties unless required to do so by law. Individuals on the EDC e-mail list have signed up to be included and no address will be added without the owner's express permission. The list is never released. Endorsed political candidates may request that EDC include items in its messages. See above for submissions and the decision-making process.