

ZOROASTRIAN ASSOCIATION OF HOUSTON
PUBLICATION COMMITTEE
TERMS OF REFERENCE

The Publication Committee is dedicated to the belief that keeping communication lines open via a regular community newsletter and appropriate emails/e-blasts is essential to a strong community. The community newsletter shall be named *MANASHNI*.

Mission

To publish a newsletter that adds to the identity and pride of the Zoroastrian Association of Houston (ZAH) and records the history of the association and its members as it happens.

To keep the ZAH community informed of events within the community via e-blasts (as per the “Email Guidelines” section below).

Objectives

To disseminate information on activities, events and meetings organized by the various sub-committees of the ZAH.

To channel news and information affecting/impacting the ZAH community via a single conduit (the Publication Committee) in order to ensure the integrity and validity of the information being shared.

To generate revenue for ZAH, through advertisements in *MANASHNI* according to the advertising rules stated below.

Responsibilities

To promote readership of the community’s current events and issues, thereby fostering better citizenship.

To provide a publication that adheres to high ethical and professional standards and focuses primarily on those events occurring within the circulation area of the newspaper. News will be objective, well written, well edited, sensitive, enlightening, challenging and useful. The newsletter will also act as a community forum for opinions, and will give high priority to celebrating the achievements of its readers.

To upload *MANASHNI* to the ZAH website on a regular basis.

To send Emails/E-blasts to the community as per the guidelines established in the “Email Guidelines”.

Editorial Policy

The newsletter will publish all points of view on various aspects of Zoroastrianism. The Committee will, however, reserve the right to edit and abstract material wherever necessary governed by the extent of the length of the material and the appropriateness of the content to the objectives outlined above.

All *MANASHNI* publications shall contain a statement that the views expressed in articles and letters are those of the author and do not necessarily reflect the views of ZAH.

ZAH Email/E-blast Guidelines

ZAH has been keeping the community informed of activities through e-blasts. These guidelines are set to formalize the process of acceptable topics for emails/e-blasts.

The following types of material are acceptable for e-blasts:

- Emails containing information on ZAH members, activities or events
- Obituaries for community members or their immediate family

The following types of material are not acceptable for e-blasts, but may be suitable for publishing in the *MANASHNI*:

- Emails describing events by 3rd party entities
- Appeals by other organizations for their fundraising causes
- Classified emails, such as job opportunities, sale of merchandise, etc.
- Events that are not time-sensitive prior to Manashni publication (generally before the second Sunday of each month)
- New businesses started by community members

ZAH Event Notifications

- Each requester of an e-blast for a ZAH event should engage the ZAH web team and ensure that all event information (information flyer, RSVP details, etc.) is uploaded to the website before the e-blast is sent out. If the event announcement is not time sensitive prior to the next publication of *MANASHNI*, then it will be announced in the *MANASHNI*, with a “Mark your calendar” notification in the *MANASHNI* summary e-blast.
- The Publication Committee may combine multiple event announcements in a general “Upcoming Events” e-blast instead of sending individual event emails, to prevent email overload for recipients and to increase the likelihood of the email being read.
- The first notification of the event will carry the full event information (flyer, RSVP details, etc.).
 - Note: PowerPoints and PDFs cannot be e-blasted; these will need to be converted to images before requesting an e-blast.
- Subsequent reminders will be included in a general “Upcoming Events” email with only the event title/summary and a link to the event on the ZAH website.

The Publication Committee reserves the right to make adjustments to the above in the spirit of keeping the ZAH community appropriately informed.

Advertising Policy for *MANASHNI*

Front page will carry only two to three lines identifying the Sponsor. The last two pages will be reserved for advertisements. The Publication Committee reserves the right to accept or decline any advertisement or sponsorship it is offered. Advertisements may be purchased for a minimum of three months and a maximum of twelve months.

All Advertisements must be in jpg format on 8-1/2” X 11” standard paper – color or black & white. The Publication Committee will insert it in the *MANASHNI* as is. Editing is the responsibility of the advertiser.

The Publication Committee will decline any advertisement that it knows or believes to be misleading, inaccurate, fraudulent or illegal, or that fails to comply, in the Committee's sole discretion, with its standards of decency, taste or dignity.

Ads will be published in the *MANASHNI* after receipt of full payment has been confirmed by ZAH treasurer unless otherwise permitted by the Publication Committee.

Rates for Advertisements are per Attachment A. These rates are subject to change any time with the approval of the ZAH Executive Committee.

Administration

The Publication Committee consists of:

Khursheed Dastur

Yasmin Pavri

Aban Rustomji

Arnavaz Sethna

ATTACHMENT A
RATES FOR THE YEAR 2020

Front Page:

Two to three lines identifying the sponsor with telephone number - \$125 per month, or \$1200 for the full year.

Pages following the end of the *MANASHNI*:

- Full Page: \$75 per month.
- Half Page: \$50 per month