

Draft Broadcast Guidelines

Broadcast request template: developed with input from our IT Support Officer, Alan Hitch, who is currently responsible for processing the majority of broadcast requests. It has been designed to help make creating and sending broadcasts much easier and quicker, for everyone involved.

Volunteers must use the broadcast system for mass e-mails to members and/or non-members (third party mailers are not allowed).

Large documents such as SIG magazines should be uploaded to the website and/or Issuu instead of being sent as an e-mail attachment. A link to the document can be provided in the broadcast e-mail instead. (Contact the VSM for Issuu login details.)

Broadcast request processing timescale: under normal circumstances, **HQ will aim to process all broadcast requests within 2 working days of receipt**. In practical terms, this means that you can expect a request submitted at 10am on Tuesday to be processed by 10am on Thursday, or a request submitted at 10am on Friday to be processed by 10am the following Tuesday. Although many requests are likely to be processed more quickly than this, please bear this timescale in mind when planning your broadcasts and refrain from chasing your requests before 2 working days have passed.

Emergency broadcasts: If members need to be contacted urgently this should be indicated in the broadcast request sent to broadcast@rps.org. The broadcast can then be prioritised and processed accordingly.

broadcast request template. There are two main changes, following feedback received since the template was introduced in January:

- The main e-mail text should now be supplied at the end of the template, outside the boxes, in order to make copying and pasting formatted content easier
- A reference box has been added, which is not required but may help with your own record keeping

In order for us to process your broadcast request as quickly as possible, could you please also ensure that:

- The template is saved and sent in its current format (Word document)
- Any additional information relating to the broadcast (e.g. hyperlinks, preferred text/image placement, etc.) is contained within the template, using the 'Notes/other information' box
- All images are appropriately resized before embedding
- PDF attachments are no larger than 1.5MB (preferably a lot smaller, as there is a 2MB maximum size for broadcast e-mails)

Additionally, if your broadcast content is a PDF attachment (e.g. a flyer/poster for an upcoming event) please use the template to provide some brief introductory text, as the main body of the broadcast e-mail cannot be blank.

Broadcasting outside your Chapter/Group/Region

Members will opt in to the communications they want to receive in future, so there shouldn't be any need for volunteers to send a broadcast outside their own CGR. E.g. anyone who wants to receive messages from the Landscape Group or Thames Valley Region will opt to receive messages.

Since the introduction of the broadcast request template, there have been some concerns/questions raised regarding the need to seek approval from fellow Organisers/Chairs before requesting that a broadcast is sent beyond your own Chapter/Group/Region. For clarification, please see the points below:

- It is not necessary to obtain actual signed approval – a telephone conversation or e-mail is sufficient. Approval should not be withheld without good cause.
- There should be no reason to 're-apply' for approval when a new Organiser/Chair comes into post. Ideally, incoming Organisers/Chairs should contact their counterparts as a matter of course, and broadcasts can be discussed at that point if necessary.
- Work/progress should not be slowed down or otherwise negatively impacted by a lack of response from others. If you attempt to obtain approval but receive no response within a reasonable timeframe, please make a note of this and send the broadcast request anyway.

On the whole, seeking approval for broadcasts should not represent a huge change for those Chapters/Groups/Regions who already enjoy good working relationships and exchange regular messages with each other. Where this is not the case, hopefully the process can be used as an opportunity to establish such relationships. Increased communication between Chapters/Groups/Regions is certainly encouraged, and more collaborative meetings/events would benefit all parties as well as removing the need to seek broadcast approval.

We would also like to remind everyone that broadcast messages should normally only be sent to your own Chapter/Group/Region, in order to minimise complaints from members about the volume of mailings received which they may consider irrelevant. If you feel that it is necessary for a message to be sent outside your Chapter/Group/Region then you will need to seek approval from the relevant Organiser(s)/Chair(s) beforehand. (For clarification: if you are a sub-group then HQ is happy for you to broadcast to your wider Chapter/Group/Region without seeking approval.)

The Broadcast system is for RGCs mass email communications to their members e.g. about activities, newsletters, changes to their functioning etc. Teams must please use this system when mass emailing to their members.

Sending a Broadcast:

- Download the Broadcast template from the [Volunteer Documents](#).
- Please complete each section adhering to the guidance provided.
- Email your completed broadcast template to broadcast@rps.org working within the timescales below.
- Timescales:
 - HQ will aim to process all broadcast requests within 2 working days of receipt, therefore we recommend sending at least 3 working days ahead of the day you would like it to be broadcast.
 - Emergency broadcasts: If members need to be contacted urgently this should be indicated in the broadcast request sent to broadcast@rps.org. The broadcast can then be prioritised and processed accordingly.

Notes on sending a Broadcast:

- The template is saved and sent in its current format (Word document)
- Any additional information relating to the broadcast (e.g. hyperlinks, preferred text/image placement, etc.) is contained within the template, using the 'Notes/other information' box
- All images are appropriately resized before embedding
- If your broadcast content is a PDF attachment (e.g. a flyer/poster for an upcoming event) please use the template to provide some brief introductory text, as the main body of the broadcast e-mail cannot be blank.
- PDF attachments are no larger than 1.5MB (preferably a lot smaller, as there is a 2MB maximum size for broadcast e-mails)
- Large documents such as SIG magazines should be uploaded to the website and/or Issuu instead of being sent as an e-mail attachment. A link to the document can be provided in the broadcast e-mail instead.
- Consider the frequency of communications you send also, ideally you use the broadcast system to send out large and succinct messages that require this platform. We recommend utilising your other communication platforms e.g. social media for more general communications.

Broadcasting outside your RGC

Generally, you should only send broadcasts to your members. However, on occasion you may find you need to send a mass communication out beyond your RGC e.g. you're running a big event that may be of interest to members beyond your RGC.

Where relevant we do encourage this as it enhances the opportunities to get involved for the members and helps foster relationships between RGCs, which is also beneficial for members.

Notes on sending a broadcast outside your RGC:

- Please obtain approval from the Organiser/Chair of the RGCs you're seeking approval from.
- This should form an agreement to send these as you need.

- If a new Organisers/Chair starts in the RGC you have an agreement with, it's their responsibility to inform the new Organiser/Chair of this agreement.
- Ideally liaise with the Organiser/Chair over email to be able to keep this on file should you require it again in the future.
- Approval should not be withheld without good cause.
- Work/progress should not be slowed down or otherwise negatively impacted by a lack of response from others. If you attempt to obtain approval but receive no response within a reasonable timeframe, please make a note of this and send the broadcast request anyway.
- Sub-groups do not need to seek permission from their parent group