

PACA web site editorial policy

General Editorial Objectives

The PACA website is the online means of carrying out the mission of PACA, which is "to enhance the quality of life for residents, preserve culture, increase educational opportunities in the arts, and promote cultural activities by developing a strong arts and historic preservation environment in Pickens County."

As part of "culture" we include the history, traditions, and natural environment that are an integral part of the cultural life and identity of Pickens County.

Accordingly, the site's primary objective is to help coordinate, support, promote, and build interest in the activities of individuals and organizations involved in the arts and culture of Pickens County. The site is intended to provide a centralized outlet and referral site for information, contacts, web sites and other resources regarding all aspects of the arts and culture in Pickens County.

More specifically, this means the web site aims to be the online hub for:

- Information for people outside Pickens County who want to know about arts and culture here.
- Information for residents of Pickens County to find out about events and activities they might want to attend or take part in.
- Information about regional arts and cultural events that are of direct interest or benefit to these two groups.
- Inspiration for those who want to give fuller expression to their interest in the arts and culture.
- One-stop collection of contacts, web sites, and background information for leaders and active members of Pickens arts and cultural organizations.
- Educational resources about marketing and promotion for individuals and organizations.
- A portal for learning about PACA activities and joining PACA.

Anything outside of those categories generally will not be published on the site.

Editorial Standards

The site will emphasize positive plans, events and news on relevant topics to the audience described above.

Although controversial topics will not be censored or avoided, they will be covered with posts that are strictly factual and written with sensitivity to local standards.

Because the free flow of ideas is essential to creativity as well as democracy, comments are moderated but not censored. (See "Contribution and Access Guidelines" below.)

PACA will generally refrain from editorializing on the site. The exception would be to advocate funding or projects that are clearly of benefit to arts and culture in Pickens County. Such advocacy could not violate the conditions of PACA's 501c3 status and would be contingent on specific vote of the PACA Board of Directors.

Because PACA aims for the site to be trusted and credible, accuracy in all posts and neutrality in controversial topics is of paramount concern.

In terms of style, we aim to keep posts:

+Brief - 300 words or less, except for "roundups" of major events such as Marble Festival and coordinated holiday events

+Clear - no use of jargon, acronyms or technical language unless absolutely necessary to understand the topic, and in that case must be explained or defined

+Personal - whenever possible, includes quotes from the people involved in the event or activity

+Local - will follow our guidelines for location (below).

+Timely - no later than three days following the event, with the exception of obituaries

+Sourced - always identifies the source of the information

+Visual - a photo, map, graphic, logo, video, or other illustration is required for every post

+Linked - will always include a URL or contact name/number so that the audience can obtain more information

Use of Non-original Material

PACA will re-post relevant articles and photos with permission of and credit to the original author, artist, etc.

PACA will link to the original site or related online source whenever possible.

To avoid any potential copyright violations, PACA does not use photos, art or text without permission of the author or artist, unless it is clearly encoded or licensed as public domain / General Commons / open source.

Location Guidelines

The site is first and foremost about events, activities, artists and organizations in Pickens County. Irrelevant items weaken the identity of the site and make it less interesting to our core audience.

Any news, photos or information that is not located in Pickens County or in an adjoining county (Bartow, Cherokee, Dawson, Gilmer, Gordon) must show a clear and explicit relevance or interest to Pickens County. Activities in counties not adjoining Pickens will generally not be included on the web site. Any regional or statewide news, photos or information that are deemed relevant enough for inclusion must clearly and explicitly show the connection to Pickens County.

Examples:

+All Four Corners Consortium activities will be covered, since Pickens County and PACA are direct participants.

+Activities in adjoining counties or hosted by a statewide organization that are **LIKELY** to be of interest and draw participation from Pickens County residents or visitors to Pickens County would include classes, competitions, juried shows.

+Events in gated communities within Pickens County can be covered if they are open to the general public, as well as activities of clubs in these communities that are open to members who are not residents of that community (e.g., Big Canoe Artists Group)

+News that is primarily about people who do not live in Pickens County will not be posted unless a **STRONG** tie to Pickens can be shown (for example, an obituary about a prominent artist who grew up in Pickens County).

+On rare occasions, national or regional news related to a highly relevant topic may be included.

Contribution and Access Guidelines

The site will be as accessible and open as possible to all contributors. Accordingly, the following rules will be followed:

Comments -

+Any person can register as a site user, which allows them to make comments on posts. There are no residency or other requirements.

+Comments are moderated by the editors and spam is deleted.

+Comments will not be censored except for extreme irrelevance, profanity, libel, or spurious or personal criticism.

+Fair comment and criticism encourages debate and reader interest, and will be allowed.

+Links within comments will be allowed only if relevant and legitimate.

Contributions -

+Anyone may submit a contribution to the site in the form of an email, attachment, or link to published work.

+Any interested person can be registered as a contributor. There are no residency or other requirements to be a contributor other than adherence to the guidelines in this policy. Any contributor can write and submit posts, photos and videos.

+Contributors are expected to learn basic skills of posting from video tutorials and workshops provided by PACA.

+All submissions by contributors are subject to review by the editors before posting.

+Contributors who demonstrate a grasp of basic skills and have a track record of posts that adhere to editorial guidelines will be promoted to Author status. Authors may publish and edit their own posts.

Changes to Published Material

Once published, posts will be changed only to correct or clarify information that is wrong or incomplete.

Any other additions will be appended with the clear designation of "UPDATE" either within the story or as a comment. These will be time-stamped and dated.

Published material will not be removed and remains in the archive. If legal action forces removal of a post, material explaining the removal will be substituted under the same permalink.

Calendar events

For organizations and individuals with ongoing schedules of events, PACA requests that these be posted on a Google Calendar with public access. These events will then automatically feed into the PACA calendar.

PACA will offer online tutorials and regular sessions on use of Google Calendar for events.

Organizations and individuals whose events are not on a Google Calendar will be invited to become a contributor and write their own event listings.

One-time events may be submitted for the Calendar via email.

Commercial listings

Any member of PACA may have their own web site listed on the PACA site (right-hand column "Artists" or "Arts/Cultural Organizations") without charge.

Other listings, links and publicity may be given free of charge to any non-commercial, non-profit or not-for-profit event, group, organization or individual that resides or operates PRIMARILY within Pickens County.

Events sponsored by for-profit businesses or organizations may be promoted on the PACA site without charge if they include activities that meet the following criteria:

- +Are held in Pickens County AND
- +Are open to the public without entrance fee AND
- +Promote individual Pickens County artists OR
- +Promote the general history, culture, or arts of Pickens County.

The exception would be a post announcing a new business that directly benefits the arts and culture of Pickens County, such as a gallery or learning institution.

Links to for-profit businesses and organizations may be included on the PACA site (right-hand column "Info About Pickens") without charge if they meet the following criteria:

+Operate primarily in Pickens County AND

+Are of substantial interest to visitors regarding related to the arts and culture of Pickens County OR

+Contribute significantly to public development of the arts and culture in Pickens County.

Advertising may be accepted by PACA for the site at published rates as set by the PACA Board of Directors.

Any business or location that may possibly be of interest to potential visitors may be included in the Google Map that is developed and posted on the PACA site.

Commercial listings, including links, calendar events or other publication, may be included on the site as paid advertising. These will be clearly marked as such.

Design

The design of the website will emphasize interactive and dynamic content to whatever extent is practical, taking into account the limitations of local access to high-speed Internet and the costs of maintaining such content.

All pages may be tested against commonly-available releases of Chrome, Firefox, Internet Explorer, and Safari, and must not fail to render in essentially consistent form in any of those environments.

The site is designed with attention to the World Wide Web Consortium's Web Content Accessibility Guidelines.

Privacy

PACA will never share or resell the names or email addresses of its registered users and contributors nor of any person contacting PACA through its web site.

PACA will limit direct contact with registered users and contributors, to only those communications necessary to maintain the site and enforce guidelines.