

Alberta Council has a number of communication and publication formats. These include the Blue-Print, ANY_GuideNews, the Alberta Council website, as well as various newsletters, and special publications. In an effort to maintain consistency throughout the publications, and to meet the Graphic Standards and Style Guidelines sections of the GGC Brand Standards document, it is necessary to have an effective review process prior to publication.

This procedure applies to all Alberta Council publications including, but not limited to, Blue-Print, ANY_GuideNews and the Alberta Council website.

General

1. The person preparing the submission must keep in mind the [Brand Standards](#).
2. The person preparing the submission is responsible to confirm that the content and dates are correct prior to submission.
3. Not accepted in any publication: commercial ventures /advertisements or Area only events, unless open to all members under Alberta Council jurisdiction.
4. Once the submission is ready, submit as described below.

Refer to [GGC Graphic Standards](#) for guidelines regarding typeface, colour and the logo, as well as sample applications.

Refer to GGC Style Guide for guidelines regarding spelling, abbreviations and terminology.

For event registration information, consult the Event Planner document regarding information flow.

	First Set of Eyes	Second Set	Third Set	Final Review
ANY-GuideNews	ANY-GuideNews Editor	PR & Communications Adviser	Member Services Coordinator	PC and Administrative Manager
Blue-Print	Commissioner / Adviser / Liaison / Lead	Blue-Print Editor	PR & Communications Adviser	PC and Administrative Manager
Website	Commissioner / Adviser	PR & Communications Adviser (<i>for content submissions</i>) Admin Manager (<i>for forms</i>)	Web Coordinator	Submitter – once web changes have been published
Publications*	Commissioner / Adviser	PR & Communications Adviser	Administrative Manager	Alberta Council

* Alberta Council must authorize all publications prior to publication

ANY-GuideNews

1. ANY-GuideNews is the electronic newsletter of headlines and events, which is published the second and fourth Tuesday of each month with the exception of July, August and December.
2. Submissions must contain a title, brief description, date, contact and link to more information (if applicable). All submissions must include the following:
 - Contact person
 - Contact email
 - Dates to Appear in ANY-GuideNews (from mm/dd/yyyy to mm/dd/yyyy)
 - Submit to any-guidenew@girlguides.ca
3. Refer to the Alberta Council website calendar for ANY-GuideNews submission deadlines.
4. The Editor (first set of eyes) reviews the content and prepares the layout.
 1. Reminders:
 - Use icons representing Word, Excel and PDF document types for links
 - Put Alberta Council items at the top
 - Use **BOLD** sparingly
 - Use style guidelines for dates and times.
5. On or before the Monday evening prior to publication, the ANY-GuideNews Editor submits a draft version (via Google Docs) to the PR & Communications Adviser (second set of eyes) and the Member Services Coordinator (third set of eyes).
6. The PR & Communications Adviser reviews that the content is appropriate and that it conforms to the GGC Brand Standards. The review must be complete on or before the Monday evening prior to publication.
7. Once reviewed and corrected, the ANY-GuideNews Editor forwards the newsletter (Word document) to the Administrative Manager on or before Tuesday morning, the day of issue.
8. The Administrative Manager (or designated office staff) enters the ANY-GuideNews into Informz.
9. On or before 3 p.m., the Administrative Manager (or designated office staff) sends an Informz sample to the Provincial Commissioner, or designate, for final review.
10. Once the Provincial Commissioner's review is complete, ANY-GuideNews can be distributed.

Blue-Print Newsletter

1. The Blue-Print is a magazine-style newsletter issued four times per year (October, December, February and May).
2. Blue-Print submission deadlines are September 15, November 15, January 15 and April 15 annually.
 - a. Time sensitive articles will be placed in the appropriate issue, provided the articles are received by the deadline.
3. Submissions must meet the following requirements to facilitate ease in set up:
 - a. Text only (unformatted) using Arial font, Size 12

- b. If a specific format is requested, instruct the Commissioner/ Adviser to forward the request on. The Blue-Print Editor will reproduce the article as close to the request as possible.
 - c. Send articles as attachments, not part of the email.
 - d. Graphics may be included in submissions. It is the responsibility of the Editor to determine whether there is room to include the graphic. Graphics are not to be included inside the word document but must be sent as separate attachments.
4. Submissions are made as follows:
 - a. Alberta Council position advertisements – from the Nominating Search Committee Lead. Often these advertisements are posted in ANY-GuideNews and the website as well.
 - b. Alberta Council Sponsored Events – committee members submit event information to the appropriate Alberta Council Adviser. Refer to the [Event Planner](#) regarding the process to inform the Alberta Council office and the Web Coordinator.
 - c. Other articles –submissions are to be made by the Provincial Commissioner, Deputy Provincial Commissioner(s), Alberta Council Advisers / Coordinators and the Administrative Manager. All articles must be submitted via the appropriate channel.
 - i. If a submission is received from another source, the Blue-Print Editor will request the sender to resubmit the article via the appropriate channel. The Blue-Print Editor will copy the appropriate Commissioner / Adviser / Coordinator.
 - d. It is expected that anyone holding an Alberta Council position, including Commissioners, Advisers, Liaisons and Leads will submit articles for each issue. If an article will not be submitted for a specific issue, the Blue-Print Editor must be informed by the submission deadline.
 - e. Articles may not be repeated in whole. Brief advance (teasers/heads up) and reminders (“don’t forget”) notices will be accepted and will refer readers to the Alberta Council website.
5. Commissioners, Advisers, Liaisons and Leads (first set of eyes) review articles for content and accuracy and forward to the Blue-Print Editor (any-blue-print@girlguides.ca)
6. The Blue-Print Editor (second set of eyes) acknowledges receipt of all articles received. The Blue-Print Editor, or designate, prepares the copyright and graphic layout of the newsletter.
7. The Blue-Print Editor submits the final draft of the Blue-Print to the PR & Communications Adviser. The PR & Communications Adviser is responsible for reviewing that the content is appropriate, meets the Blue-Print content guidelines and that it conforms to the GGC Brand Standards.
8. Once reviewed and corrected, the Blue-Print Editor forwards the final newsletter to the Provincial Commissioner, or designate, for review.
9. Once the Provincial Commissioner’s review is complete, the Blue-Print is sent to the Administrative Manager for a final review before being sent to the publisher.

Alberta Council Website

1. The Web Coordinator is responsible for updating the Alberta Council website.
2. Alberta Council Advisers are responsible for submitting content to the website as well as requesting any additions or changes for the committees.
3. Submissions must meet the following requirements to facilitate ease in set up:
 - a. Submissions must be in electronic form and emailed as an attachment.
 - b. All emails must have the following in the Subject line "Website submission for "name of page.""
 - c. While all photographs remain anonymous, the sender must confirm that the appropriate image releases are in place prior to submitting the photograph.
4. Submissions are made as follows:
 - a. Complete the Website Submission Form when requesting any additions or changes to the website.
 - i. Include all the places on the website (URL or web pages) that need to be updated. Refer to [AB-Council-36 Website Submission Form](#).
 - b. Bright ideas submissions from Guiders may be directed to the Program Adviser as the first set of eyes.
 - c. If a submission is received from another source or without the completed **Website Submission Form**, the Web Coordinator will request the sender to resubmit the article via the appropriate channel. The Web Coordinator will copy the appropriate Adviser.
5. The Commissioner / Alberta Council Adviser (first set of eyes) reviews submissions for content and accuracy.
6. The Commissioner / Alberta Council Adviser forwards the submission to the second set of eyes as follows:
 - a. If the submission contains content other than forms or event registration information, forward the Website Submission Form and attachments to the PR & Communications Adviser. The PR & Communications Adviser is responsible for reviewing that the content is appropriate, meets the Web standards and that it conforms to the GGC Brand Standards. Forward the submission to the Web Coordinator.
 - b. If the submission contains a new or revised form, forward the Website Submission Form with the attached form to the Administrative Manager. The Administrative Manager confirms the formatting and updates Forms control. The Administrative Manager (or designated office staff) forwards all form submissions to the Web Coordinator, copying the original sender (submitter).
 - c. If the submission is GGC or other published documents, forward to the Web Coordinator (any-website@girlguides.ca).
 - d. If the submission is new event registration information, the adviser forwards the information to the Accounting Clerk and Administrative Manager. It is expected they will work together to complete event registration process then the Administrative Manager (or designated office staff) will forward the event registration information to the Web Coordinator, copying the adviser.
7. The Web Coordinator (third set of eyes) will acknowledge receipt of all **Website Submission Forms**.

8. The Web Coordinator will revise the website as requested.
9. The Web Coordinator will let the submitter know that everything is online. The submitter will confirm it is as requested, and working as expected (final review).

Publications

1. Any committee or council contemplating producing a new publication such as manuals, training booklets, etc. must complete the [Intent to Publish \(AB-PR-02\)](#) form.
2. Submit the Intent to Publish Form to the appropriate Alberta Council Adviser.
3. The Alberta Council Adviser / Commissioner (first set of eyes) reviews the publication for content and accuracy.
 - a. If this is a new publication, prepare an Issue Brief and submit for consideration at the next Alberta Council meeting.
 - b. Individual newsletter issues do not need Alberta Council approval if general approval was given for publication of that newsletter.
4. Once the Alberta Council Adviser / Commissioner reviews and revises the publication, she forwards the Intent to Publish form and the publication to the PR & Communications Adviser.
5. The PR & Communications Adviser (second set of eyes) reviews the publication to confirm that it conforms to the GGC Brand standards.
6. Once reviewed, the PR & Communications Adviser forwards the Intent to Publish form (and attachments) to the Administrative Manager.
7. The Administrative Manager (third set of eyes) conducts a final review of the publication before submitting for printing.

Please note all publications must be authorized by Alberta Council prior to production.