



Tualatin Valley Creates

Marketing & Communications Policies and Procedures

Table of Contents

<i>Introduction</i>	1
<i>Section 1: Organization Overview</i>	2
Scope	2
Diversity, Equity and Inclusion	3
<i>Section 2: Communications and Outreach</i>	4
Original Content	4
Website	4
Calendar	5
eNewsletters	6
Social Media	6
Design and Print Collateral	7
Partnerships	8
<i>Section 3: Fundraising Activities and Recognition</i>	8
Income and Revenue	8
Recognition	8
Evaluation	8

Introduction

Tualatin Valley Creates (TVC), a non-profit 501(c)(3) arts service organization, inspires diverse communities to connect to the heart and soul of Washington County, Oregon. Its mission is to drive the development of inclusive, resilient, creative communities using arts, culture, heritage, and humanities. TVC's vision is to foster the growth of a robust arts and culture ecosystem in Washington County. TVC does this by:

- Increasing visibility and community engagement with local happenings;
- Engaging under-served populations by making arts and culture more accessible;
- Cultivating various economic opportunities in the arts and culture ecosystem;
- Bridging resources needed to support people working in the local creative industries.

The purpose of this document is to describe the policies and procedures currently in use. These policies and procedures are intended to help Tualatin Valley Creates advance its mission and realize this vision for Washington County as well as to demonstrate TVC's efforts to be transparent about how the organization operates. All TVC staff and contractors are expected to comply with the policies and procedures in this document. The policies and procedures will be reviewed annually and revised as needed by TVC staff and Board of Directors. These policies and procedures are effective as of December 2, 2019.

In all cases, TVC, through its equity lens and/or its priority definitions, retains the right to refuse publication and/or endorsement of third-party materials. Content that is overtly aggressive, adversarial, or exclusionary toward any one sect, whether based on religion, politics, race, sex, gender identity, sexual orientation, age, disability, or national origin, is considered offensive to TVC's general audience will not be published. All discrepancies are to be reported to the Executive Director.

Section 1: Organization Overview

Scope

TVC serves residents, artists, and organizations within Washington County, Oregon. The following municipalities and neighborhoods – and the unincorporated regions between them, such as Bethany and Cedar Mill – are included in this scope:

Aloha
Beaverton
Cornelius
Durham

Banks
Cedar Hills
Dilley
Forest Grove

Garden Home-Whitford
King City
Metzger
North Plains
Tualatin
West Slope

Hillsboro
Laurelwood
Mulloy
Tigard
West Haven-Sylvan

Topics within TVC's scope are arts, culture, humanities, and heritage. Following is how TVC defines its priority subject areas:

- **Art** – Visual, performing, literary, culinary, design, fashion, and happenings (such as public art experiences)
- **Culture** – Public art, multi-cultural events showcasing artisan works and techniques, exhibitions.
- **Heritage** – As they pertain to the arts and/or provide greater understanding of history and culture in the Tualatin Valley.
- **Humanities** – As they pertain to the arts.

Examples of what are not within TVC's scopes are health and human services, animal welfare, science and technology, cultural services that do not directly include an art form.

Diversity, Equity and Inclusion

To support a full creative life for all, TVC commits to championing policies and practices of cultural equity that empower just, inclusive, equitable communities. Cultural equity embodies the values, policies, and practices that ensure that all people—including but not limited to those who have been historically underrepresented based on race/ethnicity, age, ability, sexual orientation, gender, socioeconomic status, geography, citizenship status, or religion—are represented in the development of arts policy; the support of artists; the nurturing of accessible, thriving venues for expression; and the fair distribution of programmatic, financial, and informational resources.

TVC recognizes that

- Cultural equity is critical to the long-term viability of the arts sector.
- Everyone deserves equal access to a full, vibrant creative life, which is essential to a healthy and democratic society.

To provide informed, authentic leadership for cultural equity, TVC strives to

- Pursue cultural competency throughout our organization through substantive learning and formal, transparent policies.
- Acknowledge and dismantle any inequities within our policies, systems, programs, and services, and report organization progress.

- Commit time and resources to expand diversity leadership within our board, staff, and advisory bodies.
- Encourage Board members to participate in a DEI training annually, or when suggested by TVC staff.

Section 2: Communications and Outreach

TVC maintains a number of communication platforms to engage and connect community members. These include original content, a website, social media channels, and email marketing. Having various platforms enables TVC to reach more diverse audiences. When relevant, TVC content may be shared through interviews, magazines, print collateral, and other non-TVC-operated outlets.

The Communications and Marketing Manager provides expertise on the communications platforms listed above as well as occasionally in media relations, graphic design and partnerships. The Communications and Marketing Manager reports to the Executive Director.

Original Content

As resources allow, TVC will expand original storytelling efforts, with a continued focus on diverse and emerging artists in Washington County.

- TVC will credit individuals or organizations who create original content for TVC in a reasonable manner at the request of the artist/author/organization.
- TVC is not obligated to make edits suggested by interview subjects for original content (i.e. articles written for the TVC website) except when edits correct factual errors. TVC does not revise statements made by interview subjects. However, TVC makes every effort to portray subjects of original content accurately and with objectivity.
- TVC press releases are reviewed by the Executive Director before being distributed to media partners.
- The rights to all content produced for TVC by staff or contractors, such as photos, videos, writing, graphic design, etc., are owned by TVC.

Website

TVC operates a website, www.tvcreates.org. Maintaining a website is critical to TVC's operations; it is the organization's platform for sharing the events calendar, cultural news, TVC programming (such as the Creative Impact Series), fundraising campaigns, eNewsletters, and

more. The website is kept relevant to TVC audiences. This means information throughout the website is regularly updated, and some posts become archived. This ensures that users do not encounter broken links, outdated information, etc.

The website includes both original content from TVC and, primarily, announcements sourced and re-posted from other regional organizations. These include formal press releases and articles published on other websites. TVC gives credit to the publishing organization with a statement in the body of the post that links to the original article or announcement.

TVC aims to select images that reflect the diversity of Washington County's population. As resources allow, TVC is committed to expanding its website's accessibility to people with disabilities and non-English speakers.

Calendar

TVC makes every effort to create a safe and welcoming community in Washington County. The following policy is to identify common questions. All externally-submitted calendar listings are reviewed prior to going public.

TVC is a small organization with limited staff. In an effort to increase efficiency and raise awareness about more events, TVC encourages local arts industry stakeholders to post their own events to the calendar. The Communications and Marketing Manager will send a bi-annual email to remind stakeholders how events can be submitted and what information is required.

- TVC does not guarantee that all calendar submissions will be accepted, nor does TVC claim to capture all arts, culture, heritage and humanities events that occur in Washington County on the calendar. TVC makes the final decision on whether or not events fall within the organization's scope.
- TVC does not post events that take place outside of Washington County except in instances where Washington County-based artists or organizations are prominently featured at or are hosting events in other regions.
- TVC does not delete events from the calendar even if they are sold out.
- TVC may choose different images than those submitted with events or alter submitted images to appropriate dimensions as required for the calendar software.

Management for repeating or ongoing programs:

- For classes that take place as a series, only the first class will be posted to the calendar. These classes are tagged as "series" in the calendar management software, and "series" is included in parentheses in the post title. Subsequent class meeting dates will be listed in the description.
 - Weekly classes may be posted every other week or once a month as TVC deems appropriate
- Theater productions will be posted as described in the theatre company's marketing announcements. This means that all showings will be listed.

- Drop-in classes will be posted as described in the hosting organization’s marketing announcements.

Questions about or corrections to calendar listings should be directed to hub@tvcreates.org.

eNewsletters

TVC distributes eNewsletters to inform and engage community members.

Regular TVC email communications include a weekly Arts and Culture Events email and monthly Creative Industry News email. Additional emails are used to communicate information about TVC programming, fundraising, and organizational updates.

TVC strives to protect the privacy of its community members. Subscriber first name, last name, and email address are collected for eNewsletter signup. Staff members and contractors may have access to this data for internal communications purposes. TVC does not sell or distribute subscriber contact information. Anyone with questions or concerns about how their information will be used should contact info@tvcreates.org

Social Media

TVC maintains accounts on multiple social media platforms. Social media should always be professional and in line with overall branding of the organization. Social media may use pronouns as deemed relevant (e.g. “explore *our* programs,” “*we* support artists”). TVC uses social media to:

- Increase subscription to eNews list(s), drive traffic to the website, and increase community member participation in and awareness of arts, culture, heritage, and humanities events in Washington County.
- Raise awareness about relevant opportunities for artists both in Washington County and outside the region.
- Highlight outstanding work and achievements from arts, culture, heritage and humanities organizations in Washington County.
- Promote original artwork and photography as well as TVC’s programs, such as workshops.
- Deploy occasional micro-marketing campaigns that promote TVC’s own programs.

TVC does not:

- Delete posts or comments, even historical posts or negative comments. This is because social media is a two-way information dissemination system. The more information TVC can make available to the community, the more vibrant, active and open the community can become.
- Promote fundraising-specific events (i.e. galas) for other organizations.

- Post about events or opportunities outside TVC's scope (see page 2).
- Engage in negative or harmful dialogue with or about individuals or other organizations.

TVC staff and volunteers are encouraged to participate in social media. When TVC staff and volunteers are interacting on social media, whether in an official or personal capacity, the following guidelines apply:

- champion TVC's mission and vision
- disclose conflicts of interest wherever possible
- be polite, considerate and fair
- act in accordance with TVC's vision for diversity, equity and inclusion
- respond to other's opinions respectfully and professionally
- do not criticize TVC partners or policy
- do not harass, bully or intimidate
- do not knowingly share inaccurate information

When TVC staff or volunteers are using social media as a representative of TVC *or* TVC staff or volunteers are using personal social media or websites in a way that can be directly linked to TVC, they must:

- comply with TVC's statement of diversity, equity and inclusion
- state that views expressed are their own, and not that of TVC
- not promote individual staff and/or volunteer businesses, personal financial ventures, or individual political candidates, preferences or parties

Design and Print Collateral

Design and print can be used to promote the work of TVC, such as through regional magazines and rack cards.

- All publications will be in line with TVC branding, including using proper logo formats, colors and fonts.
- As resources allow, TVC collateral will be written in both English and Spanish to make our programming accessible to a broader range of stakeholders.

Partnerships

TVC responds to requests for publication and partnerships through a Diversity, Equity and Inclusion lens. Any partnership agreements with individuals or agencies are intended as a means to benefit TVC's own mission and programming.

- Members of the media are all considered partners.

- Third-party vendors/contractors will sign a written agreement with TVC that includes terms of the agreement such as the scope of work.
- TVC is committed to supporting the development of young professionals; therefore, any interns that are hired by TVC will be paid at least minimum wage.

Section 3: Fundraising Activities and Recognition

Income and Revenue

As a nonprofit organization, TVC receives funding support from various sources. These include earned income from coordinated programming, grant and foundation-based awards, in-kind goods and services, donations, and sponsorships. As it relates to TVC's marketing, TVC has the authority to monetize any of its communications outlets; notably, the eNewsletter and website. Any efforts to do so must align with TVC's mission. Earned income models may change and/or evolve as needed.

Recognition

TVC is obligated to recognize certain contributions. Contributions are recognized based on their value and/or impact to a TVC program. Outlets for recognizing contributions include the website, eNewsletter, social media, print media, event signage, and any other public-facing media.

Evaluation

At the beginning of each month and annually, TVC records metrics for social media, eNewsletters, event listings and the website. Collecting and reviewing this data is essential to understanding what aspects of the communication strategy are effective. TVC does not share these evaluations with external stakeholders.