

NOTIS POLICY DOCUMENT #4

NOTIS DIRECTORY PUBLICATION POLICY

GENERAL POLICY

NOTIS publishes an annual printed member services directory. The purpose of this membership directory is to provide a vehicle for NOTIS members to market their services to potential clients. Secondary goals are (1) to present a strong image of translation and interpretation as professions; (2) to present a strong image of NOTIS as the representative organization of professional translators and interpreters in the Pacific Northwest; and (3) to provide suppliers with a forum for advertising their services.

The Directory Committee and its chair are responsible for the publication of the Directory, directly reporting to the NOTIS Board of Directors.

The membership directory includes all current members of NOTIS (as of publication deadline) who wish to be included and submit information by the appropriate deadlines. The directory includes a disclaimer concerning members' credentials to the effect that NOTIS has not vetted those who appear in the directory.

The Content of the NOTIS *Directory of Translators & Interpreters* is as follows:

- Information on NOTIS & its officers;
- Client education materials;
- Cross-referenced membership lists indexed by language & subject specialties;
- Member profiles;
- Advertising.

DATA COLLECTION

Data for the Directory is collected on the Directory Listing Form, distributed to all members. The deadline for receiving the Directory Listing Form is July 31. This information is entered into the membership database.

ADVERTISING

Advertising for the directory will be accepted as a means of defraying production costs. Members of NOTIS and related service providers in keeping with our target audience will be solicited. Only camera-ready art will be accepted, submitted by the appropriate deadline. In the future, the board may decide to appoint an advertising chair for the purpose of managing advertising contracts and contacts.

PROOFING

Proof sheets are sent out to listed members at the end of July, to be returned in early September. Changes made to listings on this proof sheet are entered into the membership database. A draft Directory, along with returned proof sheets are sent to volunteer proofreaders. A second draft incorporating their corrections is sent to the Publications Review Committee. Changes suggested by the committee are then incorporated and the directory print master is prepared.

PRINTING

Since this is a fairly expensive production, the board approves the selection of the printer. The main criteria for selecting a printer will be cost, quality, turnaround time and dependability. The printer will be supplied camera-ready copy. Allow at least two weeks for printing.

The directory should be ready for the printer near the end of September, and available for distribution in time for fall activities.

DISTRIBUTION

The volunteer in charge of the Directory distribution mailing list database will generate mailing labels. This particular mailing list should be reverified annually. Other purchased lists may also be used. The board should arrange a Directory mailing party to involve members in the distribution process and to ease the administrative burden on the person responsible for distributing directories the rest of the year.

Current corporate and institutional members and current and past board members (who are still members of NOTIS) will receive a complimentary copy. Other members may purchase the Directory at a cost determined by the Board. The NOTIS archivist will receive an archival copy of the directory.

Adopted by the NOTIS Board _____