

D. Policies for the use of the FMMC listserv

1. Definition: [FMMCMembers@Yahoogroups.com](mailto:FMMCMembers@Yahoogroups.com) is a members-only listserv that includes the email address of every FMMC member who (a) has given the Club a valid email address, and (b) has not unsubscribed from the listserv. The listserv has a moderator who screens all outgoing messages and sends only those messages authorized by the FMMC President.

2. Criteria for outgoing messages

- a. Origination. The message must be from the Club or a component unit of the Club. Messages from other organizations or from members except in their capacity as officers of the Club are generally prohibited. The President may approve messages from other organizations that offer benefits to Club members beyond those available to the general public.
- b. Content. The message must pertain to official Club business or events.
- c. Audience. The message must be aimed at the general membership. Messages to known subgroups should be handled by other means.
- d. Time sensitivity. The message's effectiveness depends on their reaching the membership before a critical deadline or event when use of the Newsletter is not an option. (Example: cancellation of a club-wide event, announcement of memorial service, news of important development during the summer.)
- e. Need for response. The message solicits a quick response via a built-in link.
- f. Nonduplication. In general, the message should not duplicate information already sent to the members by other means. Announcement of special events and major concerts and messages designed to solicit responses (e.g. from volunteers or nominations) are an exception. The President may approve other exceptions to this general rule.

3. Communicating listserv message content to members who do not have email.

Event cancellations will be posted on the Website and on the Club's main voice mail box. Other high-priority messages will be conveyed by mail or telephone when feasible.

4. Maintaining the list.

- a. Adding members: Information about the listserv will be added to the material sent to new members. The Administrative Assistant will send the Moderator the email addresses of new members to be added to the list.
- b. Changes of email address: The Administrative Assistant will send the Moderator notice of these changes.
- c. Deleting deceased members. The Listserv Manager will delete deceased members whose listserv email addresses can be identified
- d. Deleting those who are no longer members of the Club. The Club relies on those who are no longer members to remove themselves. A removal link is included in every message.

## 5. How to post a message on the FMMC listserv

**Who can post a message?** Any Club or Foundation officer or Club member responsible for a Club function.

**What kinds of messages are permitted?** Because every communication goes to all members, FMMC limits it to messages aimed at the general membership that are concerned with official club business or events. The listserv is used primarily for messages that are time-sensitive (like death notices), require a quick response, and do not duplicate information already sent out by other means such as the Newsletter. Announcements of special events and major concerts and those designed to seek responses (e.g. from volunteers or for nominations) are the exception to this rule. The President may approve other exceptions.

**What kinds are prohibited?** FMMC does not use the listserv to publicize non-Club performances by members; which can be submitted to the Member News column of the Newsletter. (The deadline for each issue is the first day of the previous month.) Nor do we publicize concerts or competitions sponsored by other entities. Currently, the listserv is not set up to enable individual exchanges, such as people offering instruments for sale or seeking a pianist for a quartet.

### **How do I post a message?**

1. Determine whether your message meets the criteria above. If yes, send a draft of the message to the President ([fmmc@fmmc.org](mailto:fmmc@fmmc.org)) for review. Respond to the president's suggestions and resubmit until your message has the President's OK.
2. The President will notify the Listserv Manager that the message is coming and can be sent out.
3. Send the text of your approved email, with an appropriate subject heading, to [FMMCMembers@yahoogroups.com](mailto:FMMCMembers@yahoogroups.com). INCLUDE ONLY THE TEXT AIMED AT THE ULTIMATE READER—No greeting to the listserv manager or other extra material. The listserv manager will send it out.

**How shall I indicate that responses should go to me?** The message will go out from the sender's email address, and people can respond by clicking on "reply". Your text should instruct them to do this. You can also include your email address if you wish.

**How do I post an emergency message, such as a concert cancellation?** Send an email marked 'priority' with EMERGENCY FMMC MESSAGE in the subject line to [FMMCMembers@yahoogroups.com](mailto:FMMCMembers@yahoogroups.com), [fmmc@fmmc.org](mailto:fmmc@fmmc.org), [members-owner@fmmc.org](mailto:members-owner@fmmc.org) and [webmaster@fmmc.org](mailto:webmaster@fmmc.org). At the same time, call Marjorie Kulash at (202) 320-7857 to inform her of the message (Gail MacColl as back-up) and ask that it be sent out right away. Be sure to identify yourself so that she knows it's legitimate.