

Communications Guidelines for Jefferson County Democrats

These guidelines are based on the Jefferson County Bylaws. They're for use in producing and distributing JCD newsletters, announcements, brochures, calendar items, website postings, official email messages, news releases, advertisements, social media posts, and other JCD communications. Don't rely on a single communications method, including the JCD calendar, to inform members of JCD activities.

Only designated JCD spokespeople and communications materials may use the party name, authority, and officer names:

- To support the adopted county, state, and national party platforms.
- To support candidates endorsed by the JCD.
- To support policies and positions approved by the JCD and consistent with its purposes.

Highest priority for items in JCD communications is for specific functions described in the JCD bylaws:

- Announcement of JCD membership meetings (website and newsletter)
- Rules for Consideration and Adoption of Resolutions (website)
- Announcement of Central Committee meetings (website, newsletter, and directly to Central Committee and Executive Board members)
- Announcement of endorsement meetings (website, newsletter)
- Proposed amendments to the bylaws and their reasons (website, newsletter)
- Adopted amendments to the bylaws (newsletter)
- Complete, amended bylaws (website).

Other communications should help accomplish official JCD purposes, summarized below:

- Electing Democrats to county, state, national, and other offices and supporting them while in office.
- Adopting and promoting the JCD platform as the standard for elected Democrats and goals for Jefferson County citizens.
- Enabling participation of JCD members, without discrimination, in JCD decisions on candidates, policies, and conduct of other party activities.
- Encouraging and supporting voter registration, fair campaign practices, and high ethical standards by elected officials and party representatives.
- Raising and disbursing funds to support the JCD and its purposes.
- Endorsing or supporting organizations and activities that reflect the JCD platform and improve the welfare of Jefferson County residents and their environment.
- Administering the JCD organization according to the state and national charters to achieve party goals at all levels of government.

Except for proposed and adopted Democratic Party bylaws, party platforms, resolutions, and official motions by the JCD, the Communications Committee might modify draft communications before publication for grammar, accuracy, length, timeliness, clarity, readability, design and layout, and consistency in editorial style and word usage.

Members of the JCD Communications Committee are responsible for applying and maintaining these guidelines. The JCD chair is responsible for resolving disputes.

Updated March 4, 2020.