600 - COMMUNICATIONS and PUBLICATIONS

A. Purpose

The Purpose of the Communications and Publications policy is the education, via written communication, of the RETA membership and information dissemination to the RETA membership of the organization.

1. The Staff Communications Director serves several purposes. They work in conjunction with the RETA Executive Director, RETA Board of Directors, Publications Committee, and the RETA membership:
   a. To set editorial guidelines and supervise the publication of the Breeze and Technical Report.
   b. To oversee manuscript solicitation and review process to encourage the writing of technical papers on aspects of the refrigeration industry. They collect and index such articles for the benefit of RETA members.
   c. To work with authors and volunteer editor reviewers to revise manuscripts for publication.
   d. To facilitate communication of information between the National Board of Directors, its various committees and subgroups, and the membership.
   e. To oversee and expedite input from authors of columns (Breeze) in accordance with publication schedules.
   f. To solicit advertising for RETA publications as needed.
   g. To complete all work within established publication schedule and approved budgets as directed by Executive Director.

2. The Publications Committee serves several purposes as well, some in conjunction with and some in parallel to the staff Communications Director in service to the RETA Executive Director, RETA Board of Directors, staff Communications Director, and the RETA membership.
   a. Solicits manuscript development and assists with the review process to encourage the writing of technical papers on aspects of the refrigeration industry.
   b. Works with authors and volunteer editor reviewers to revise manuscripts for publication.
   c. Solicits input from authors of columns (Breeze) in accordance with publication schedules.
   d. Provides assistance in editing of documents for publication as volunteer labor allows.
   e. Assists in developing editorial policy.

B. Responsibilities

The Communications Director’s stated purpose is to facilitate communication with a specific interest in issues of importance and relevance to the membership. Currently, the forms of communication are the organization’s newsletter (The Pipeline), the Breeze and The Technical Report.

1. The Pipeline

   This is the main source of communication between RETA HQ as well as the Board of Directors and the Local Chapter Leaders. As such, the Pipeline is produced in association with the Education Committee and the Education Committee Liaison (Communications Director) at RETA HQ. While the Communications Director and the Publications Committee may provide content generation or editorial assistance, it is not the main focus of the Publications Committee.
• The Pipeline shall be delivered electronically to the Chapter Leaders and other interested parties.
• Advertising is limited to association ads.

2. The Breeze

This publication is the news carrier to the organization’s membership. As such, it should be used to notify the membership of the actions of the Board of Directors, issues about areas in the industry, activities by chapters and members of the industry, etc.

• The Communications Director, as well as the Publications Committee will work to gather articles, news briefs, new releases, biographies, advertisements, etc. which may be of interest to the membership. Contents of items placed in the Breeze should relate to the refrigeration industry. They should inform and may stimulate thought and/or discussion. The Breeze should not avoid controversial issues, but must remain neutral in the presentation and should encourage open discussion from all sides of the issues. The Breeze should look to expand industry knowledge and change technology.
• The Board of Directors shall set the rate of advertisements taken and published in the Breeze.
• Suggested topics and possible regular articles are listed in Appendix 600-A.
• The Breeze shall be published up to 6 times per year on alternating months with the technical Report.
• The Breeze shall be delivered electronically or in Printed Fashion (at the discretion of the Executive Director) to the General Membership and other interested parties.
• Advertising is permitted per the advertising Guidelines.

3. The Technical Report

This publication is for the purpose of introducing issues of an educational nature to the membership. They may be of a specific technical nature or a general idea. The primary guideline is that they relate to the refrigeration industry and endeavor to be factual and accurate.

• The Technical Report is an official publication of, and is wholly owned by, RETA. The production year of the journal is the calendar year. It is published (6) times per year and additional “Special” issues may be published at the discretion of the Board.
• The papers shall be reviewed by the Communications Director prior to publication. It is further recommended, though not required, that authors quote sources of their information at the end of their papers.
• Papers may be requested from companies or individuals or may be submitted without request.
• The Publications committee shall be responsible to assist with the recruitment of authors and “rough drafting” of the publication as volunteer labor allows.
• The Purpose of the Technical Report is to
  o provide a variety of technical information to members
  o provide a benefit to RETA members
- publish submissions from authors that are accurate, well-written, and relevant to industrial refrigeration or the operation thereof.
- provide a medium for professional development in industrial refrigeration
- provide content to allow for individual growth.
- provide information of interest to members

Technical guidelines are listed in Appendix 600-B.

Appendix 600-A

Breeze Articles and Topical Ideas

- President’s Note
- Editorial
- Chapter News
- New Briefs from Other Sources
  - Press release from industrial members
  - Permitted print from other publications
- Technical Problem and Solution (Though larger articles are more appropriate for the Technical Report)
- Cartoons
- Puzzles
- Quotations from famous people
- Discussions of Compliance Issues
- Paid Advertisements
- RETA History (Historian’s Column)
- Certification Chair
- Education Chair

APPENDIX 600-B

Technical Report Guidelines

- Technical papers written on a high school level dealing with issues relating to the refrigeration industry or of a nature relating to the personal or professional growth of the RETA member.
- Length should be a minimum of 2 single-spaced typed pages.
- Graphs encouraged. May include drawings or photos.
- Biographical data on author.
- Reference and/or footnote of resources on material quoted (if appropriate).
- When space permits, association ads such as membership, products, etc.
- Advertising as outlined in the advertising policy.