

**FLORIDA ENGINEERING SOCIETY  
ADMINISTRATIVE POLICY 19E**

**COMMUNICATIONS**

All Florida Engineering Society communications--internal and external--shall serve to address and fulfill the stated purposes of the Society by:

- \*Promoting Society membership, benefits, and activities.
- \*Providing information about members and their projects.
- \*Highlighting legislative and government-related topics and positions.
- \*Presenting current information on engineering and related innovations and research in Florida and in the United States, as relevant.
- \*Focusing on initiatives for protecting Florida's environment while building and maintaining the infrastructure.
- \*Promoting professionalism and professional development of FES members.

The FES communications effort includes publications as well as other media and all aspects of public relations and publicity. All Society activities will be examined for their public relations and communications possibilities and will be promoted in a timely manner to all appropriate audiences. The Society will create new communications and public relations opportunities as needed.

Regular Florida Engineering Society publications include the monthly JOURNAL of the Florida Engineering Society; Engi-NEWS electronic newsletter for leaders; FICE Update newsletter; FICE News Flash electronic newsletter; FICE Register; FICE Membership Directory; practice section newsletter and website. Other publications include legislative alerts; brochures promoting Society events, projects, products, or services; membership promotions; and additional information intended to inform the membership and the public about Society activities and positions.

As appropriate, FES publications and promotional efforts will be conveyed to legislators, government officials, and other members of the public with an interest in engineering concerns.

Society public relations efforts are also an element of the communications effort, and include MATHCOUNTS, awards, scholarships, and other activities--and the publicity generated by them--all with the objective of promoting the image of professional engineering.

Efforts will be made to publicize election of new officers; significant Society events, projects, and products; Society positions on legislative and governmental issues; Society awards; and other items of general interest to the engineering community or to the public as they relate to professional engineering.

The Society will not provide publicity for individual members or firms unless their activities or accomplishments are of general public or Society interest and do not provide unfair advantages to one member or firm at the expense of others.

All Society communications shall be created and produced/executed to meet highest standards of accuracy and quality. All statewide communications shall be reviewed by the Executive Director or his designee.

## **JOURNAL**

The JOURNAL is the Society's primary communications tool. The JOURNAL will be used to publicize Society programs, projects, activities, positions, and services and will also provide general engineering-related information intended to enhance the professional development of members. It may also be used to inform the public of engineering accomplishments and concerns.

As a goal, the average annual editorial content of the JOURNAL shall be 45 to 50 percent, excluding the Directory. Advertising content, correspondingly, shall be 50 to 55 percent.

The JOURNAL shall be funded through a combination of membership subscription contributions, nonmember subscriptions, advertising revenues, and related offshoot income, such as reprint profits and website profits. As a budget goal, the JOURNAL shall break even each year, with revenues from member fees, advertising, and related income equaling production expenditures. If this goal cannot be met despite prudent attention to production costs and advertising sales, membership contributions and advertising rates will be re-evaluated.

JOURNAL advertising rates will be set to meet market expectations for comparable publications.

Only advertising appropriate to the business and engineering concerns of Society members will be accepted for publication.

Solicitation for articles and ideas for articles will be ongoing. All FES members and firms are invited to submit articles or ideas for articles for publication in the JOURNAL. Articles must be of general interest and may not be used solely for self- or firm promotion.

Articles for the JOURNAL will be evaluated by JOURNAL staff. If technical assistance is required, staff will seek it.

Approved by the FES Board of Directors  
August 2, 1969

Amended by the FES Board of Directors  
March 23, 1989  
August 2, 1990  
August 4, 1994  
August 6, 1998  
June 15, 2001

Reaffirmed by the FES Board of Directors  
November 7, 2008