



## **PUBLICITY PROTOCOL**

### **for Council, Committee, Fellows and Ordinary Members**

- 1 The Rules of ALA require that membership is on an individual, not corporate, basis. Where they choose to do so, Members should therefore refer to their membership of ALA only in CVs or in personal writings or references, but should not include it on their firm's stationery or publicity materials in a way in which it might be taken to refer to the firm as a whole, or to other members of it who are not Members of ALA. Members of firms who have partners or employees who are Members, but who are not themselves personally Members of ALA, should not refer to it at all.
- 2 Likewise, membership of any ALA Committee is a personal position and should be referred to only in personal and not corporate publicity. Since membership of the Committees is a voluntary act, publicity should not refer to "election" or "appointment" to the Committee but should confine itself to the Member's "sitting on" or being "a member of" the Committee (in either case this applies to words or phrases to similar effect).
- 3 Members of ALA Council, since they are elected by the body of Members as a whole, can consider themselves entitled to say they have been "elected" to Council or as one of the Officers (i.e. Chairman, Vice-Chairman, Financial Director, Education Officer). Again, since this is a personal position, reference should be confined to personal and not corporate publicity.
- 4 Members who have been awarded a Fellowship of ALA may, so long as they remain a member, use the initials FALA and may refer to their Fellowship on the same terms and in the same manner as ordinary Members may refer to their Membership in accordance with point 1 above.
- 5 Use of the ALA logo in any medium is not permitted without specific authority.
- 6 Any reference to membership of ALA, its Committees or Council, or to Fellowship of ALA, must, of course, cease and be withdrawn as soon as that membership or fellowship ceases to apply to the person concerned.