



PPMM Editorial Advisory Committee Charter

Introduction

Promotional Products Marketing Magazine (PPMM) is the official member magazine of the Australasian Promotional Products Association (APPA).

The magazine's purpose is to provide valuable industry information and resources for professionals to grow their business, and to give APPA member suppliers a medium through which they can showcase their products and advertise to promotional product distributors.

Purpose

The PPMM Editorial Advisory Committee will assist APPA in developing and maintaining a high quality, relevant and interesting publication. The committee will work closely with the editor by offering general guidance about the industry and providing suggestions of content for each issue.

Responsibilities

The main responsibilities of this committee are to:

- openly discuss the overall strategic direction and to provide ideas for the structure and layout of the magazine
- discuss industry issues and topics that will be of most interest to APPA members
- plan the content of the next issue by selecting specific topics/issues to be addressed in feature article/s
- identify and approach potential authors and subject matter experts to contribute articles for publication
- act as contributing editors by writing articles (if of interest) and/or assist the editor with identifying articles from other sources for re-publishing
- conduct interviews as required
- review submitted articles to ensure the content is accurate and acceptable for publication
- proofread each issue prior to publishing
- review and consider readership statistics
- develop any required editorial and advertising policies
- act as ambassadors for PPMM and promote the magazine to other members (including potential advertisers)

PPMM Editorial Advisory Committee will understand that editorial decisions may be influenced by publication deadlines, number of pages available, balance of content and authors, cost factors and advertising policies.

Membership & Meetings

The PPMM Editorial Advisory Committee will consist of up to four members and will ideally represent a cross section of APPA membership.

The PPMM Editorial Advisory Committee is a voluntary role.

Committee members will serve two-year terms and may serve a maximum of two consecutive terms.

Committee members must be current financial APPA members.

The Editorial Advisory Committee meets at least once every two months via videoconference/teleconference or as scheduled by the editor.

Authority

While the role of the Editorial Advisory Committee is to advise and help inform the overall direction of the magazine, editorial control remains with the editor.

The Editorial Advisory Committee reports to APPA's Chief Executive Officer.

Review of Charter & Version Control

The PPMM Editorial Advisory Committee will review this charter every three (3) years or as often as the Committee determines and recommend to APPA any changes it determines necessary.

This Charter will be available to view on the APPA website.

Version	Approved By	Date Approved
1.0	CEO	5th June 2020