

## RWA Membership Matters

Do you want to tell RWA members what your company does and how it is unique? We are here for you!

RWA is launching a new monthly publication called the RWA Membership Matters. It will be your outlet to tell RWA membership specifically what your company does and how you can benefit member companies.

### Overview

RWA members may share newsworthy announcements with other members in a mid-month publication. This publication will provide a new space for members to get the word out on their unique services, products, and activities. These types of announcements have been made at conferences in the past.

We encourage our members to submit articles that may include:

- Your company's new product, service, deal, contract
- A seminar, podcast, webinar announcement or recording produced by your company
- Virtual meeting announcements
- Press releases
- Stories on ways your company supports its community
- Pictures with captions of your company adapting to the new normal
- Proud moments where your employees went beyond the call of duty
- Little known facts about your company or community
- Cute kid and pet pictures and video links
- More!

Members will be responsible for writing the articles/announcements and send in final, publishable form to [mgiroux@ruralwireless.org](mailto:mgiroux@ruralwireless.org) by the monthly deadline.

Articles cannot infringe on another company's reputation. For example, statements such as "we are better than ..."

### Word and submission limits

The word limit per article is 300 words but can have hyperlinks to additional information. Companies may link to videos and PPTs as well. A company can have a maximum of two submissions per monthly publication.

### Timing

- Article deadline: 5<sup>th</sup> of each month (if late, can go in next publication). Send in final form to [mgiroux@ruralwireless.org](mailto:mgiroux@ruralwireless.org)
- Publish via Mailchimp: within three business days of the 15<sup>th</sup> of each month