

## **(Article 16 of ESS statutes) Reglement Interieur/ Internal Rules**

*The below 'Internal Rules' are intended to complement the present Statutes.*

*These Internal Rules, once established by a General Assembly, may be amended by the Board or by the Ordinary General Assembly by a simple majority.*

## **ESS media/communications person**

The aim of the European Shakuhachi Society is to create an environment where many of the different schools and styles of shakuhachi playing can be explored and their differences celebrated – no matter whichever approach to the instrument one chooses to take.

- Promotes the instrument and its history, music, and future development
- Create a community of shakuhachi teachers, makers, players, students and enthusiasts

The ESS is a non-profit organisation and aims to create a space where players can meet across ryūha (schools) and physical borders.

**The media/communication person** forms an important part of this remit and is a volunteer, like all ESS Board members, from the shakuhachi community.

Please find below an overview of “duties”. This is meant as a **reference and initial guideline** to make it easier to take up this new role in the ESS. **Welcome!**

### **Main Duties**

**The media/communication person:**

- Keeps the web and internet presence of the ESS up to date from a technical perspective. This may also include the creation of email boxes and addresses.
- Makes regular back-ups of ESS files, databases, video content (e.g. from members' area) A separate external HD would be desirable. This can be provided by the ESS.
- Checks if main website(s) are accessible and sites for upcoming event(s) display current information.
- In similar fashion, the ESS YouTube channel should be kept in technical working order and updated with any relevant technical or practical changes.

### **Specific tasks**

The 'news' section of the ESS main website has to be updated regularly.

The 'news' section consists of announcements, updates, (external) reviews and documentation of ESS events - such summer schools, online events, ESS publications (i.e the newsletter), or any other projects the ESS is involved in.

This material will usually be supplied by the ESS Board should be added promptly and with consideration for event dates and deadlines. Some content will need to be created by the Media person.

The Media person is encouraged to create publicity texts and visual material for ESS events, subject to the approval of the ESS Board.

Overall it is important to keep publicity materials conceptually and visually coherent so ESS activity information is clearly accessible. If publicity texts and visual material already exists or were generated by the ESS Board/Board member/ESS member, those existing materials need to be used on all publicity channels to keep the information visually coherent.

**Other/optional**

The 'media/communications person' is also encouraged to submit ideas and suggestion to the ESS Board for material which could be used for the ESS web & social media presence (YouTube channel/Facebook)

Likewise the ESS board may initiate, discuss and decide on web-content/structure/YouTube content in a general discussion with the 'media/communications person' which is then to be implemented in a reasonable acceptable and mutually agreed timeframe.

The 'media/communications person' may on agreement, depending on availability, be responsible or part responsible (i.e. via an email rota) to answer queries to ESS contact emails received at the info@shakuhachisociety.eu and online-events@shakuhachisociety.eu inboxes.

If there are queries/comments which are non routine or are not easily answered the query should be escalated to the attention of the ESS Board.

The 'media/communications person' may be asked to help with the technical delivery of Zoom or other online events. This is on agreement subject to availability only.

Last but not least, the media/communication person is encouraged and welcome to contribute to all discussions and conversations within the ESS Board, or to initiate discussions.

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Accepted by AGM vote on 23 July 2023 / Voted by the ESS Board in September 2023  
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