Hello,

Thank you for joining the SIPA Discussion Forum.

THIS FORUM IS FOR MEMBERS ONLY

About
The SIPA Discussion Forum is a service of the Specialized Information Publishers Association. It provides a professional forum for members to share ideas, ask questions, and keep each other informed. We ask that our members conduct themselves accordingly.

This discussion forum is provided as a service to SIPA members, and the contents are intended for the sole use and benefit of the community participants. At its sole discretion, the SIPA Executive Committee may revoke or suspend a member’s participation in the forum for failure to comply with the Code of Conduct. Similarly, the question of a member’s compliance with any portion of the Code of Conduct is within the Executive Committee’s sole discretion.

Posting a Message
All posts should originate from members’ mailboxes. However, members are welcome to forward information from nonmembers (for example, interesting news bits, or freelance opportunities). When an organization’s SIPA membership expires, posting privileges also will expire.

Post new questions by emailing sipa@sipalist.siia.net.

SIPA Discussion Forum Guidelines
Encouraged Subjects
• **Industry-related posts.** Succinct questions and answers, announcements about events, products and your input on discussions of publishing issues. Off topic/social topics are allowed **only** when they might be interesting or useful to the SIPA community.

Deliberately Avoided Subjects
• **No copyrighted, proprietary or defamatory material.** Unless you are the owner of the copyright for an article or have express permission to do so, please post only a few lines or a summary with a link or URL to the full text. We all need to be diligent in observing the copyrights of other publishers. Similarly, we require our members to refrain from disclosing proprietary information, and from making statements that defame others.

• **No political posts.** SIPA’s Discussion Forum is a place where our members discuss how to solve common professional challenges the niche publishing and information provider community are facing, not as a forum for general political discussion.
SIPA Discussion Forum Guidelines

- **Offensive posts are prohibited.** We require our members to discuss their disagreements with civility and respect. Legal or other threats against other users, hate speech, ad hominem attacks, and similar kinds of comments quickly destroy professional discussions and will not be tolerated.

- **No pricing discussions.** Pricing discussions between competitors can run afoul of federal price-fixing laws. Better safe than sorry.

- **No market research, surveys, or polls.** The nature of this forum is to provide members with direct access to the collective brainpower of the SIPA membership base to help in solving their specific challenges and for sharing useful information. As such, any sort of market research, survey, or poll is not permitted.

- **No chain letters/junk mail.** We're all tired enough of bulk mail, net-wide propaganda, and mass appeal postings. Forwarding such messages to the online community should be rare indeed.

- **No attachments.** Please avoid sending e-mail attachments to posts. Many e-mail handlers have problems with attachments. Instead, provide the data as a text file appended to your post, offer to provide the data to those who request it, or put it up on the Web for voluntary download.

- **No virus warnings.** Send suspected scare mail to our list administrator, Amanda McMaster at amcmaster@siia.net, who will verify legitimate threats.

- **No general job postings.** No SIPA member appreciates having their valuable employees poached through list messages. Please make sure to direct all inquiries on acceptable job-related postings to an individual e-mail address, and not back to the list in general. If you have a question about whether your job-related posting will violate list rules, please send an e-mail to Nancy Brand at - prior to posting - to ask for pre-authorization.

- **Seeking freelance bids is acceptable, as is announcing the availability of qualified talent for hire.** However, remember that self-promotion has no place on the list, so reply directly to inquirers rather than to the entire list. We will send a warning to those who self-promote on the forum and reserve the right not to allow messages caught in moderation that contain self-promotional messages to be sent to the forum.

- **No press releases or self-promotion.** The SIPA discussion forum is designed for the sharing of valuable information. As direct marketers, we all know that you must send the appropriate message to the appropriate list to make a sale. This is NOT the appropriate list for self-promotion. Signature files that contain marketing messages are acceptable, but should be limited to two lines in addition to the name and company name of the list member.
SIPA Discussion Forum Guidelines

- You may reply to a member directly by copying/pasting their email address in the “To” field of your mail client AND remove sipa@sipalist.siia.net when responding. We want to maintain a promotion-free environment in order to best serve the membership.

  - **Subjects generating more heat than light.** Occasionally, a subject will come up that generates lots of posts because of its controversial nature. If the discussion threatens to overwhelm our mailboxes, or becomes nasty, we reserve the right to direct those interested in discussing the matter further off the list.

**General Etiquette**

- **Identify yourself in all postings.** If you don’t know how to append a signature file (see restrictions on sig files above), please have the courtesy to include your name, company name and contact information -- e-mail or telephone.

- **When replying to a prior post,** only quote the portions that are absolutely necessary to help the reader and delete the rest.

- **Don’t reply to the list unless you think your mail would be helpful and of interest to the majority.** Lots of communication to other people on the list can be accomplished through personal e-mail. You may reply to a member directly by copying/pasting his/her email address in the “To” field of your mail client AND remove sipa@sipalist.siia.net from your response.

  If you ask a QUESTION to the list, please provide a SUMMARY post to share with other members what you have learned, especially from responses that did not come via the listserv.

- **Include the http:// part of the URL** in your e-mail messages about sites for the convenience of readers with smart mail applications that need the http.

- **Be civil!** Rude or mean behavior is discouraged.

**Out-of-Office and Auto-Reply Messages**

If you use an auto response feature to send an automatic-mail response when you are on vacation i.e. "Hello, I'm on vacation until Feb. 29", note that other members will also get this response whenever you receive an e-mail message, and it will dutifully send it out to all the other members. And since the service is configured to send you a copy of your own messages, you'll get the message too, and your system will promptly autoreply, starting the whole sordid process over again.

The service will then cut you off. If that occurs, please email Clara at ckim@siia.net

To avoid getting into this vicious cycle, either don’t use auto response, or:

1. Before turning on your OOA: send an e-mail to sipa@sipalist.siia.net with the following body text: set sipalist nomail
2. When you return, send another e-mail to sipa@sipalist.siia.net with the following body text: set sipalist mail

Unsubscribe
You may leave the list at any time by sending a message to sipalist-unsubscribe@sipalist.siia.net with the subject field blank and the following as the body of the message: unsubscribe

Any questions related to copyright, forum policies and subscribing/unsubscribing should be directed to Clara Kim ckim@siia.net or Amanda McMaster amcmaster@siia.net.

Thank you in advance for being courteous and abiding by the posted forum rules.