

CLUB NEWS EDITORIAL POLICY

You and your club are an important part of the Corral. It's because we value quality and service that we have established the following rules. By organizing and streamlining, we will have more time to ensure continued excellence.

1. **DEADLINES.** The deadline for all club news is the 10th of the month preceding publication. If your club meets or has an important event after the 10th, it is the responsibility of the newsletter correspondent to inform the Corral prior to the deadline. If we are not informed and news is postmarked, received by fax or email, after the 10th, we cannot guarantee that your news will appear in that issue.
2. **NEWSLETTER CORRESPONDENT.** Each club should appoint one representative to write for the Corral. This might be the president, secretary, reporter, or anyone who is responsible, well organized, and willing to assume the task. All items to be included in the club's news should be sent to this person who collects and, if necessary, edits the information and sends it to the Corral before the deadline. (Many clubs have established their own earlier deadline.)
3. **SPACE GUARANTEES.** Space allowed each month will be determined by the number of members your club has. Large organizations will be guaranteed one-half page per 300 members; smaller clubs are guaranteed one-quarter page. Each club's logo and officers will be counted toward the guaranteed space. How do you know how long your column will be? Two 8 1/2 x 11 sheets of paper, double spaced typing, will end up about right. Fill only one page if you are using single space.
4. **CLUB HEADINGS.** The club's name, a logo, if any, and officers' names and phone numbers and/or email addresses, are listed at the top of each news block. It is the responsibility of the club to provide this information to the Corral. Please double check these for accuracy! Names, logo, etc. are counted as part of your guaranteed space. The number of officers to run each month will be determined by the Corral, but will be generally limited to president, vice president, secretary, treasurer and newsletter editor.
5. **CONTENT.** Club news blocks should be used for club and member news. 'How to' and educational or general interest articles should be submitted under separate cover for publication at the discretion of the editor. Because of space limitations, see number 3, we suggest that club news correspondents write in an 'inverted triangle', putting the most important news at the beginning of the article and the least important at the end. That guarantees that important information won't be deleted when assembling pages for the printer.
6. **YEAR END HIGH POINTS, SHOW RESULTS, and ETC.** Certainly these are important to your membership. Such items will be handled outside your guaranteed space. While we will try our best to fit them in, we cannot guarantee it.

7. **TIMELINE.** We ask that you send us show results, awards information, etc. as soon as possible after the event. Results from an August show are not newsworthy in November and are not likely to be included.

Be assured that we will do our best to get important show results in, even if they are received after the deadline, as long as we know they are coming.

For the benefit of your club members we also ask that you work well ahead of the 'real' calendar. Remember, what you are writing at the beginning of December will not appear until January, so it's too late for Christmas greetings.

8. **PHOTOS.** We welcome photos and print them as space permits. We can reproduce any good quality print, color or black and white. Polaroid's don't work well. If you are sending digital photos by email, make sure they are not embedded in your news file. Send photos separate as .jpg files with at least 150 resolution. Since space is limited, send only the best. We cannot improve a bad picture. Be sure to label each photo with a caption.

9. **EDITING AND LAYOUT.** From time to time, we may have to edit club news for clarification purposes, to correct spelling and punctuation and for length. We ask that you proofread your copy and double check the spellings on names, (humans and horses), dates, phone numbers, etc.

Although it's relatively rare, we do get some club news that reveals personal arguments and gossip within or between clubs. Our purpose is to promote the horse industry and each and every one of our clubs. Such 'news' defeats that purpose and will be deleted.

A more common dilemma is that 'Our Club' doesn't want their news placed next to 'Your Club' in the paper. Please remember that we deal with 50-plus organizations. Although we try to accommodate both 'Ours' and 'Yours', we cannot guarantee where you will or will not be placed from month to month.

10. **NEWS VS. ADVERTISING.** There is a difference between club news and advertising. Shows, raffles, auctions, etc. that is club fund-raisers can certainly be promoted within your column. There is a huge difference, however, between telling about the show and running a showbill within a column. There is a huge difference between giving information for a stallion auction and giving each stallion a plug. Such items will be handled as paid advertising. If you have any questions on where the line is, just call the office.

11. **MEMBERSHIP FORMS.** It is the responsibility of each club to provide updated information for their membership applications. These will be a standard size and will run in a special section from January through May at no extra charge to your club. If you want to run your form for a longer period of time or outside the special section, that can be handled as paid advertising. Call the office for details.

12. **BANQUET FORMS.** It is the responsibility of the club to get the current banquet reservation information to the Corral. This may run up to two issues prior to the event.