

PURPOSE OF COUNTY LINES

Publication of county lines in the Corral is very important for promoting OHC and our cause. Articles should be upbeat and should stress our 'good deeds', the fun we have, entice the general public to join OHC and to keep other chapters informed of what other chapters are 'up to'.

GUIDELINES FOR COUNTY LINE SUBMISSIONS

Keeping this purpose in mind and to help make the OHC Corral Liaison's job easier; the following guidelines will be implemented effective with the December submissions (for the January 2009 issue). A sample article is attached.

General Guidelines:

- Articles may be submitted via email by attaching a Word or Word Perfect document or simply in an email. As a last resort, you may also mail your article to Kathy Williams, 5593 Stillwell Beckett Road, Oxford, Ohio 45056.
- When using Word or Word Perfect, use 12 point Arial font.
- Please include your county in the subject line of any email you send.
- No minutes will be accepted for publishing. Instead, please prepare an upbeat, interesting summary of your meeting and activities.
- No flyers will be accepted for publishing. Flyers look like paid advertising, making the Corral Editor pay a premium price to USPO for paid advertising.
- Your county line article should have a county listed at the top and should be flush left in all caps followed by a double space
- Please spell check your work
- Please check your email frequently. The OHC Corral Liaison may have received your email but things do go wrong and she may need additional information from you.
- Email your submissions to ohc_corral_editor@yahoo.com. Please note that between the words "ohc" and "corral" and between the words "corral" and "editor" is an underscore (_).
- County lines are reserved solely for county articles and 'state lines'. Associate members aren't permitted to publish articles.
- The OHC Corral Liaison will send a reminder email to her email list one week prior to the deadline for the submissions. The deadline is the 10th of each month. Only after she has successfully opened your article will she confirm to you via email that she has received your article.
- Reminder emails are automatically sent to the County Presidents and County Corral Reporters. County Presidents may elect to not receive reminder emails simply by advising the OHC Corral Liaison.
- Please keep the OHC Corral Liaison updated with changes in the names and email addresses of your County Presidents and County Corral Reporters. This is particularly important during the early part of the year when new officers take over and/or when email addresses change.
- Please check the OHC state website for additional guidelines from The Corral Editor.

Margins and Spacing:

- All sentences and paragraphs in the county line article should be single spaced.
- Use no indentation as the publishing software the Corral uses has pre-set indentations; and when you put indentations in your article, The Corral has to manually remove them.

- 1 inch margins – top, bottom, left and right

Typing Rules:

- If you had an event on July 17th, please type as July 17. Otherwise, the Corral has to remove all the th, nd, etc.
- To be consistent, the Corral uses the lower case a.m. and p.m. followed by periods when referencing time. For example: Our meeting will be held July 17 at 7 p.m. (The Corral manually changes all the incorrect a.m. and p.m.).
- Do not double space after a period. The Corral removes all double spaces after a period.
- Do not place more than one exclamation point or question mark at the end of a sentence. For example: We had a wonderful time! Did you? Not: We had a wonderful time!!!. Did you???
- Refrain from using all capital letters. Example: We had a wonderful time. Not: WE HAD A WONDERFUL TIME.
- Numbers: Numbers ten and under are spelled out. Numbers over ten uses the numerical format. Example: We had three of the 15 members present.
- Quotes: Only use quotes as a quote and not for emphasis. For emphasis, you may use a single quote. Example: We had a ‘wonderful’ time. Not: We had a “wonderful” time.
- Officers: Unless the use of an officer’s title is the first word in a sentence, it should be lower case. Example: President, Ron Jones, was absent, therefore, vice president, John Smith, presided.
- Often misspelled words used in OHC County lines include potluck and fairgrounds. Please note that these are one word, not two.

Pictures:

- Only 2-3 pictures per chapter will be accepted for publishing. In the event more pictures are sent, only the first three will be published. OHC Corral Liaison will not pick and choose which pictures to publish.
- All pictures should include a tagline. A tagline is a short description for your picture. OHC Corral Liaison will not decipher your tagline based on the information in your county article. It is your responsibility to provide a tagline. Pictures will not be published without a tagline.
- Please make sure the pictures are pictures you and/or your members have taken Do not include copyright material. The responsibility to ensure that these copyright guidelines are met lies solely with the county corral reporter. OHC Corral Liaison is not able to confirm whether pictures have a copyright on them.
- Submit pictures in “jpg” format only. Do not embed pictures in the county line submissions or in the emails. They must be separate attachments.

ALTERNATIVES TO PUBLISHING FLYERS

If you have an event that you normally would advertise via flyers, please make use of the following resources:

- Corral Calendar
- OHC Calendar in the Corral
- Discuss your event in your article
- OHC website @ <http://www.ohiohorsemanscouncil.com>
- Your county chapter newsletter

- Your county chapter website
- OHC quarterly newsletter
- Mailing and/or emailing your flyer to all county Presidents if a state function or county Presidents in your region if a regional function
- Have flyers prepared timely for March state meeting to put in county packets given to county Presidents

If you still wish to publish flyers in the Corral, it will be considered paid advertising, and your chapter will have to deal with the advertising editor and be responsible for the associated cost of publication.