

# ANATOLIAN TIMES EDITOR GUIDELINES

Approved by ASDCA BOD 10-2-10

**Appointed Position Name/Title:** *Anatolian Times Editor*

**Appointed Position Objective/Purpose:** *To be the editor of the ASDCA's newsletter the "Anatolian Times"*

## **Appointed Position membership:**

*Editor: The Editor of the Anatolian Times is an appointed position within the ASDCA. It is non-paid volunteer position. Preference is to have the Editor be a full member, however, associate members should be given consideration.*

- *Editor: Sandie King*

*Board Liaison: The Board Liaison to the Editor of the Anatolian Times is the "go-to" person for the Editor. The liaison will advise the Editor on the day to day operations of the Times as well as help to resolve immediate issues that arise. The Board Liaison will bring all policy/guideline issues to the ASDCA BOD for resolution.*

- *Board Liaison: Deborah Grunnah*

**Appointed Position Duties:** *To produce the ASDCA's newsletter three times per year. This includes collecting article and pictures for inclusion in the Times, doing the actual layout of the Times and providing a final copy to the ASDCA Secretary for publication. The Times Editor will work with BOD appointed liaison on all matters pertaining to the Anatolian Times.*

**Unique expertise required:** *Computer skills in design & layout are vital. Ability to learn and utilize Microsoft Publisher. Good use of the English language. Communication skills both verbal and written. Ability to work well with others especially the ASDCA Secretary.*

**Unique requirements:** *Must have internet access and ability to send and receive email. Must be able to meet the deadlines for publication.*

**Appointed Position Guidelines:** *Duties of the Anatolian Times Editor are to:*

- *Produce 3 issues of the Anatolian Times per year per schedule listed below:*
  - *1 Feb (Deadline 1 Jan)*
  - *1 Jun (Deadline 1 May)*
  - *1 Oct (Deadline 1 Sep)*

## ANATOLIAN TIMES EDITOR GUIDELINES

*Current Policies guiding the Anatolian Times are as below:*

### **GENERAL INFORMATION POLICY**

- The Anatolian Times is assembled via Microsoft Publisher software
- Magazine Format used for the Anatolian Times is 10" X 17" sheets of paper (ie the magazine uses the 10" X 17" paper which is folded in half)
- Cover shall be Ivory in color and at least 65# cover stock.
- Inside pages shall be White Standard 20# paper
- Number of total pages including the Front and Back Covers shall be divisible by 4
- Font (style & size) and pictures must be large enough for easy reading. The font size should be at least 10 for articles. Essentially the font style must be of a type easily read. Fonts used should be either "True Type" or "Clear Type" since the Times is converted to a PDF file for printing and many of the "fancy" fonts cannot be converted. Examples of acceptable True Type font styles are Arial, Times New Roman, and Lucida Calligraphy and an example of Clear Type is Calibri.
- Page Limit (adopted at BOD 2006 meeting)
  - A page limit of 64 pages will be followed as that is the maximum that can be properly bound with staples. This is a cost saving issue as a Times issues larger than 64 pages most likely will need to be spiral bound.
  - A Times Issue larger the 64 pages will require BOD approval

### **FRONT COVER POLICY**

The following items will be contained on the Cover:

- ANATOLIAN TIMES logo (centered and above the cover picture)
- Year on left (above cover picture)
- Volume # on right (above cover picture)
- Picture --
  - Submission of pictures for the front cover is encouraged.
  - The front cover picture is chosen to reflect the spirit of the Anatolian Shepherd Dog and the ASDCA
  - If a club member in good standing's dog wins the National Specialty, the National Specialty issue cover will have a picture submitted by the owner (the content of the picture shall be subject to approval)
    - The picture will be of the National Specialty winner in a non-show pose with no people in the picture
    - All owners of the dogs must be eligible for ASDCA membership
    - All owners must be in good standing with the AKC

## ANATOLIAN TIMES EDITOR GUIDELINES

- As a general rule, the Times cover will not contain the image of an individual. The cover will only reflect the image of an Anatolian Shepherd Dog.

### CONTENT POLICY

- All issues will contain the following:
  - Coverage of Public Education Events
    - Responsibility of the Public Education Committee Chairman to provide articles and pictures
  - Coverage of Regional/Supported Entries
    - Responsibility of the Show Chair/Sponsor to provide article, results and pictures within 60 days after the Regional/Supported Entry.
      - Results should include all entries
    - Pictures should include the Best of Sweeps & Opposite; BOB, BOS, and BOW at a minimum.
  - Working Dog Articles
    - Must be approved by Working Dog Committee Chairman prior to being published
  - Members Share -- articles and pictures submitted by the members
    - Editor should review for accuracy and make sure they do not fall into the category of show bragging.
      - Show bragging is not permitted. Member must purchase ad space for bragging.
  - AKC Gazette Column
    - AKC Gazette Columnist will provide a typed article as it appeared in the most recent issue(s) of the AKC Gazette
  - Secretary's Report
    - Summary of ASDCA BOD Meetings
    - New Membership Applications
    - Any other information the ASDCA Secretary provides
  - Health Corner
    - OFA statistics for the previous quarter
      - These are obtained from the OFA Website
  - In Memoriam
    - Provided by membership of ASD's that have died
      - May include a short article (approximately 100 words or less) and a picture.
    - May also include individual members (past or present) who have passed away as well as individuals who have played a significant role in the ASDCA or ASD world

## ANATOLIAN TIMES EDITOR GUIDELINES

- Cannot be individual member's family members who are not ASDCA members
- New Titles
  - AKC Champions and Performance titles -
    - Provided by ASDCA secretary from AKC title reports
    - All ASDs will be listed
    - Pictures will be solicited from the membership of their champions
    - If the champion dog is not owned/co-owned by an ASDCA member, then no picture will be published.
  - AKC canine good citizen - provided by ASDCA members
  - Service dog titles -- list the date of certification & certifying agency.
  - Other new titles (if outside of AKC, please check with ASDCA secretary whether it can be included or not)
- Upcoming Litters / Litter Box
  - Listing is for ASDCA members only
  - If more than the following is desired, then the individual will be encouraged to place an ad
    - Kennel Name
    - Date Expected / Whelped
    - Name of Breeders
    - Location -- City, State, Zip only
    - Phone #
    - Email address
    - Web Page
    - Sire
      - AKC/ASDCA Registered Name & Registration #
      - OFA / Penn Hip Results / # (Number must be included)
    - Dam
      - AKC/ASDCA Registered Name & Registration #
      - OFA / Penn Hip Results / # (Number must be included)
- At Recent Shows
  - **For current members in good standing only**
    - One picture per dog
    - Must be from a show since the last issue was published.
    - Under the picture, list the dog's registered name
    - Only one show win per picture per dog unless there are the following:
      - Group Placement(s)
      - Regional or Supported Entry BOB, BOS, BOW, WD or WB
    - The listing under the dog will be the win above and the name of the show & date. If it is a Group Placement, the name of the Judge can be listed.
  - Policy was put in place because of the limited space available in the Times. If members desire to do more bragging they are welcome to take out an ad in the Times.

## ANATOLIAN TIMES EDITOR GUIDELINES

- ASDRL Ad
- Member Ads
  - Payment must be received with the ad or prior to placement of the ad
  - Ad payments will be forwarded to the ASDCA Treasurer upon completion of each edition of the Times.
- Volume 1 Issue after the National Specialty -- priority will be given to the National Specialty (With new schedule will always be Vol 1)
  - National Specialty issue must contain the following:
    - Article submitted by the National Specialty Chairman
    - Meet The Judges
      - Biographies
      - Critique from the Breed Judge (if available)
    - Catalog Results
      - Sweepstakes
      - Regular Classes
      - Non-Regular Classes (Stud Dog, Brood Bitch, Brace, Junior, Extended Generation, Etc)
      - Special Working Dog Exhibition
    - Official Pictures Of The Winners Taken By The Show Photographer
      - The Club acquires a set of all winner's photographs from Regional and National Specialties for inclusion in "The Times", and for posting on the Club's website [www.asdca.org](http://www.asdca.org).
      - If an owner does not want their dog's photo included, the editor must be contacted by the owner as soon as possible, but no later than the deadline for the next issue of "The Times". A recently taken substitute photo, in a similar pose, may be used (if supplied by the owner) for "The Times".
      - If a show photo was not taken, or the owner contacts the editor regarding not using the photo, and does not provide a substitute photo, an Editor's note will be used mentioning that a photo was requested but not made available for publication. *Example of Editor's note: Times 2006, volume 2, "Editor's note on Westminster: A photo of Westminster's Award of Merit winner, Ch Birinci's Yahsi, was requested but not made available for publication by owners Erick Conard, Kim Griffin-Marcus & Sharon Newcomb."*
    - Candid pictures from the shows, events, banquet
    - Article/results from the Supported Entry shows
    - Annual Awards -- write ups on history and/or guidelines / list of winners / pictures of winners etc.
      - Hisar Shield
      - Annual Service Awards
      - Hall Of Fame Awards
        - Gold Guardian

## ANATOLIAN TIMES EDITOR GUIDELINES

- Silver Guardian
    - Top Producers - Sire Of Distinction, Sire Of Merit, Dam Of Distinction, Dam Of Merit
    - Bred-By-Exhibitor Champions
    - Draft Dog Titles
    - AKC Public Education Dept Certificate Of Appreciation Awards
    - Any Other Awards / Recognition given out
  - Annual General Meeting (AGM) Minutes
- VOLUME 1 will also contain the following:
  - AKC/Eukanuba National Championship
  - AKC Top Dogs from the previous year
  - Purina Parent Club Partnership Program (PPCPP) Ad
  - Reminder for Renewal of Membership
- VOLUME 2
  - Westminster results
  - TOP PRODUCERS FROM THE PREVIOUS YEAR (These are the Sire and Dam who produced the most AKC Champions in the previous year which must be at least 3 champions)
  - Current year membership list
    - List will be broken into 3 sections -- 1) Full Members which includes Individual & Household Memberships; 2) Associate Members & 3) Recent Applicants
    - All members will be listed along with their City/State and Interests
    - Members must give their permission to have their Phone &/or Email Address listed. This permission is provided each year when they mark "Yes" or "No" to having their address, phone & email address listed. If neither is marked, the application states they are giving their permission to have it listed.
  - Current year Breeder's List
  - ASDCA Code Of Ethics
- VOLUME 3
  - Reminder for Renewing Membership
- OPTIONAL ITEMS TO INCLUDE
  - Health Articles
    - Must be approved by Health Coordinator prior to being published
  - Candid Photos
    - Collage of member submitted pictures
  - Items of interest from AKC
  - Webmaster Updates
  - Committee Updates
    - Must come from the Committee Chairman
  - Message from the Editor
  - Breeder's Forum

## ADVERTISING POLICY

- Litter Box ad copy and paid advertising that mentions current or upcoming litters, must include reference to the OFA ratings of the sire and dam. (2006 AGM minutes – 2007 volume 1 page 31)  
*Note:* Acceptable statements include "OFA pending", "OFA not available", "too young for an OFA"
- When advertising litters or an upcoming breeding, the sire and dam must be ASDCA or AKC Registered. If sire or dam is co-owned, **all owners must be eligible for ASDCA membership and in good standing with the AKC.** (2006 AGM minutes)
- The advertising prices listed are for ASDCA club members. The Times Editor is contacted for non-member and commercial pricing. The Editor shall contact the ASDCA President or Secretary for the current commercial pricing rate. If dogs listed in the advertisements are co-owned, **all owners must be eligible for ASDCA membership and in good standing with the AKC.** To advertise, non-members must be eligible for ASDCA membership and in good standing with the AKC. (2006 AGM minutes)
- Free Times advertising will be provided, space permitting for the following. (BOD approved effective May, 2007 – Times 2007 volume 2 page78)
  - Promotion of National Specialties
  - Promotion of Regional Specialties
  - Promotion of Supported Entries if the chairperson is a club member
  - Purina Parent Club Partnership Program ad slickers or PPCPP Committee promotions
  - Promotions from Club approved committees such as the Illustrated Guide
  - Promotions for Anatolian Shepherd Dog Rescue League (ASDRL) activities
  - Promotion of the Club's Anatolian Bazaar items
  - Promotion of items where the ad specifically states that all or a portion of the proceeds go to the ASDCA.
    - Ads that do not state how many dollars are returned to the Club, don't state a percentage returned, don't say all profits go back to the Club, or don't state that it is being done on behalf of the ASDCA, DO NOT receive free advertising.
    - Paid ads where the average Club member would reasonably assume the ad is Club sponsored but in reality, the ad is only for the benefit of the person or company paying for the ad, will need a statement to that effect in the ad.
    - Records must be kept and reports given quarterly to the ASDCA for items sold that state money returned to the Club.

## INSERT POLICY (adopted at BOD 2006 meeting)

- In order to keep the cost of postage down, enclosures placed in the Times should be limited to those that need to be filled out and returned (Rip-Offs).

## ANATOLIAN TIMES EDITOR GUIDELINES

- Rip-Offs include but are not be limited to National Specialty items for sale (such as T-shirts), National Specialty Banquet reservations, Trophy Donations for the National Specialty, Breeder's List Application, etc.

### **LETTER TO THE EDITOR POLICY (adopted at 2006 AGM meeting)**

- The editorial policy for letters to the editor states that these letters cannot be inflammatory in any way, and can not appear to be an attack on or degrading to the author of the original piece. The letters can not criticize any member of the Club, his/her dogs or kennel, or on the judging of any dog. Letters must include the name of the author. (2006 AGM minutes)
- The Editor reserves the right to not publish any letters determined to be inappropriate. Letters determined by the Editor as not appropriate for publishing will be forwarded to the ASDCA President or Vice President for review.

### **REPORTING STRUCTURE FOR THE TIME EDITOR (Approved by BOD July 29, 2007)**

- The Board Liaison to the Editor of the Anatolian Times is the "go-to" person for the Editor. The liaison will advise the Editor on the day to day operations of the Times as well as help to resolve immediate issues that arise. The Board Liaison will bring all policy/guideline issues to the ASDCA BOD for resolution.
- Rules and procedures for the Anatolian Times are established through the editor and subject to BOD approval.
- Any modification made to the Anatolian Times copy after it leaves the editor as final copy and before printing must be approved by the Editor.
- Prior to printing, the Times master shall be reviewed by a 2<sup>nd</sup> pair of eyes to make sure that all articles adhere to the beliefs and established guidelines of the ASDCA. Differences of opinion between the editor and the 2<sup>nd</sup> pair of eyes, if compromise cannot be reached, are reviewed by the BOD Liaison for resolution prior to printing.

**Budget:** *Utilize practices in producing the Times that take into consideration best value for printing and distribution. For planning purposes contact Treasurer for current budget.*

**Submission of Report(s):** *Annual Report is required for the AGM as well as the BOD meeting at the National Specialty.*