



American Spaniel Club

ASC Bulletin Editor

The ASC Bulletin is published 4 times per year. The intent of the publication is to provide the members and non-members with information on club activities, educate them about issues relative to the health, well-being and promotion of Flushing Spaniels with an emphasis on Cocker Spaniels, and provide a forum for discussion of problems or issues relating to the Flushing Spaniels.

The mechanics of getting the ASC Bulletin published and into the hands of members, subscribers, and requesting judges can be divided into four functions:

- A. Preparation
- B. Execution
- C. Mailing
- D. Wrap-up

A. PREPARATION

1. The ASC is currently using a designer/publisher, which it expects to retain even though Bulletin Editors may change.
2. The designer/publisher is to be familiar with the general layout of the magazine.
3. The Editor should make contact with the designer/publisher and agree upon the most expedient methods available to transfer information back and forth, pre-proof and approval, computer file formatting, mailings, etc.
4. The Editor will provide final approval to go to print.

B. EXECUTION

1. Encourage submission of articles by members. Review articles that have been submitted. Solicit any additional articles you may need. When reprinting articles from other publications, written permission is needed from the author and from the publication. It is helpful to retain several articles that may be used to fill in for whatever issue necessary. Soliciting artwork, graphics and photographs for fillers or for illustrating articles is recommended.
2. Remind columnists of deadlines for submission. Current columnists include: Kathy Brock, Joyce McIntyre, Karin Klerholm, Kelly Ladouceur, and the Archive Committee Member.
3. The Editor may appoint a staff of ASC members to provide assistance as necessary. Suggested positions include:
 - a. Marketing Manager to help solicit ads, to send deadline reminders, etc.
 - b. Advertising Manager to receive ads, proof ads, collect payments, etc.

- c. ASC Member Specialty Club Editor to coordinate submissions from the Specialty clubs and/or ASC Zone Directors.
 - d. Obedience and Performance Editor.
 - e. Circulation Manager to facilitate the work to be done with mailing, subscription reminders, etc.
 - f. Additional staff such as needed to help proof, etc.
4. The Recording Secretary will:
 - a. Inform the Editor of special items the Board wishes to be included in the next issue.
 - b. Furnish the summary of the minutes of each Board meeting
 5. The Treasurer will:
 - a. Provide quarterly and annual financial reports for publication.
 6. The Assistant Treasurer will furnish the Editor with:
 - a. The names, addresses and sponsors of current applicants for Full Membership.
 - b. The names address of approved applicants for membership.
 7. The following information is to be included in each issue or as indicated:

Every Issue:

- a. Title block information - Bulletin staff, Deadlines, Website, Publisher, List of officers and directors, editorial and club policy. Editorial and Club policy states that the opinions expressed in the articles contained herein are those of the authors and not necessarily those of the Editor or the Officers and Directors of ASC. The Editor, Officers and Directors of ASC are not responsible for the accuracy of photographs or advertising. The Editor reserves the right to edit all material submitted for publication. The Editor welcomes comments, suggestions and expressions of opinions from readers. No part of the Bulletin may be reproduced or transmitted, in whole or in part, in any form or by any means, electronic or mechanical, without the express written permission of the Contributor, Editor and ASC Bulletin Editor. Artwork published in the Bulletin is the property of the artist and may not be reproduced without permission.
- b. Cover story – 1/2 page complimentary ad; the advertiser may purchase the other half if they desire to run a full page ad.
- c. President's Report
- d. Treasurer's Report – to include current financial status
- e. Special announcements and information - optional
- f. Summary of the Minutes of the Board Meetings and Conference calls
- g. Names, addresses, phone numbers and sponsors of applicants for Full ASC Membership.
- h. Names, addresses of those accepted to ASC Membership.
- i. Each ASC Member Specialty Club may run a complimentary half page ad to advertise their upcoming specialty.
- j. Business card ads

Issue 1: Typically issued in March

- a. Issue #1 should contain the results of the Annual ASC Flushing Spaniel Show. This would include win photos from all venues.
- b. Issue #1 should include the Standing Committee reports from the Annual Meeting
- c. The ASC Treasurer's Annual Report
- d. ASC Foundation Annual Treasurer Report.

Issue 2: Typically issued in June

- a. Summary of AKC titles earned in the prior year by Cocker Spaniels

Issue 3: Typically issued in September

- a. Issue #3 should contain the results of the Annual ASC Cocker Spaniel National Specialty Show. This would include win photos from all venues.
- b. Results of Top Dog Winners for all venues.
- c. Casual photos from National Specialty to include Awards Dinner and ASC Foundation Fund Raisers.
- d. Deadline reminder for the Stud Dog Information along with the Deadline Date

Issue 4: Typically issued in December

- a. Stud Dog Ads

Advertising – Ads may be received by Editor or by an assigned Advertising Manager.

1. The Bulletin cover headline is not changed except to choose a color to coordinate with the cover ad. The advertiser may submit a full page ad with space for the headline to be inserted. The cover ad is subject to the Editor's approval. Only the name of the dog may appear on the cover. If the advertiser chooses to use a win photo then that photo may be used on the cover.
2. Assign numbers to ads as they come in and use these numbers in transmitting them to the designer / publisher. The numbers are used for ad placement in the magazine with the earlier ads having preference.
3. Make sure payment (checks/PayPal) accompanying ads are in the correct amount and then process them per Treasurer's direction and/or forward them to the treasurer on the appropriate form, being sure to note the date, check number or PayPal transaction number and amount.
4. Review ads for accuracy of spelling, judges' names and anything else appearing in the ad. Discuss any potential changes with the advertiser. Determine whether the ad is clearly presented for the designer / publisher to interpret, and that it conforms to the size requirements and meets ASC guidelines. While ASC will attempt to catch errors in submission, ASC is not responsible for ensuring the accuracy of any ad material submitted.
5. At least one of the advertisers must be a Full or Associate member of the ASC and his or her name included in the ad. No address or phone numbers of non-members may appear in an ad. All Checks and PayPal payments for the ads must be submitted by ASC members. Advertisers who have submitted checks being returned "insufficient funds" will be subject to return check fees and paying for further ads via PayPal or money order.
6. Most ads should come camera ready. If the ad is handwritten and is not legible, work with the advertiser to develop a camera ready product. The publisher will not be familiar with the names of members and/or dogs. Be very careful that they

are clearly legible. Pedigrees should be printed or typed. If an advertiser wants more than three generations, the pedigree should be sent camera ready to ensure accuracy. Make sure that pictures are clearly marked with owner's name (and designated which is which if there is more than one per ad) so that the publisher and printer are able to differentiate easily. Also, where it applies, be sure photos and ads are clearly marked for color runs. Again, while ASC will attempt to catch errors in submission, ASC is not responsible for ensuring the accuracy of any ad material submitted.

7. No advertiser will be allowed to use an ASC Annual Award in advertising in the Bulletin, until that is actually awarded at the Annual Awards Dinner (Top Dog).
8. The Bulletin does not accept ads that are publicizing puppies available by any person that is not bound by the ASC Code of Ethics.
9. For basic hand-written ads the designer/publisher will assist in designing the ads for the advertiser. All ad design and correspondence by the person placing the ad should accompany each ad packet setup to the designer/publisher.

Editorials

1. Text material is sent via email or as a .doc attachments to the Editor. A Proofreader may be used as necessary if desired by the Editor to make corrections, revise files, and provide them to the Editor. The Editor will send these files to the designer/publisher in the agreed to format.
2. The Editor will determine rough layout based upon number of pages needed. The number of ads will indicate the number of pages. Runs are generally done in multiples of 4 page sections. The Editor will work with designer/publisher to discuss the layout of the magazine, including placement of certain articles, graphics, photos, etc. This is the time to make decisions regarding number of pages and add or eliminate some material to reach the desired number of pages.
3. The Designer/Publisher will email copies of the completed magazine to the Editor for pre-proof. This is the time to review and make necessary changes for typos, balance and style. Method of reporting changes at this time will be determined by the Editor and the Designer/Publisher, i.e., phone call, email, etc. The final approved proof is sent to the publisher for final approval. At this time, it is expected that no changes should be made. If a change should be made contact design company or designer immediately in order to keep the timing on track. Once the final copy is uploaded to publisher and they have received final approval the cost for changes is prohibitive.

C. MAILING

1. The ASC Bulletin or a link to the online Bulletin is emailed to ASC members (Full and Associate), to Cocker Judges, and complimentary copies as determined by the Editor and/or Board. In order to reach all Cocker Judges, the ASC will purchase the Cocker Judges List from the AKC.
2. The Bulletin is mailed generally mailed 1st class mail. Single issues and back issues may be available from the Circulation Manager at cost plus appropriate postage.
3. Subscriber Mailing lists need to be kept updated by the Circulation Manager with respect to address changes, hard copy subscribers (with date of expiration).

4. Circulation Manager will send out renewal reminders where necessary, process payments received and forward checks and required documentation to Treasurer on a timely basis.
5. Physical mailing the Bulletin for those members that requested and paid for hard copies will be coordinated between the Printer, Publisher, Editor and/or Circulation Manager.

D. WRAP-UP

1. After the magazine is mailed, the Circulation Manager and or Editor will receive the excess copies from the publisher. The Circulation Manager/Editor will retain the additional copies for later use. This will be at the Editor's discretion.
2. Advise the Membership Chair of each issue's mail date for them to coordinate the printing of Applicant Names and voting of New Members by the Board.

GENERAL

1. Work with the Treasurer to get the agreed payment(s) to get the magazine started by the designated startup date and any final payment that may be necessary.
2. When the magazine is completed, review the bill from the designer and/or publisher and forward to Treasurer to make final payment. The designer and/or publisher is to send a copy of the bill to the Treasurer and the Editor. If adjustments are to be made to the bill, so notify the treasurer. It is imperative that the Treasurer be reminded to pay the bill as soon after receipt as possible.
3. The Editor will develop an annual budget for the ASC Bulletin and present to the ASC Board of Directors for approval. Annual Budgets are approved at the January ASC Board on a two year rolling basis.
4. The Editor will review annually the subscription rates. It will be set commensurate with the actual cost of the publication and mailing rates.
5. Dealing with a controversial issue will be handled in the following matter:
 - a. The editor will contact the Editorial Adviser if problem cannot be resolved.
 - b. Discuss the issue and make a recommendation. If problem cannot be resolved, present the issue to the ASC President and ASB Board of Directors as required for final resolution.
6. Reprinting of any content of the Bulletin:

No part of the Bulletin may be reproduced or transmitted, in whole or in part, in any form or by any means, electronic or mechanical, without the express written permission of the Contributor and the Bulletin Editor. Artwork published in the Bulletin is the property of the artist and may not be reproduced without permission.

EDITORIAL ADVISOR

The Immediate past Editor will become the Editorial Advisor for the new incoming Editor.

EDITORIAL GUIDELINES

Intent of the Publication:

1. The ASC Bulletin is published 4 times per year. The intent of the publication is to provide the members and non-members with information on club activities,

educate them about issues relative to the health, well-being and promotion of Flushing Spaniels with an emphasis on Cocker Spaniels, and provide a forum for discussion of problems or issues relating to the Flushing Spaniels.

2. The Editor will review all articles and the material submitted for correctness of grammar and format.
3. The Editor will consider the accuracy of the article. The editor is not considered an expert on all matters, but he/she is expected to exercise good judgment when considering the content of the article. Any article on which he/she has a question may be referred to the Editorial Advisor and the ASC President as necessary.
4. Any articles or material submitted which is derogatory or controversial about a person or a dog should be returned to the author(s) with a letter indicating that it is not editorial policy to print such material.
5. Any article or material submitted which is controversial about a subject in general may be referred to the Editorial Advisory and/or ASC President for a decision concerning printing.
6. Any letter or articles referencing actions of the ASC Board, ASC Member clubs or individuals should be returned to the author with a recommendation that the matter be taken directly with the organization or individual in person. If the material is resubmitted, it must be referred to the ASC President for a decision on printing. Any decision to print must also permit an editorial comment and/or rebuttal by the organization or individual referenced.
7. The Editor reserves the right to edit all material submitted for publication. Should a situation arise where a member becomes demanding or abusive to work with, such incident can be reported to the ASC President for a decision.

STANDARD EDITING CONVENTIONS

Report Format

- Use abbreviations such as CH for champion, BOB for Best in Breed, etc. This reduces length.
- Reporting their Specialty Results, correspondents may include BOB, BOW, BOS, WD, WB, Reserve Winners, Selects and AOMs. Include owners of the winners. VERIFY SPELLING OF NAMES.
- Each column may include one photo of a special event or activity or person.
- Items that appear to be advertisements for people or businesses are deleted.
- Topics that seem to involve "Club politics" or personal agenda are deleted.
- Correct grammar and spelling and sentence content.
- Lengthy information considering club events may be edited to reserved space.
- Information that is better suited for the individual Club's newsletter is deleted.
- The Bulletin Editor has the right to edit all information that is sent to them.

Initial Draft XXX (Tony Stallard)

Board approved XXX