

# IOWA STATE MAGAZINE

## GUIDELINES FOR CLUB REPORTERS

### DEADLINES:

1. **Advertising Information:** All ads are to be paid in advance and are due to the Magazine Ad Manager, with the Editor and CoEditor copied, by the 1<sup>st</sup> of the month preceding the month of the issue in which the Ad is to be printed.
2. **News Articles, from club reporters, sent to the Area Reporter:** If your Area Reporter has not given you an earlier due date, your article must be received by the 1st of the month preceding publication.
3. **News Articles, from club reporters, sent to the Co-Editor (with the Editor copied):** are due by the 1st of the month.
4. **Email Addresses to use:**
  - a. **Magazine Editor:** Ken Smith at [fksmith@attglobal.net](mailto:fksmith@attglobal.net)
  - b. **Magazine Co-Editor:** Herman Meyer: [hrmeyer40@aol.com](mailto:hrmeyer40@aol.com)
  - c. **Magazine Ad Manager:** Bob Myers: [RMyers1737@aol.com](mailto:RMyers1737@aol.com)
  - d. **Area Reporter – QC:** Linda Kuhle: [LinKuh@aol.com](mailto:LinKuh@aol.com)

### SUBMISSION by EMAIL:

Whenever possible, please use the body of an e-mail to send your articles. If you have composed your article in WORD or other text file, just highlight, copy and paste into the Email. This not only helps fights a virus being passed on but also makes it very easy for insertion into the Magazine software.

### Do not send hand written news articles to either Editor.

1. If you do not have e-mail and a friend does, ask them to send it for you.
2. If it is okay with the Area Reporter, news articles may be sent directly to both of the editors by the 1st of the month.
3. Any material received by the editors after the 5th may or may not be used in the next month's magazine.
4. The Editors will respond with a 'Thank you message' If no reply is received in three days, please check with the Co-Editor to see if you should resend the e-mail.
5. Include the Club Name, Federation or Association name, in the subject line.
6. If the Town where you dance or the club caller is not correct in the last magazine, include that information also.
7. Avoid articles longer than 150 words.
8. Use spell check when possible and double check the spelling of personal names you use because your editor depends on your spelling.
9. Always verify words that are unusual or will be unfamiliar to the Area Reporter/Editors.

### PICTURES:

1. Pictures should have light backgrounds and be light enough to reproduce well. Avoid sending any dark pictures.
2. Put a name label on the back at a corner if the picture is to be returned.
3. If your camera has a DATE feature, TURN it OFF before shooting the picture.
4. Prepare a "caption" for the picture(s). DO NOT write on the back with a ballpoint pen; it will leave impressions that will show through. If writing on the back, always place a blank sheet between pictures to prevent the print emulsion from picking up your writing.
5. Pictures may be scanned at 300 DPI (200 DPI if a print is larger than 4 x 6") and sent in. JPG or GIF format is preferred.

## **PLAN AHEAD** Help your Area Reporter.

1. Learn the month your area is responsible for the WOMAN'S PAGE and PARTY PAGE.
2. If you have a "Special," take a few pictures.
3. If a certain recipe makes a "hit" with many of those present, get it from the preparer and get a brief "bio" from that person.
  - a. Look at the WOMAN'S PAGE in the Magazine for ideas on writing the bio to make it interesting.
  - b. Include NAME, TELEPHONE NUMBER and E-MAIL ADDRESS with recipes.
  - c. Submit these items AS SOON AS YOU CAN so your Area Reporter can avoid a "last minute crunch."
4. Deadline to Magazine Editors: Party Page and Woman's, is the 1st of the month preceding publication;
5. Deadline to the Area Reporter: Party Page and Woman's, is the 25th of the 2nd month preceding publication; i.e., if May is your month, info must be to the Area Reporter by March 25 and to the Editor by April 1.

## **GENERAL RULES FOR WRITING YOUR NEWS:**

1. Write a cheerful, informative article that will build the reader's enthusiasm for dancing. Use ACTIVE verbs and keep the sentences short. Avoid using passive verbs.
2. AVOID using the personal pronouns such as "I" or "me" in your articles:
  - a. You are writing for the Club so use the Club Name, "our," "we," or a phrase such as "all of us"
  - b. An exception might be a personal comment. However, use these as infrequently as possible.
3. Write about recent events that are of interest to others that were not present.
  - a. Remember that if they were not there it is still NEWS to them.
  - b. Especially if it stimulates new ideas for others to make their dances interesting.
4. If writing about an upcoming dance, that will be held before the magazine is printed:
  - a. Do not include an invitation.
  - b. Do not write as if it was held, as how does one maintain credibility if said dance was cancelled for any reason?
5. Write about upcoming special events, involving your club, and refrain from repeating the regular dances that are listed in the 'Circulate' pull-out centerfold.
6. Do not write anything, which could be harmful to square dancing, round dancing, clogging, etc. or could be considered controversial. Remember the rule: If you cannot say something good, it is better just to say nothing.
7. Be mindful of all your club members. Do not single out a few, about whom something is always told, and omit naming others when a similar circumstance occurs.
8. Remember the writing rule — Who? What? When? Where? Why? Not only does this answer all the questions readers may have, but it also conveys beneficial information to other clubs that are trying to build their 'membership desires' to have enjoyable dances.
9. Give your phone number to the Area Reporter. Advise the Area Reporter when someone new is appointed as your Club Reporter. Include the new reporter's name and phone number.
10. Be sure your club's delegate to your Area Federation Meeting shares with you any announcements the Area Reporter makes.

Your attention to details will be greatly appreciated and will enable your Area Reporter to be more efficient.

Revised March 2009