

## Guidelines for OFN Council Editors and Club Reporters

1. The Club Reporter should email the articles to the OFN editor by the 1st of the month.
2. The articles should be no more than 250 words if possible. This is an approximation as it is the discretion of the OFN Editor if more content is allowed or if the article needs to be cut. This is determined by the size of the issue and how much space is available.
3. The content should be of interest to other dancers. It is a forum for clubs to share their happy (and sometimes sorrowful) events with others in the Federation. Preparations for upcoming special dances should be highlighted too. The articles are not designed to "advertise" upcoming events (so listing the times, dates, and locations will be deleted). It is hoped that Clubs can afford to advertise special functions. It is acceptable to mention these events but not intended to replace the advertising revenue that is needed to keep the OFN in business. Club ads help the OFN to break even so are highly encouraged. Mentioning the ads within the article is a great way to tie them together and give support to the ad as well as the article.
4. Please do not mention an event that will happen after the 5th of the month as though it already happened. It can be an "upcoming event" but not "was an event". One reason for this guideline is that if an upcoming event is described in the Club News and it doesn't happen, then it can cause embarrassment for those involved. The article and reporter lose credibility if the article mentions something that dancers in the area know didn't really happen. Each club is encouraged to provide information about their events, especially birthday/anniversary dances. It is acceptable to mention the date and the theme. Mention guest callers & cuers; not regular callers and cuers for the club (as we know who they are). Articles need to be submitted by the end of the month for the next month's issue. There is a lag time of a month from when the events happened and when the article will be published. This needs to be kept in mind when submitting the articles on time.
5. Submission of photographs: Ask the person taking the picture to forward the picture directly to the OFN editor. If there is a problem, the Editor can communicate directly with the photographer. Also, it is important to have the camera set for the largest setting.
6. The advertising you wish to place (from paragraph 3) does not actually go through me. Contact the OFN directly. (The email address and rates always appear on page three of the OFN.) Just email them the information you want in your ad. They take care of the actual composition and graphics. Remember to cc your treasurer, so the treasurer can send them the cost of the ad.