

“PROMENADER”

SUBMISSION GUIDELINES FOR CLUB REPORTERS

(UPDATED 9/1/2015 CHANGES IN BLUE)

Thank you for taking the time to share news and information about your club as a Promenader Reporter. Dancers in the Rochester area appreciate the chance to read about club activities and to find accurate information about up-coming dances in our area.

This guideline covers all types of submissions: Club News, Event Listings, Ads, Flyers and Schedules. It outlines submission procedures and preferred formats. [The final page contains a summary of “Your Job as a Reporter.”](#)

To help us publish your information accurately and efficiently, it is helpful if you follow the procedures outlined below.

HOW TO SEND:

Please send your information via EMAIL, on or before the submission deadline, with a SUBJECT LINE that includes:

- **YOUR CLUB NAME**, and
 - One of the following words: **CLUB NEWS, SCHEDULES, EVENTS, ADS, CLASS-CLUB, FEDERATION**, or **OTHER**.

Please send a separate email for each different type of content.

For example, **if your club is called Happy Dancers**, your club news email would have the subject line: **HAPPY DANCERS CLUB NEWS**. Your dance schedules would have the subject line: **HAPPY DANCERS SCHEDULES**. And so forth.

WHAT TO SEND:

You may send your information right in the body of your emails. If you are uncomfortable with doing this, we do accept Microsoft Word attachments that end in **.doc** – but please do not send **.docx** attachments. And please do NOT use **.pdf** for anything except ads and flyers.

WHERE TO SEND:

Send to:

promenader@rochester.rr.com

WHEN TO SEND:

Since we are now seasonal, these are the deadlines for submissions:

- Nov. 1 – for WINTER months (December, January, February).
- Feb. 1 – for SPRING months (March, April, May).
- May. 1 – for SUMMER months (June, July, August).
- Aug. 1 – for FALL months (September, October, November).

CLUB NEWS

Please include the club news for the three months covered by the issue, as well as the name of the reporter(s) and the contact phone number for more information. See the current *Promenader* for examples. **Do not include past tense comments about events that have not yet happened at the time that you submit this.**

LISTINGS FOR THE CALENDAR OF SPECIAL EVENTS

Your listing stays in until the event occurs. It is found on the front page of the *Promenader*, except for the FALL issue, which features the Open Houses. It is on a separate page of that issue.

Please provide a phone contact in your email, in case we need to ask you any questions. For each event please provide the following information – in this order:

Date...Name of Club...Name of Event...Caller/Cuer...Day of Week

Please make sure that you or someone from your club mails the \$5.00 listing fee (per event) to the *Promenader* Business Manager the first time a given event is listed. For the address, see below under “Ads & Flyers.”

ADS & FLYERS

ADS and **FLYERS** should be attached to your email as **PDFs**, with all fonts embedded.

In our new on-line format **COLOR** is encouraged, but remember that readers are likely to print what they are interested in, so please consider their cost of ink and avoid large areas of saturated color or black. We recommend printing your submission on your own printer first, to make sure it looks the way you want it.

Also, the on-line format includes a “thumbnail browsing” section that presents readers with miniature images of all the ads side-by-side, allowing them to scroll through and choose which ones they want to view at full-size and possibly print.

To make sure that a thumbnail of your ad catches the reader’s eye, we suggest you put the key information (who, what, when, where) in your ad in large enough type to be readable at about 1/3 full-size. **Generally this means you should use 20pt for CAPS or 28 for lower case for the key information.**

In the new on-line format there is no technical distinction between ads and flyers, except that paid ads will be placed ahead of unpaid ads and flyers. [Our pricing policy has been revised to establish a single flat rate for ads by non-RAF-affiliated organizations.](#) Ads and flyers from RAF-affiliated clubs are free of charge.

Ad pricing for all non-RAF-member organizations is as follows:

<u>Price</u>	<u>Term</u>	<u>Size</u>	<u>Format:</u>
\$10.00Per issue.....	Full-page.....	PDF; Portrait preferred but Landscape okay)*
\$ 5.00One-time	1 EVENT listing.....	Please provide date, name of club, name of event, caller/cuer, and day of week.

[On an experimental basis, ads can have embedded links to other web sites, but for them to be active you must alert us to their presence in your submission email. Links may or may not work in all cases, so please keep them to a minimum.](#)

[Multi-page ads are supported, but only the first page is displayed in the thumbnail array. When a reader clicks on the thumbnail, all pages will be displayed and downloadable along with the first page.](#)

[Events covered by a pre-paid ad that runs in three or more issues will be listed FREE of charge in the SPECIAL EVENTS section.](#)

CLASSIFIED ADS are not supported at this time.

WHERE: Send ad material in the proper format to the Promenader Editors at:

promenader@rochester.rr.com.

PAYMENT: Check payable to “PROMENADER” should be sent prior to publication to our business manager:

Ken Georger, 44 Kernwood Dr., Rochester, NY 14624.

SCHEDULES

Please submit your club's dance schedule for at least the three months covered by the "current" issue. Additional months may also be submitted at the same time, since the electronic format extends at least 12 months out.

Please provide the following information for each scheduled dance:

Date - Caller/Cuer - Location - Starting Time - Symbols

Please don't put tabs or multiple spaces between the entries. A simple dash or ellipsis (...) is fine.

Please organize and separate your list by month, indicating the day of the week and the month at the top of each section. The symbols are defined on the chart below. **If the dance has additional information mentioned in the Club News, please put a "+" symbol in the codes.** Here is an example:

Silver Squares

Monday

JUNE

6...Silver Squares...Mike Callahan...Greece Methodist Church, 1924 Maiden Lane...1:00...MPR
13...Silver Squares...Mike Callahan...Greece Methodist Church, 1924 Maiden Lane...1:00...MPR
20...Silver Squares...Mike Callahan...Greece Methodist Church, 1924 Maiden Lane...1:00...MPR
27...Silver Squares...Mike Callahan...Gates Memorial Park, Spencerport Road...1:00...MPR+

JULY

11...Silver Squares...Gary Bubel...Greece Methodist Church, 1924 Maiden Lane...1:00...MPRF
18...Silver Squares...Mike Callahan...Greece Methodist Church, 1924 Maiden Lane...1:00...MPR
25...Silver Squares...Mike Callahan...Greece Methodist Church, 1924 Maiden Lane...1:00...MPR

AUGUST

1...Silver Squares...Mike Callahan...Greece Methodist Church, 1924 Maiden Lane...1:00...MPR
8...Silver Squares...Mike Callahan...Greece Methodist Church, 1924 Maiden Lane...1:00...MPR
15...Silver Squares....Mike Callahan...Greece Methodist Church, 1924 Maiden Lane...1:00...MPR
22...Silver Squares...Mike Callahan...Gates Memorial Park, Spencerport Road...1:00...MPR+
29...Silver Squares...Mike Callahan...Greece Methodist Church, 1924 Maiden Lane...1:00...MPR

Key to Symbols

M..... Mainstream Program
P..... Plus Program
A2 Advanced 2 Program
R..... Rounds between Tips
D Dancing by Definition
H 1/2 hour of Rounds at start of dance
RDC.. Round Dance Club (numbers following indicate levels)
N National/International Caller or Cuer
L..... Line Dancing
* Classes Invited
+ See Club News for more info.
^ Visiting Cuer
v Visiting Caller
CA Choice of Attire
F Free Dance
N National/International Caller or Cuer
\$..... Reservations Required
#..... All Singing Calls
O Open House

All dances in this example are on Monday. If you have dances on other days, please include them in their proper sequence in the month. The electronic format sorts these out automatically. (Note: It's helpful if your Club News article mentions dances that are on unusual days – so that proofreaders don't waste time investigating whether it's a typo or not.)

CLASS CLUB DANCES AND LISTS

For each upcoming dance open to Class and Club, please provide us with the following information:

Date – Your Club Name – Dance Theme

Please list these dances in chronological order and include all upcoming Class Club dances, even those scheduled beyond the three months covered by the issue. Even if you mentioned the Class Club dance elsewhere in your submission, please also include it in this list. And please double check to see if you have indicated it as a Class Club dance in your EVENT and SCHEDULE emails.

Guidelines on Good Reporting - Your Job as a Reporter:

1. Observe deadlines.
2. Try to have your club board meetings scheduled in time to have the information you need by the submission deadline.
3. Use correct spelling and grammar.
4. Be sure of the facts — dates, places, times, names, etc.
5. Report news of interest to other clubs as well as your own.
 - a. Club news should generally be no longer than 1/4 of a Promenader page – about 150-200 words. We generally try to be very flexible about including club news submissions of various lengths. But those that are extremely long may on occasion have to undergo a bit of editing on our part.
 - b. Report your most important news in the lead paragraph, just in case someone doesn't take the time to read the whole article.
 - c. Try to be clear and concise but remain interesting.
 - d. Future events are of more interest and create more anticipation than events that have already occurred, but past events can be mentioned.
 - e. Do not include past tense comments about events that have not yet happened at the time that you submit your report. You may mention "looking forward to them at press time."
6. Take pride in your job as a reporter. Your efforts are appreciated!
7. Promote the Promenader in your club and make sure members know where to find it:

squaredancingrochester.org
8. Please contact the editors about anyone in your club who is not able to access it on-line, or does not receive the email alert that comes out on the publication date.
9. Let the editors know of any feedback you hear from readers.
10. Make use of the "Special Events" Calendar:
 - a. The Special Events Calendar is the 1st thing readers see in the Promenader section of the web site
 - b. Your event stays there until it occurs.
 - c. It is a quick reference for everyone.

d. A listing costs only \$5.00 — one time.