

SUBMISSIONS GUIDELINES

FOR CLUB REPORTERS

Here you will find procedures for formatting and submitting your club information to the WNY Federation website.

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SUBMITTING YOUR INFORMATION

HOW TO SEND:

- Please submit all information by email.
- Please use a different email message for each type of information being submitted.
- Use the subject line of each email to let editors know what's in that email.

The email subject line should include:

- your CLUB'S NAME

and **ONE** of the following:

- CLUB INFO/NEWS
- or SCHEDULES/EVENT(S)
- or CLASS-CLUB/OPEN HOUSE
- or ADS/FLYERS
- or PHOTO/FEATURE ARTICLE(S)
- or OBITUARY
- or CORRECTION(S)
- or FEDERATION/OTHER

For example, if your club is called Happy Dancers, your club news email would have the subject line: HAPPY DANCERS - CLUB INFO/NEWS, and your schedules would have the subject line: HAPPY DANCERS – SCHEDULES/EVENTS, and so forth.

FORMAT OF WHAT YOU SEND:

- For all submission types, send your information in the body of your email as text or as a Word attachment (.odt, .doc, .docx files).
- For Dance Schedules and Special Event Listings, your email body or Word document should follow a tab separated format as shown below:

Date Name of Club Name of Event Caller/Cuer Venue Start Time Applicable Codes

- All **FLYERS** and **ADS**, must be in **.pdf** files. **Please do not use .pdf files for anything except ads and flyers.**

- For **PHOTOS** that accompany Photo/Feature Articles please use **.jpg** or **.jpeg** format. For specific guidelines on submitting photos, please see the Photo / Feature Article section.

- Club pages do not have a provision for photos, so please do not include photos with Club News & Information submissions.

WHERE TO SEND:

- Email all submissions to:

WNYFsubmissions@squaredancingrochester.org

WHEN TO SEND:

- We publish Photo / Feature articles and Obituaries on a quarterly cycle with the following submission deadlines:

- **Feb. 1** – for the SPRING months (Posted for March, April, May).

- **May. 1** – for the SUMMER months (Posted for June, July, August).

- **Aug. 1** – for the FALL months (Posted for September, October, November).

- **Nov. 1** – for the WINTER months (Posted for December, January, February).

- Dance schedules should be submitted on the same quarterly cycle. Schedule updates can be submitted anytime and will be processed on best effort basis of the webmaster.

- We suggest you check and update as necessary your club information and contact information on the same cycle, especially if you have upcoming special events that you could promote in your Club News.

CLUB NEWS & INFORMATION

- Please include your club's "news" for the three months following the publication date
- **Please do not include photos.** The Club News & Information section does not have any provision for photos. (If you have photos to share, please submit them as an ARTICLE and include a brief description along with the photos as a Photo / Feature Submission.)
- Review your club's current Club Page on the web site to see if any of your club information needs to be updated, such as contact info, etc. For any corrections either incorporate it in your NEWS submission, or submit the updates in a "CORRECTION(S)" email.
- **Be careful about tenses** when you write about events that will happen between the time you are writing and our posting date. For example, if you mention an event that will happen in the next week or two (i.e. before your news is likely to be published), write something like this: "As I'm writing this, we are looking forward to plenty of yummy treats at our upcoming annual dessert dance."

"SPECIAL EVENT" LISTINGS

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

Date Name of Club Name of Event Caller/Cuer Venue Start Time Applicable Codes

- There is a **\$5.00 listing fee (per event)**. Please mail check payable to "WNYF" to the WNYF Treasurer listed in the Publication & Staff Information. **Remember to note the name(s) of event(s) covered by the check.**
- Your listing stays posted until the event occurs.

ADS & FLYERS

- Submit **ADS** and **FLYERS** to your email as **.pdf** attachments.

Suggestions

- **COLOR** is encouraged but **please consider the high 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.
- For online viewing, ads and flyers appear in the form of a “thumbnail browsing” section. Readers scroll through and click on any that they want to view at full-size, to optionally download and print.
- Ads and Flyers are shown in chronological order by date of first event shown and will remain posted until the last event shown has passed.
- To make sure that 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.
- In the on-line format there is no technical distinction between ads and flyers, except that paid ads without an event end date will be placed ahead of unpaid items.
- Ads and flyers from WNYF-member organizations are free of charge.
- For all non-WNYF-member organizations, Ad/Flyer pricing is as follows:

<u>Fee</u>	<u>Term</u>	<u>Size</u>	<u>Format:</u>
\$10.00	1 quarter	Up to “Letter”	PDF Ad/Flyer; Portrait preferred but Landscape is okay (includes EVENT listing)
\$5.00	until event listing		Please provide the information as formatted below (tab-separated and in the order shown)

Date Name of Club Name of Event Caller/Cuer Venue Start Time Applicable Codes

- Refer to the "Schedules" section below for the list of Applicable Codes.
- For **each paid Ad**, one event will be listed **FREE** of charge in the **SPECIAL EVENTS** section, where it will remain posted until the event occurs.

- **Multi-page Ads/Flyers** 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.

- **WHERE TO SEND:** Send AD/FLYER materials in **.pdf** format to the WNYF team at: WNYFsubmissions@squaredancingrochester.org

- **PAYMENT:** Is due prior to publication for Paid Ads/Flyers and Special Event listing.

Mail check made payable to “WNYF” to the current WNYF Treasurer listed in the Publication & Staff Information. **Remember to note the name(s) of event(s) covered by the check.**

SCHEDULES

- Please keep your club’s dance schedule up to date for a **minimum of three months ahead of your submission date**. Since the electronic format extends at least 12 months out, we encourage clubs to submit additional months at the same time. Many clubs submit their **full year schedule**.

- Schedule updates and corrections may be submitted at any time. Our response time will be "as soon as we can get it processed and posted."

- Please provide the following information for each scheduled dance:

Date Name of Club Name of Event Caller/Cuer Venue Start Time Applicable Codes

- Use **"tabs" between "fields"** to make it easier for our volunteers to convert your listings to entries in the online schedule database.

- Please organize and separate your list by month, indicating the day of the week and the month at the top of each section, as in the sample below.

SCHEDULE EXAMPLE:

Happy Dancers

MONDAY

JUNE

6	Regular	Mike Callahan	Greece Methodist Church, 1924 Maiden Lane	1:00	MPR
13	Soup/Sandwiches	Jim Gotta	Greece Methodist Church, 1924 Maiden Lane	12:00	MPR
20	Regular	Mike Callahan	Greece Methodist Church, 1924 Maiden Lane	1:00	MPR
27	Regular	Mike Callahan	Greece Methodist Church, 1924 Maiden Lane	1:00	MPR+

JULY

11	Regular	Mike Callahan	Greece Methodist Church, 1924 Maiden Lane	1:00	MPR
18	Summer Picnic	Callahan/Treichler	Greece Methodist Church, 1924 Maiden Lane	1:00	MPR+
25	Regular	Mike Callahan	Greece Methodist Church, 1924 Maiden Lane	1:00	MPR

- As you can see from the example, **once you have even one line of this basic format established for your club, you can use copy/paste to extend it** to cover the remaining weeks and months. You can make a full year template and save it for copying/editing to create future submissions.

- To get started, please feel free to copy and paste this example and then change the club’s name, normal day, months, dates and other details to fit your club.

- If you have dances on days other than your "normal" day, please include them in their proper sequence in the month. (**Note: If your club has dances on unusual days, it's helpful if you mention them in your Club News article** – so that dancers notice, and proofreaders don't waste time investigating whether the anomaly is a typo or not.)
- Each dance should include the "Applicable Codes" letters and symbols at the end of the line. These Codes gives our dancers in advance what to expect at your event. The Code symbols are defined in a list below.
- Note please add a "+" symbol at the end of the code if a dance has additional information mentioned in your Club News.

SCHEDULE CODES:

Key to Codes

W = 1/2 hour Workshop or Teach at start of dance

WH = 1/2 hour Workshop, then 1/2 hour Rounds at start of dance

B = Basic Program

M = Mainstream Program

P = Plus Program

A1tip = Advanced 1 tip

A2 Advanced 2 Program

D = Dancing by Definition

R = Rounds between Tips

H = 1/2 hour of Rounds at start of dance

HH = 1 Hour of Rounds at start of dance

HA = 1/2 hour of Rounds after the dance

L = Line Dancing

RDC = Round Dance Club numbers following indicate levels

O = Open House

X = Community Dance

F = Free Dance

N = National/International Caller or Cuer

CA = Choice of Attire

+ = See the club's news/info page or contact the club

***** = Classes Invited

v = Visiting Caller

^ = Visiting Cuer

= All Singing Calls

\$ = Reservations Required

= = Dance Closed (members only)

CLASS-CLUB DANCES AND OPEN HOUSE DANCES

CLASS-CLUB DANCES:

- Class-Club dances provide an opportunity for class dancers connect with their counterparts from other classes, and to dance to other callers.
- Even if you mentioned Class-Club dance(s) in another submission – e.g. News or Schedule – please also submit it as a list in the Class-Club category
 - **Remember to double-check to see if you have "coded" each of these as a Class Club dance in your SCHEDULE and/or EVENT emails.**
- For **each** upcoming dance on your schedule that's open to Class-level and Club-level dancers, please provide us with the following information:

Date – Your Club Name – Dance Theme (if any)

- Please include all your club's upcoming "Class-Club" dances, for the full season and list these dances in chronological order .

OPEN HOUSE DANCES:

- Many clubs hold "OPEN HOUSE" dances to encourage folks who have never danced before to try square dancing. They are recruiting opportunities for new class dancers.
- If your club holds open house dances, be sure to "Code" them with an "O" in your schedule entries and submit them along with any Class-Club dances, in the same format as described above.
- Open-House dances are listed on the WNYF website, click on the yellow Information button on the WNYF Home Page to access the listing of Open House Dances.

PHOTO / FEATURE ARTICLES

ARTICLES:

- The "News & Photos" section carries articles submitted by clubs to showcase club and WNYF activities. There are also articles on any topic of general interest to area dancers. This section also carries obituaries, which are covered in a separate section of this Guide.
- In an "article," **we can't mix photos and text on the page. We process the text and the accompanying photos as separate files.**
- Compose your text directly in the submission email or in an attached Word .file (.odt, doc or .docx file).

Be sure to provide a **headline at the top** and a **"byline" at the bottom.**

- The headline should , tell the reader in a very few words what the article is about.
- The byline should be "Submitted by your name."

PHOTOS:

- It's helpful (but not necessary) to use a basic photo management program that includes a **selection of "adjustments" such as cropping, brightness and color balance.** Most smart phones, tablets and computers have these tools in their photo viewing apps free of charge. Depending on your App, they are accessed via functions like "Edit" or "Adjust" or "Fixes" or "Tune-Up." (You don't need Photoshop!)
- Please try to **crop** each photo to eliminate extraneous background - so viewers can clearly see the main subject of the photo.
- If a photo **seems dark, please lighten it up a bit.** Most smart phones and photo software apps allow this "Fill Light" or "Exposure" adjustment as options in an "Edit" or "Adjust" function.
- Photos should have a **width of at least 500 pixels.** Your smart phone or photo software app can tell you the pixel resolution. (On an iPhone, open the photo and

then (with your finger) "drag" it upward to reveal its "meta data" which includes date/time, file name, camera settings, image size and geographic location.)

- Photos **copied from online sources like Facebook and obituaries are often at reduced resolution**. A quick way to tell is to "**stretch**" (i.e. "**zoom**") them on your **device** and see if they **remain sharp**. If not – i.e. if they show blurring or "pixilation" – then **try to get originals** from the person who posted the ones you are looking at.
- Please attach photos to your submission email as individual **.jpg** files or in a ZIP folder.
- Please **be selective with photos** and only send the ones that **best show the event and the people** you want to highlight. (If your event coverage *requires* more photos than you are allowed to send via email, then upload them in a **ZIP folder or an album** to one of the popular cloud services – e.g. Google Drive, Google Photos or Dropbox – and **send us a link that allows us to download them.**)
- In the case of multiple photos, it's a good idea to put a **sequence number at the front end of each photo file name**.

STYLE POINTS FOR PUNCTUATION AND OTHER GUIDELINES:

The following are used to maintain consistency of style among our many writers.

- In general, double spaces between sentences are not used.
- Commas and periods are placed inside quotes. Other punctuation outside.
- Non-date numbers below 10 are spelled out. One, two, three, etc. Ten and above are shown as Arabic numbers (except when beginning a sentence).
- When a month's name precedes a date number, we do not use "st" or "nd" or "rd" with it. Exception: When the date number is alone, we do. [Examples with and without: June 23; the 23rd of June; or on the 23rd.]
- Some browsers do not handle 'directional' quotation marks, so we will avoid them.

- Post meridian and ante meridian are always indicated in lower case with periods after, and one space before. [Example: 8:30 p.m.]
- An "en"-dash (Option+Hyphen, on typical keyboards) can be used to indicate "to." [Example: 8:30–10 p.m.]
- Phrases within sentences are set off by an en-dash with one space on each side.
- Seasons are not capitalized.
- Names of offices are capitalized only when preceding the name of the person holding the office.
- The year is not necessary to include if the event is within a month or two.

OBITUARIES

- Obituaries help to honor and remember our departed dancing friends.
- A WNYF obituary begins with the text from the newspaper (or mortuary) version, which should be slightly edited for “arrangements” for our dancers. We generally include any charitable giving suggestions.
- Following the "official" obituary, we add the decedent’s club(s), photos, special accomplishments and comments and memories from our dancers.
- **When a dancer dies, we rely on dancers who knew the person to alert our Obituary Section Editor**, who will prepare the write up for publication.
- Please see the "[Publication and Staff Info](#)" page of the website for current the name and email address of the Obituary Section Editor.

CORRECTIONS

- If you find incorrect information on your club page – or any other page – on our website, **please alert us** by sending an email (with "CORRECTION" in the subject line) to the webmaster at (webmaster@squaredancingrochester.org). Please provide enough information to tell exactly **what** the error is, **where** it is located on the website and **suggest the correction**.

YOUR ROLE AS A REPORTER

Following are a few tips that will be helpful.

GUIDELINES FOR GOOD REPORTING:

1. Observe deadlines.
2. Use correct spelling and grammar.
3. Be sure of the facts – dates, places, times, names, etc.
4. Report news of interest to other clubs as well as your own.
 - a. Club news should generally be no longer than 1/2 of a page – about 300-400 words.
 - b. Report your most important news in the lead paragraph.
 - c. Try to be clear and concise.
 - d. For upcoming events mention that you are “looking forward to them at press time”.
5. **Your job as a reporter is appreciated!**
6. Promote the WNYF Website in your club and make sure members know where to find it online: <https://squaredancingrochester.org>
7. Let the webmaster know of any feedback you hear from readers.
8. Make use of the “Special Events” Calendar:
 - a. The Special Events Calendar has its own section in the WNYF website.
 - b. Your event stays posted there until it occurs.
 - c. It is a quick reference for everyone.
 - d. A listing costs only \$5.00, one time fee for each event.