

PUBLICATIONS

6.1 GENERAL INFORMATION:

The CHC's publications are one of the primary benefits that its members receive. The importance of **high quality, timely** publications cannot be overstressed. Normally, three Newsletters (April, August, December) and one Journal are published annually. It is the CHC's goal to distribute each Newsletter during the month in which it applies, and to distribute the annual Journal no later than June 30 of the following year (i.e., the 2000 Journal should be published no later than June 30, 2001).

Although the Newsletter and Journal Editor functions are normally volunteer positions, the CHC has paid a wage (up to \$600 per issue) if necessary in order to produce publications of the quality and timeliness that the CHC's members are entitled to expect. All materials submitted for publication in the CHC's Newsletters and Journals become the exclusive property of the CHC, unless otherwise agreed in writing by the appropriate Editor and the contributor. CHC members of the Family Member category do not receive independent CHC publications and standard copyright laws. Mailing labels for CHC Newsletters and Journals may be obtained from the Membership Chairman (or other CHC member administering the CHC's membership database).

6.2 EDITORIAL POLICY:

The editors of the journal are given a high degree of latitude provided that the publications are distributed on time, are high quality, and are appropriately non-controversial. Copies of each proposed Newsletter and Journal should be provided to the CHC's Directors well in advance of finalization for proofreading and content review (in order that changes may be incorporated prior to printing and distribution). **In no event will CHC publications be used as vehicles for personal attacks, or other derogatory comments directed at individuals.**

Journal: The Journal Editor may or may not propose a specific theme for the Journal. Proposed themes should be communicated to the Board before they become a commitment. As a standard, the Journal has historically contained a note from the editor relating what an honor it is to do a Journal, a message from the President expressing gratitude to the Journal Editor, an article on and by the Apprentice of the Year expressing their appreciation and thanking their sponsor. There should also be a major article or series of articles pertaining to the most recent Field Meet (this has suffered over the years as not all Field Meet Chairs have written a report). Information related to the most recent Field Meet includes:

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- Name of falconers taking game
- Name, sex, age, and species of birds taking game
- Number and variety of legal game taken
- Sky Trials participants and winners
- Awards bestowed
- A selection of high quality Field Meet photographs
- A listing of Field Meet Administrators, speakers and volunteers
- Other highlights of the Meet's activities may also be included

If requested by the Journal Editor, any desktop publishing software purchased by the CHC may be provided for use in completing the Journal (see Exhibit C).

~~The specific year journal should be published by 30 June of the following year. The journal may or may not have a theme. Solely the call of the journal editor. As a standard the journal has contained a note from the editor telling everyone what an honor it has been to do a journal, a message from the club's president expressing gratitude that someone, anyone did the journal at all, an article on and by the club's apprentice of the year telling how glad they are and thanking their sponsor. There will also be a major article or series of articles on the field meet. This latter has suffered over the years as not all field meet chairs have seen fit to write a report. The journal editor has possession of the club's copy of PageMaker 6.52 and PHOTO SHOP 5.5~~

6.3 RESERVED:

6.4 NEWSLETTER:

The CHC Newsletter is entitled "California Hawking" and as such should, when possible, reflect matters of interest to and about CA falconers and falconry. The basic format of the newsletter is as follows:

1. Cover with split logo and title, and a photo that reflects to some degree the content inside.
2. First inside pages contain the Directors' contact info, the newsletter committee's contact info, our logo and mission statement, a photo relevant to the current contents, and a table of contents for the issue.
3. The next page has a note from the editor, a list of the honorary lifetime members, and a listing of the current affiliated organizations.
4. Next come the directors' reports and committee chair reports.
5. Articles follow, preferably with at least one a photo or graphic per article, and more for the centerfold article.
6. After the articles come the board meeting minutes.
7. Next is a book review when available.

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8. The final article should be something with a light-hearted flavor to it, such as a humor piece.
9. The inside back cover contains ads by our current preferred vendors (vendors which provide a 5% discount to CHC members and donate to our raffles).
10. The back cover should have a thematic photo.

The basic layout is a 32 page inside with a cover, for a total of 36 pages. The outer cover is printed in a duotone, with the remainder in black and white. The layout is done in Quark Express. There is a template currently held by Charlie Kaiser, who is currently doing the layout. Articles and graphics are inserted into the template and laid out appropriately. Once laid out, it is proofed by at least one if not two others to correct all spelling, grammatical, and typographical errors. The final version is sent to Frank Ely for printing. Frank makes any necessary adjustments and creates a proof, which is returned to the editor. The editor reviews the proof and makes any necessary corrections, then repeats the process until the proof is acceptable. Once acceptable, Frank is directed to print the issue. Once printed, Frank supplies the finished product to Ron Brown for addressing and mailing.

Submission deadlines

There are 3 issues per year. April, August, and December. Deadline for the April issue is Feb 15th, deadline for the August issue is June 15th, and deadline for the December issue is Oct 1. The early date for the December issue allows for the issue to be ready for distribution at the field meet.

Return of loaned materials (pictures, etc.)

All photos will be returned to the submitter unless submitter tells editor that they do not need them returned. All submissions should be marked on the back with submitter's name and phone number.

Expected submissions

All directors shall submit reports for every newsletter. NO exceptions. Furthermore, all directors are expected to write at least one article for publication per year.

Method of submission

For reports and articles, email is preferred; either included text or attached text format document. If email is not available, text format document on floppy disk (PC format) mailed to editor is next best. If electronic format is not available, typed (double spaced) or handwritten is next best. Photos and graphics should be submitted by regular mail or other shipping.

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Projection and approval of budget

[Under Development]

Timing of distribution and method

Once printed, Frank Ely will provide Ron Brown with all printed copies. They will be addressed and sent as bulk mail to the extent possible. Newsletters should be mailed as soon as possible after printing. Time is of the essence.

Policy regarding advertisements

Vendors and individuals donating either cash/check or goods with a value of more than \$100 shall be eligible for one year's worth of advertising. Ads from outside individuals or groups not meeting these criteria may be evaluated on a case-by-case basis, using need for ad and ability to meet criteria as guidelines. Ads for appropriate educational or conservation-related services or goods should be given a high priority with the possibility of waiving all contribution or payment requirements, especially when CHC members provide those services or goods.

6.5 BACK ISSUE INVENTORY:

The back issue inventory is currently split into two portions. The Publication chair holds a working inventory of as many as ten of each newsletter and journal available. This acts as a working inventory and avoids the need for the Publication chair to rent storage. Frank Ely at the Maintenance Shack holds the other portion, about 80%, in City of Industry. Like every second ~~year~~year, the working inventory will need to be filled back up. I currently use an order point of four to order an additional ten. These are not hot movers. Each year four bundles are made up of "all" available. Two are sent – or carried to the NAFA meet for the meet raffle. The other two are sent to the CHC meet for the same reason.

Storage

Price determination (standard v. special)

Distribution policy (member v. non-member)

Internet listing

6.6 APPRENTICE STUDY GUIDE:

The original deal was: to be able to use the club's logo and name the editor/author, Frederick W. "Rick" Holderman, offered the board of directors \$1.00 per issue. This was accepted with the provision that senior members of the club review and edit. Lynn Straight, before her term as president was the primary editor. Holderman printed the first 63 on his home computer. Straight offered to publish the remainder by the club for the cost of publication. Holderman agreed that if the club would print/publish, he would

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administer and turn over all income to the club and to be reimbursed for expenses. This is, basically the current situation: Holderman retains intellectual property rights. The Club funds the periodically, reprinting. Holderman retains the copies and mails them to those who order. Holderman, who deposits them as Treasurer, collects Sale payments. Sales are also made through the membership either by credit card or by check. The checks are deposited and the credit card income flows separately. Shipping, postage and handling expenses are reimbursed to Holderman. There are two primary commercial customers: Western Sporting Publications and Northwoods. Sales are approximately 3500 a year, nationwide. This appears to be very close to the number of new falconers nation wide. Based on feedback from Northwoods and Western Sporting Publication these are purchased by every new falconer that contacts them.

History

Storage

Price determination (standard v. special)

Distribution policy (member v. non-member)

Internet listing

Minimum inventory

Re-order information

6.7 APPRENTICESHIP MANUAL:

The second edition sold out in 1997. Increasing pressure to provide a narrative supplement to the Apprentice Study Guide prompted the start of production of the third edition. At the time of this writing, August May 7, 20010, copies are with the Education Committee to review, the manual is in full publication. The first printing was 250 based on standing orders from commercial vendors. Publication and distribution plans are similar to the Apprentice Study Guide, except that the club retains intellectual property rights. Though impossible to tell at this time, Holderman predicts a similar sales volume as the Apprentice Study Guide. Sales are not as strong as with the Study Guide but are growing.

History

Storage

Price determination (standard v. special)

Distribution policy (member v. non-member)

Internet listing

Minimum inventory

Re-order information

6.8 "THE LURE OF FALCONRY" VIDEO:

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Produced by Lynn Straight and funded by the Club in 1993. Rick Holderman holds the master tape and the master for the video covers. Reprints are made in lots of 100 by the Duplicating Center of America. Publication and distribution plans are similar to the Apprentice Study Guide, except that the club retains intellectual property rights. Sales are approximately 100 a year, nationwide.

- History
- Storage
- Price determination (standard v. special)
- Distribution policy (member v. non-member)
- Internet listing
- Minimum inventory
- Re-order information

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By: _____ President	Attest: _____ Secretary
Date: _____	Date: _____