

## **TALLY-HO GUIDELINES**

### **PURPOSE**

Per BHCA By-laws, the Club's official newsletter is called the *Tally-Ho*. The sole responsibility for the content, publication, and distribution of no less than six issues per year is that of the BHCA Board of Directors. The Board may periodically publish and reissue guidelines for the *Tally-Ho*.

### **EDITOR**

The Board of Directors will appoint each year at its first meeting following the Annual Meeting, a *Tally-Ho* Editor, to serve a one-year term. If the current Editor is to be replaced and has not submitted a resignation, then he/she shall be notified of the impending replacement no less than two months prior to the Annual meeting to allow for a smooth conclusion and transition of duties. The Editor may select a staff to assist in the publication and distribution of the newsletter. The Board must approve the Editor's selections.

### **PUBLICATION and DISTRIBUTION of the *Tally-Ho***

1. The *Tally-Ho* will be mailed on or before the dates listed:

<u>Issue</u>	<u>Deadline</u>	<u>Mailing Date</u>
January/February	January 1	February 15
March/April	March 1	April 15
May/June	May 1	June 15
July/August	July 1	August 15
September/October	September 1	October 15
November/December	November 1*	December 15

2. \* This deadline is at the discretion of the Editor and will be driven by the timing of the National Specialty.
3. Per the current By-Laws, if both members in a Household are Life Members, they will receive only one (1) *Tally-Ho*.
4. Individual, Household, Life, Junior and Associate members receive the *Tally-Ho* as part of their yearly dues.
5. BHCA members may purchase the *Tally-Ho* by the issue dependent upon availability.

### **CONTENT of the *Tally-Ho***

**The following are considered "non-revenue" content.**

1. The following items of content are mandated in the BHCA By-laws.
  - a. Any changes in the dues for the ensuing year will be published at least 60 days prior to the Annual Meeting. Per publication schedule, such notice would be in the May/June issue.
  - b. The names of persons applying for membership in the BHCA are to be published in the *Tally-Ho*.
  - c. The Nominating Committee report is to be published in the Mar/Apr issue. The Recording Secretary is responsible for the copy to be submitted by the issue content deadline.
  - d. Proposed amendments to the Constitution and By-laws will be published in the next issue following receipt by the recording Secretary.
  - e. A record of all votes taken by the Recording Secretary for the Board of Directors to include the names of each Officer or Board Member and their vote on each issue.

2. Per Budget Guidelines, the proposed *Tally-Ho* budget is to be printed in the May/June issue.
3. From the FTAC “Guide for the Field Trial Advisory Council”, any business, write-ins or motions which in any way change or supplement the “Basset Hound Field Trial Rules and Standard Procedures” (AKC rule book), “Guide for Field Trial Advisory Council” or “Guidelines of the Field Trial Advisory Council” will be published in the *Tally-Ho* prior to a ballot vote and only with *prior* Board approval.
4. Other items of content can include:
  - a. Table of contents, advertising rates, listing of Officers, Board of Directors, Committee Chairs, Appointees, and the *Tally-Ho* staff.
  - b. Official material submitted by Committee Chairs, AKC Delegate, and Nationals Coordinator.
  - c. Approved letters to the Editor.
  - d. Show and Trial results from BHCA member club events and BHCA Regional events.
  - e. Equivalent of ¼ page per year at no charge for each BHCA member club and BHCA Regional host to promote their event.
  - f. News from member clubs. Material should be no longer than 300 words in length and not contain libelous or distasteful material.
  - g. Memorials/Tributes for deceased members shall be no longer than one (1) page.
    - 1) The notification of the BHCA member's death should come to the club via the family or close BHCA member/friend so that the BHCA will know that it is permissible to publish the passing for the individual. Upon notification, the BHCA should get permission to publish a memorial tribute and if possible, find a BHCA member who can write the tribute focusing on the individual's BHCA connections. If no one can write a tribute, then the OK can be obtained to use the generic funeral home obit/photo if one is available.
    - 2) The length of the tribute should not exceed 1 page in length except in special circumstances warranted by the individual's contributions to the BHCA or the Basset Hound breed as a whole.
  - h. Blank pages (may have “filler” artwork) required when backing page contains forms that are intended to be removed from the *Tally-Ho*. Loose forms may be included as appropriate for a courtesy reply.
  - i. Other items (articles, artwork, etc.) selected by the Editor.
  - j. Any other content designated by the Board on a case by case, issue by issue basis. This content includes the BHCA Store, Junior member scholarship donations in memory of Nancy Mulligan and availability of medallions from the awards chair.
  - k. The Nationals will be allowed 8 full pages dedicated to the advertising of all events pertinent to the Nationals. Additional pages may be available at the discretion of the *Tally-Ho* Editor if any blank pages are available in an issue.
  - l. All Rescue Groups approved by the BHCA Rescue Committee will receive a 50% discount on a business card ad if placing an ad in six issues of the *Tally-Ho*. They are also entitled to a free quarter page ad once a year.
  - m. The May/June issue will have a cover wrap that will include the Dues Notice on two sides. The other two sides will be for important club notices and for use by the BHCA Foundation.

**The following are considered “revenue” content:**

1. Space in the *Tally-Ho* may be purchased by members and non-members.
  - a. Non-members will pay the published “Commercial” rates. “Commercial” rates will be billed at an additional 50% of “Member” rates.
  - b. Member clubs may purchase advertising space at the “Member” rate.
  - c. BHCA approved Basset Hound rescues may purchase advertising at 50% off “Member” rate.
  - d. Non-member clubs may advertise at the commercial rates.
  - e. Nationals winners will receive a 20% discount off the appropriated ad rate on any size ad (must be ad for Nationals win) in the Nov/Dec issue ONLY.

2. As a service to our membership and to showcase Basset Hounds, text, artwork, photos, etc., submitted by members (approved Individual, Household, Life and Juniors) will be published in the issue for which the material is submitted whenever possible.
  - a. Members may submit advertising for services and products, Basset Hound breed specific in nature, as long as the member is directly involved (not an employee of a company unless solely-owned by member) in providing the service or product.
  - b. Members may mention in text other breeds or animals they may own or provide products and services for but may not submit photos or artwork depicting those breeds or animals unless a Basset is also depicted. Space will be paid at established member rate before publication.
3. Non-member advertising may include text, artwork, photos, etc. that advertise or promote Basset Hounds. It also includes services or products for Basset Hounds or readers of *Tally-Ho*.
4. The Editor may take deposit payments to hold space for an advertiser. If the space is not used, it will be up to the Editor to determine if a refund will be granted.
5. If dog(s) being advertised is/are owned or co-owned by a BHCA member and the advertisement is submitted and purchased by that BHCA member, ads will be billed at the "Member" rate. Ads for dogs owned solely by non-members will be charged at the Commercial rate regardless who pays for the ad.
6. If there are no ads designated for the premium space of the front inside cover, back inside cover or outside back cover, those pages can be filled with Club information or membership application/code of ethics, paid ads or they can be left blank at the discretion of the Editor.

#### **MANAGEMENT OF THE PUBLICATION**

1. The Editor will receive all copy, advertising, payments for advertising and requests for additional copies of the *Tally-Ho*. Advertising which is paid via credit card through the online billing service will be reported to the Editor by the BHCA Treasurer upon receipt of payment.
2. The Editor will establish material submission deadlines and print notice of the deadline in each issue. The Editor reserves the option to print or not print material received after the published deadline except in cases when the Board specifically holds the deadline open for a particular issue. The Editor shall not be held responsible for non-publication of items that are not received by the published deadline for an issue from Officers, Directors, *Tally-Ho* staff or advertisers.
3. The Editor or assigned staff member(s) will design and layout each issue, adjusting for best visual presentation of all materials printed unless submitted as a "camera ready" full page. The exact elements of "camera ready" may vary from editor to editor. The Editor will publish the definition in each issue and/or print a notice that the requirements will be given upon direct contact with the Editor.
4. Copy may be submitted as written in electronic format with correct spelling of the dog's and people's names.
  - a. Material submitted will be checked for spelling, grammar and punctuation. The exception is names of people and dogs that will be printed as submitted.
  - b. The Editor will not alter the content or meaning of a submission unless approved by the person submitting the material.
  - c. Official business of the Club submitted by the President, Treasurer, Secretaries, or Committee Chairs will not be edited but printed as submitted except for layout. Corrections or changes are by approval of the person submitting the material.
  - d. Except in the case of official business, material may be held over to a subsequent issue, split between issues or rejected as unsuitable. If material is to be held over, the Editor will so communicate such with the person submitting.
5. The Editor will be accountable for financial management of the *Tally-Ho*.
  - a. The Editor will provide input to the Treasurer regarding income and expenses of the *Tally-Ho* to be used in the preparation of the Club's annual budget.
  - b. The Editor will assist the Board in monitoring the financial aspects of the *Tally-Ho*. The Editor will notify the Board and suggest remedies of anticipated cost overruns of the yearly budget for *Tally-Ho*.

- c. In addition, all membership supplements intended to cover the cost of foreign postage, and all revenue from advertising and single-issue sales shall be allocated to the *Tally-Ho*.
  - d. The actual number of non-revenue pages per year may vary according to actual publication costs. The Editor may hold over to subsequent issues, advertising (with submitter notification), articles, etc., except for official business of the Club, in order to stay within budget.
6. The BHCA Treasurer will establish a bank account for depositing revenues received and for paying the expenses of the *Tally-Ho*.
- a. The Treasurer will provide initial start-up funds and will replenish as needed.
  - b. A financial report will be prepared and sent to the Treasurer after each issue and an annual recap will be provided to the Board at the Fall Board Meeting.
  - c. Items such as bank statements, canceled checks and receipts will be provided to the BHCA Treasurer when requested and all financial records will be presented to the BHCA Treasurer upon close-out of the account. The Editor should keep copies of all documents sent to the Treasurer.
  - d. At the discretion of the Board, the Editor will be bonded and/or covered under the Club's D & O insurance coverage.
  - e. Out of pocket expenses incurred by *Tally-Ho's* Editor or staff members during production or mailing of the *Tally-Ho* shall be reimbursed.
7. Member show and trial results submitted will be published in a format selected by the Editor.
- a. The maximum detail for shows will be: BOB, BOS, SD, SB, AOM, BW, WD, WB, Sweeps Best, qualifiers in Obedience/Rally, High in Trial for Obedience, High Combined and High Combined Triple for Rally, Scent Work and Agility titles, and Tracking qualifiers. The name of the dog and the last name(s) of the owners at the minimum.
  - b. For Field Trial Absolute and placements 1 through 4 and NBQ for each class. The dog's name and owner(s) last name at the minimum.
  - c. The Editor will be FAIR and CONSISTENT to the disciplines in selecting the format.
  - d. For the National and Regional events, the minimum format for the show should list 1 through 4 in each class with the last name of the owner(s) at the minimum. The same applies for all Obedience/Rally qualifiers, Tracking passes, Agility qualifiers, Hunting Performance Test qualifiers and Field Trial (as noted above), also include any other titling events as they become approved by AKC and the last name(s) of the owners at the minimum.
  - e. To ensure equal photographic coverage at the Nationals, the Nationals Coordinator will be responsible for having coverage at all disciplines.
  - f. In all cases, when show/trial photos/images are submitted, the people and the dogs must be identified.
8. Letters to the Editor will be printed at the discretion of the Editor and/or the Board of Directors. All such letters, when printed, must include the name of the writer. Letters that are libelous, distasteful or deal in personalities will not be accepted for publication. Letters addressed to Officers or the Board will be sent to the Corresponding Secretary and not be printed unless the Board so directs.
9. The Editor is entitled to a column in the *Tally-Ho*. The Editor will express personal opinions only, being careful that such opinions cannot be construed as being the opinion of the Board. They will be constructed as to neither invite ridicule nor demand response from the membership.
10. The Editor will only accept and publish photographs or graphic files that have not altered the physical appearance of the dog(s) depicted unless the images are for entertainment or illustrative purposes.
11. The Editor will be responsible for all matters related to revenue (advertising) pages.
- a. The Editor will not accept or print any advertising or other revenue material unless submitted with the correct fee.
  - b. Any question regarding membership status to determine ad rates should be verified with the Corresponding Secretary.
  - c. The Editor may propose promotion ideas for the *Tally-Ho* such as discount rates, bonus plans, or other

inventive programs providing approval is obtained from the Board in advance.

- d. Problems relating to advertising pages will normally be the responsibility of the Editor, but where it is deemed appropriate, the Editor may refer the issue to the Board for resolution. At the Editor's discretion, he/she may refund a disgruntled advertiser, reprint the page, make a partial restitution, or refer to the decision of the Board.
12. If required, the BHCA will provide equipment to assist the Editor with publication of the *Tally-Ho*. The Editor will maintain this equipment to good working order; will insure that any service contracts or insurance policies covering the equipment are in effect. Major repairs (over \$100), replacement of equipment or new or equipment must have Board approval. The Editor will transfer any and all equipment, graphic files and supplies used to publish the *Tally-Ho* at the end of his/her term to the succeeding Editor within 30 days, unless the equipment being used is the personal property of the Editor.
13. The Corresponding Secretary is responsible for providing the membership mailing list and any corrections to the list to the *Tally-Ho* Editor in a timely manner to meet mailing deadlines.
14. Dogs or artwork featured on the cover of the *Tally-Ho* will be at the Editor's discretion except for the issue immediately following the Fall Nationals event.
  - a. The front and back cover for the issue immediately following the Fall Nationals Events will feature the Best of Breed winner, High in Trial of Obedience, Field Trial Absolute Winner, Agility HIT, Hunting Performance Test HIT, and/or Tracking Qualifiers (group photo) depending on availability of photos from the various events.
  - b. When a dog is used for one of the other editions, that dog must meet at least one of the below current eligibility requirements, it must be deceased and the image(s) may not contain an individual that is identifiable:
    - Conformation – BOB, BOS, WD or WB, SD or SB at a BHCA National Specialty  
AOM at two BHCA National Specialties  
BOB at five local Specialty Shows  
BIS at an All-Breed Show  
Dual Champion (DC), Grand Champion Gold (GChG), Register of Merit (ROM)
    - Obedience – Obedience Trial Champion (OTCH)  
Utility Dog Excellent (UDX)  
High In Trial (HIT) at a BHCA National Specialty
    - Rally - Rally Champion (RACH)  
Rally Master (RM)  
Rally Advanced Excellent (RAE)
    - Field Trial - Absolute Winner at a Fall Nationals Field Trial  
Triple Crown or Grand Field Champion
    - Hunt Test - Master Hunting Hound (MHH)  
Master Hunter Excellent (MHE)
    - Tracking - Champion Tracker (CT)  
Variable Surface Tracking (VST)  
Tracking Dog Excellent (TDX)
    - Agility - Master Agility Champion (MACH)  
Preferred Agility Champion (PACH)  
Preferred Agility Excellent (PAX)  
Agility High in Trial at a BHCA National Specialty
    - Scent Work - Scent Work Master Elite (SWME)  
Scent Work Master (SWM)  
Scent Work Detective (SWD)  
High in Trial at a BHCA National Specialty (Bassets Only)
    - Therapy Dog - Therapy Dog Supreme (THDS)
15. The BHCA Officers and Directors will, from time to time, make additional policy changes regarding the *Tally-Ho* with or without consultation with the Editor. The Board will have the Recording Secretary notify the *Tally Ho* Editor of any changes made by the Board as soon as a decision is made. Such policy decisions will be added to these Guidelines.
16. The *Tally-Ho* Editor will select a printer and will periodically obtain quotes from at least two other printers in order to

assure the publication is being produced in the most economical way possible.

17. The Editor will advise the Board on any suggestions to save money on the publication of the *Tally-Ho*.
18. The *Tally-Ho* Editor will keep a few extra issues on file for replacing lost issues or for purchase. The Editor is not obligated to have unlimited back issues available.

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