

SUBJECT: Guidelines for Corral County Lines Articles

DATE: November 11, 2016

TO: All OHC Chapter Corral Reporters

FROM: Becky Clifton, Corral Liaison

PURPOSE OF COUNTY LINES

Publication of County Lines in the Corral is very important for promoting OHC and our cause. Articles should be upbeat and should stress our 'Good Deeds', the fun we have, to entice the general public to join an OHC chapter in their region and to keep other chapters informed of what YOUR chapter is up to also you can show your support by attending their functions.

GUIDELINES FOR COUNTY LINES

Keeping this purpose in mind and to help make the OHC Corral Liaison's job easier the following guidelines will be implemented for all chapter reporters to follow.

GENERAL GUIDELINES

- Articles are to be submitted via email to ohc.corral.editor@gmail.com or corraleditor@ohconline.com make sure you are putting your County Name in the subject line you may attach a Word document to your email or simply type your submission within the email. As a last resort you may mail your article to Becky Clifton, 7629 Hogpath Rd., Greenville, OH 45331.
- When using Word or Word Perfect please use the Font - Arial; Point size - 12 for your entire article.
- Include your county Chapter in the Heading of your article and always put the Chapter name in the subject line of your email.
- Do NOT use minutes from your meetings, this is not acceptable and will be returned to you. Instead prepare an upbeat interesting story about the happenings/activities of your chapter for that month.
- No Flyers can be submitted as a County Lines submission, a flyer is considered as an advertisement and must be submitted to Corral as such. The cost will vary depending on what size ad you choose but placing your flyer on the state web site www.ohconline.com using

your face book page and your own web site should help to get the word out. Don't be afraid to ask your fellow chapters to publish your flyer on their face book pages as well.

- Your article should be flush left, with the name of your chapter at the top in all caps.
- Please spell check your work, most Word programs have automatic check for misspelled and grammar suggestions while you are typing.
- After submitting your article to the Corral Liaison please check your email frequently until you receive confirmation that your article and photos have been received and all is okay. Not usually but sometimes something happens and the Liaison needs to ask you a question or needs additional information from you.
- County Lines are reserved solely for OHC County Chapters. Members or associate members are not allowed to submit articles.
- The OHC Corral Liaison will send a reminder email to each reporter approximately 7 days prior to deadline day (**deadline is now the 5th of each month at Midnight**) after receiving your news and any photos your Liaison will send a reply email notifying you that everything is okay or if they need any additional information.
- Please keep the OHC Corral Liaison notified of any changes within the chapter as far as Reporters if they change, send her the person's name, email address and any info you think is necessary for them to be able to communicate properly.
- Please check the OHC State website www.ohconline.com for additional information about how to make your reporting easier and more effective.

Margins and Spacing

- All sentences and paragraphs should be single spaced.
- Do not use indentation as the publishing software automatically inserts an indent in the articles.
- 1 inch margins top, bottom, right and left, all articles should be flush left.

Typing Rules

- If you are having an event on Aug. 17 do not add the "th" or "nd" after the date, if you do these will have to be removed. Also if you use a.m. or p.m. it should be lower case and the periods should be added. For example: Our meeting will be held July 8 at 7 p.m. or our event starts on June 16 at 9 a.m.
- Please do not double space after a punctuation mark at the end of a sentence, Example: We had a great time at the parade. Several members decorated their horses.
- Please do not use more than one exclamation mark after a statement, try bolding that statement with an exclamation mark instead.

- Numbers: Numbers ten and under are spelled out. Numbers over ten are to use the numerical format. Example: We had three of the 15 members present.
- Often misspelled words used in the County Lines articles are the words fairgrounds and potluck. Please note these are one word.
- Quotes: Only use quotes as a quote and not for emphasis. For emphasis you may use a single quote; such as, We had a 'wonderful' time. Not, We had a "wonderful" time.
- Officers: Unless the use of an officer's title is used as the first word of a sentence, it should be lower case. Example: President Ron Adams was absent, therefore vice president Jimmy Jones presided.

Pictures

- Only 1 to 3 pictures can be used each month by each chapter in your County Lines submission, the Corral Liaison will let you know when you send more than 3 pictures that only 3 can be used and it is up to you to decide which ones that will be. You should also provide a tag line for each photo, just a small description of the picture is needed.
- Please make sure that the pictures are pictures that you or fellow members have taken or if a photographer has taken pictures you must have their consent to use their photo. We cannot publish copyrighted photos. It is the responsibility of the Chapter reporter to make sure that copyrighted materials is not being used, not the Corral Liaison.
- Submit your pictures in a jpg/jpeg format or a png formatted photo can be used; please email these as an attachment. Do NOT include them in your news article.

ALTERNATIVES TO PUBLISHING FLYERS

If you are having an event that you would normally advertise as a flyer, please make use of the following to help promote your event:

- Corral Calendar
- OHC Calendar in the Corral
- Discuss your event in your article
- OHC website: www.ohconline.com
- Your chapter newsletter
- Your chapter website
- Face Book page
- OHC quarterly magazine
- Mailing or emailing your flyer to fellow chapters
- Have your flyers prepared by the March State meeting and email them to the secretary@ohconline.com and they will be distributed to all counties by the state secretary.

If you would like to advertise with your flyer in the Corral magazine then it is up to you the Chapter reporter or your Chapter secretary to contact Corral for the advertising rates that are available.

Also very important if you change your email or if a new reporter is taking over for you please make sure you provide the Corral Liaison with the new email address and if a new reporter the name of the new reporter and their email address as soon as possible. This will help her update her email list and get any info to the correct person.

ALL ARTICLES ARE DUE TO CORRAL LIAISON ON THE 5TH OF EACH MONTH BY MIDNIGHT- NO EXCEPTIONS! I ONLY HAVE 5 DAYS TO GET ALL ARTICLES EDITED AND SENT IN TO THE CORRAL FOR FINAL EDITING AND TO GET IT TO THE PUBLISHER.

THANK YOU TO EACH AND EVERY ONE OF YOU! YOU ARE THE CONNECTION TO ME TO GET YOUR CHAPTER NEWS PUBLISHED SO EVERYONE KNOWS WHAT IS HAPPENING IN YOUR OHC WORLD.