



SOUTH *of* PERTH YACHT CLUB

GUIDELINES FOR CONTRIBUTORS TO SoPYC PUBLICATIONS

Effective 25 February 2014

Date	Revision	Update	Approved



Guidelines for Contributors to SoPYC Publications

Introduction

South of Perth Yacht Club uses a number of publications and social media outlets to communicate with its membership. Volunteers and members provide the majority content of these publications. A lesser proportion is provided by paid, professional staff pertinent to their specific area of responsibility.

Each of the publications fulfills a different function in the communications function of the Club. There is, of course overlap between publications, and most meet multiple objectives and target multiple audiences. To that end, the mix of content and therefore contributors varies, as does the style and structure of items appropriate for each.

The four main publications addressed in these guidelines are:

1. *Soundings* (hard copy);
2. *Coffee Pointers* (electronic and hard copy);
3. *Yachting Pointers* (electronic and hard copy); and,
4. The SoPYC Facebook page (internet);
5. Year Book.

These guidelines while applicable in some regards, do not pertain in general to the Club website. A separate guideline is in place for this medium.

Overall Editorial policy responsibility and oversight for the publications of the Club resides with the Vice Commodore as the delegate of the Management Committee. The General Manager oversees implementation of the policy on a day-to-day basis.

Objective

The objective of this document is to provide guidelines for the nature, content, style and audience of the four main publications of SoPYC.

General Guidelines

The publications of the Club, regardless of platform are informational in nature. They represent the means by which the Club:

1. Alerts members to administrative and functional matters;
2. Keeps members informed of events and functions involving the on-water activities of the club;
3. Keeps members informed of off-water events and functions;
4. Builds community engagement within the club.

Each of the publications has a slightly different function but there are some common elements that constitute what is appropriate use and content for all the publications.

1. Articles submitted must be related activities of the Club and its members;
2. Where an article is submitted that does not apply directly to members' activities as per point 1 above, it should apply to activities or information that is likely to impact upon either the club's activities (e.g. a change of regulations regarding use of the River) or be of broad interest to a significant proportion of the membership;

3. Articles should be informational and accurate;
4. Articles must be at all times, in good taste;
5. The general style of articles should be informal, light hearted and entertaining where ever appropriate;
6. Articles may not be political in nature;
7. Articles may not be “advertorial” in nature, promoting any commercial entity (this does not include paid advertising or sponsor acknowledgement);
8. The club’s publications are not appropriate vehicles for submissions that are of an argumentative or contentious nature insofar as they attack the Club, kindred clubs and organizations, individuals, officials or the structures of the Club;
9. Similarly, submissions may not purport to represent the position of the club when the author is not authorized by the Management Committee or one of its sub-committees to submit on its behalf.
10. In the event of any doubt over the suitability or appropriateness of any submission for any of the club’s publications, final editorial prerogative rests with the Vice Commodore.

Specific Guidelines

1. *Soundings*

Soundings is the Club’s magazine, which is released three times annually and distributed as a hard copy, full colour publication. All members receive a copy by mail.

The central purpose of *Soundings* is to act as a “journal of record”, forming a written history of the club. Each layer of the Club’s structure has the opportunity and responsibility to contribute to this collective history.

- a. **Management Committee.** All Flag Officers and the General Manager will, in general submit a report regarding their specific areas of oversight. Other members of the Management Committee may also, at their discretion submit articles regarding their portfolio and its activities.

These submissions should be treated as opportunities the Club’s leadership to inform the members of policy and direction within each specific area of responsibility. They have the latitude to be “editorial” in their content to the extent that they do not present a position at odds with policy agreed by Management Committee.

The submissions should also be treated as key opportunities to record and promote the initiatives of each portfolio and the achievements of the club both in the sporting arena and in terms of its progress against identified strategic objectives and plans.

- b. **On-Water Sections.** All on-water sections and sub-sections of the club have the opportunity to submit a regular article reporting on the events within that section or sub-section. For the purposes of definition, “Sections” in this context means:

- i. Sailing;
- ii. Centreboard.
- iii. Power; and,

iv. Cruising;

“Sub-sections” are those sub-divisions under each of the Sections. For example, under Sailing, each of the keelboat divisions and class-specific fleets is afforded the opportunity to submit a report (Divisions 1 & 2, Vipers, Space Sailor 22’s etc.).

One article per section or sub-section will be published in each issue.

- c. Off-Water Sections and sub-committees.** Sub-committees that constitute House Committee are also encouraged to report on their activities. Specifically these include:

- i. Functions;
- ii. Ladies Lunch Group;
- iii. Membership; and,
- iv. Grand Sponsors

Of these, all but the Ladies Lunch Group are members of the Management Committee and have been dealt with above. All, however are parts of the Club whose activities are likely to have a high level of interest and impact on a broad subset of membership. One article per committee or sub-committee will be published in each issue.

- d. Individual members.** Individual members may submit articles for inclusion in Soundings. Any such article must meet the guidelines herein and is accepted only at the discretion of the Vice Commodore in the role of “Editor-in-Chief” of the magazine. Articles regarding fleets actively sailed at the club will always be given priority for space and inclusion. Non-members are not generally permitted to submit

In order for the report to be meaningful in its own right, contributors should avoid the temptation to simply submit a list of results of races over the period since the last issue of the magazine with minor commentary. Aside from the matter of currency (lag times between submission and publication often make such reports so far out of date that they become pointless), the results are also accessible from other sources for those interested in such detail (e.g. the Club Website). Such articles also do little to inform a reader not familiar with the fleet and its members of the character of both.

Rather, contributors are encouraged to be more discursive and informational, focusing on social activities around their fleet / sub-section, amusing anecdotes and/or specific achievements (e.g. a state or national championship won by a member or performances of several members at such an event). Section “scribes” have a responsibility to report the activities of their members in a timely fashion. For example, results achieved at a significant regatta should be submitted for the next issue to be published immediately after the regatta.

Photos, wherever possible should be submitted with each article and should be directly related to the content of the article. Where possible, “Action” pictures are superior to static, “posed” photographs.

2. *Coffee Pointers*

Coffee Pointers is the weekly newsletter issued to all members with a registered email address. Hard copies are made available in the clubhouse. It is general in terms of its content, covering largely off-water activities and functions and also acts as a vehicle for administrative announcements that need to be disseminated in a timely fashion (e.g. changes to regulations applying to the Club and members).

All of the general guidelines above apply to *Coffee Pointers*. Additionally, however contributors should be aware of the short-form nature of the publication. Articles, therefore should be submitted that are no longer than a few paragraphs. Judgment with regard to timing of the article should be guided by the need for immediacy. Information that has limited currency (e.g. forewarning of an event) is appropriate, as are immediate congratulations to a member on a special event.

Any of the categories above may submit an article but the decision whether to publish it or not lies with the General Manager, who in cases of doubt will defer to the Vice Commodore.

3. *Yachting Pointers*

Yachting Pointers is also a weekly newsletter with more specific focus on on-water activities. The guidelines above apply similarly to *Yachting Pointers*. This publication should be used to promote the sporting activities of the club (power or sail) and it is incumbent upon Section Captains and fleet chairs to ensure that they are active in promoting the achievements of their fleets via *Yachting Pointers*. This is the most appropriate medium for regatta reports, updates on sailing matters and advice regarding upcoming on-water events.

4. *Facebook*. Social media in general and Facebook in particular is particularly potent as a means of getting immediate and consistent communication with members – especially younger members. The immediacy of the medium is ideal for updates on on-going events (e.g. regattas interstate or overseas where our sailors are competing) and for marking special events “as they happen”. Posts should be short (ideally two paragraphs maximum), informative and succinct in their language. A photo is almost always preferable. Links to relevant information (e.g. results pages of regatta websites) are also encouraged.

5. *Year Book* – a separate and specific guideline will be published to apply to the Year Book.

Submission and Editorial Process

1. *Soundings*

As the major print journal of the Club, the Management Committee reserves final editorial control over *Soundings*. The Vice Commodore is delegated this authority on behalf of Management. Deadlines for submissions for each edition will be notified by the Marketing, Publications and Sponsorships (MPS) staff member of the Club. Coordination of the magazine’s production and compiling of the document falls to the MPS and the General Manager.

Articles submitted by regular, section contributors will be added to the magazine as a matter of course. Articles and items submitted on a casual basis or by sub-groups not normally represented in the club and/or the

magazine will be forwarded to the Vice Commodore for approval prior to inclusion in the magazine.

Editorial oversight of the content of the magazine will be provided by the Vice Commodore in consultation with the General Manager.

2. *Coffee Pointers & Yachting Pointers*

All articles for inclusion in either of the two newsletters should be submitted to the General Manager. Editorial decisions regarding inclusion in the newsletters are delegated to the General Manager in the interest of timely turnaround of each issue. The GM will ensure that all submissions meet with the broad guidelines provided above and will refer any items of concern to the Vice Commodore for final approval before publication.

3. Facebook

Proposed “posts” for Facebook must be submitted to the MSP who, when in doubt will refer them to the GM for approval.

Conclusion

The Club’s communication with its members and the broader public must be managed in a coherent, effect manner that provides a consistent look and feel as well as building the perception of the club and its activities. These guidelines are designed to ensure that the Club’s suite of publications provide maximum benefit in this regard and truly represents the views and values of the Club.