

Newf Tide Policy - 1993
(reflects policy through 3/19/93 Board meeting)

Cover Selection

Any cover selection that deviates from the policy described below must be submitted to the Board of Directors for approval prior to publication:

First quarter issue

Open (see Open Cover selection criteria below).

Second quarter issue

Top Producing Sire and Dam on the front and back covers, based upon past year's performance. Each year the front cover will alternate between Sire and Dam. One half (1/2) interior page including photo and text will be allocated to each dog. In the event of a tie, the dogs will share the cover space.

Third quarter issue

The National Specialty Best of Breed winner will appear on the front cover, and the Best Opposite Sex winner will appear on the back cover.

Fourth quarter issue

The *Newf Tide* Photo Contest first place winner will appear on the front cover. The second place photo will appear on the back cover.

Concerning the selection of an Open Cover, the six (6) front cover preferences are listed here in order of priority. Once one (1) cover category has been used, move to the next cover category and so on down the list until all six (6) categories have been used, then return to number one again. Unless otherwise specified as follows, a dog not previously appearing on the front cover of *Newf Tide* shall have preference for the front cover over a dog who has previously appeared on the front cover as a result of this Open cover selection policy:

Multiple Specialty Best of Breed/Best Opposite Sex winners (any combination of three Regional/Nationals). The first two (2) dogs who achieved this honor will be placed on the front and back cover, respectively. A dog may not appear on a *Newf Tide* cover more than once in a 24-month period in this category.

Obedience trial champions (OTCH). Restricted to dogs that have not previously appeared on an issue cover in this category.

Top Register of Merit Dogs and Bitches. This category to be selected once every five (5) years (1986, 1991, 1996, 2001, etc.)

Recipient of unique National awards: For example, Best in Show at Westminster Kennel Club or AKC National Invitational Championship shows; 200 score at a licensed Obedience Trial.

Photos of Working Newfoundlands (sledding, carting, back-packing, obedience, weight-pulling, Agility, tracking, etc.). Photo(s) to be selected by the Editor.

Record-setting Newfoundland: For example, most Best in Shows, most High in Trials, etc.

Interior Pages

A separate section in *Newf Tide* for foreign wins. Materials submitted for the section will be charged \$35.00 in US funds (1987).

For all interior pages of *Newf Tide* devoted to conformation and obedience wins, the Committee encourages the inclusion of more pedigree information even though this may result in somewhat smaller pictures (1987).

One half (1/2) page interior coverage is to be given to each Newfoundland depicted on the cover of that issue (unless a full article is devoted to that dog or topic). This space may include an informal picture, perhaps with the owner, a three- or four-generation pedigree, and text (1987).

About ten (10) pages should be devoted to each National Specialty. Select animals, Winners Dog, and Winners Bitch should have larger photos than other winners (1987). National Specialty High in Trial winner will have a one-quarter (1/4) page photo with accompanying article (1988).

A maximum of three (3) pages will be devoted to each Regional Specialty: one half (1/2) page Best of Breed and Best Opposite Sex pictures/pedigrees, one quarter (1/4) page Winners Dog and Winners Bitch, one ninth (1/9) page Reserve Winners and class winners with text, and including a marked catalog. This three-page limit becomes a problem if all pictures, marked catalog, and a decent article are sent in for the obvious reason of space limitations. We, therefore, would agree to allow the Editor to increase the length of the article on occasion (1987).

Other achievements (unless these are cover animals): One half (1/2) page including photo and text (1987): Versatility Newfoundlands (estimate 12 per year) Top winning dog and bitch Register of Merit award winners (estimate 6 per year)

When the Editor receives an article that is questionable in nature, i.e., that it might be construed as an advertisement, it should be sent to the *Newf Tide* Policy Committee for a publication decision. If it is not used, the article, photo, and a reason why it is not used should be returned to the sender (1987).

When the Editor receives an advertisement that contains questionable assertions, it should be sent to the Committee for a publication decision. If a negative decision is reached, the sender of the ad will be afforded the same courtesy as described above (paragraph 7) (1987).

Quarterly reports of committees and material that the Board wishes to have published in *Newf Tide* are required items for publication (1987).

Action photos of Newfoundlands doing something nifty are of great interest to most of our members and should be used wherever possible, providing they are not construed as free advertisement (1987).

At least one (1) article from the NCA Education Committee on a variety of subjects (structure, movement, and type; on breeding, mating and whelping a litter; demonstration on grooming, tips on guaranteeing a puppy, etc.). Any educational articles that do not originate with the Education Committee must be approved by same before publication (1987).

Letters to *Newf Tide* that are critical of any NCA member or official body of the NCA, or of the practices, decisions and policies thereof will be published only if an opportunity to answer the criticism in the same issue of *Newf Tide* has been made available to the individual concerned. In cases where it is clear to the Editor, on the basis of rebuttal, that the criticism has resulted from misunderstanding or misinformation, the rebuttal should be sent to the letter writer with the opportunity to withdraw the letter.

Any submission for publication that is critical of any person or any NCA Board or Committee policy be treated the same as a Letter to the Editor, and will be treated accordingly. (2000)

Any Club column submitted for publication that is critical of any person or any NCA Board or Committee policy will be considered a Letter to the Editor, and will be treated accordingly.

Newf Tide will provide complimentary pre- and post-event publicity only for Newfoundland competitions that have received NCA Board approval (1986).

Editor will not accept telephone calls for changes, deletions, or additions to copy that has already been received, unless it is followed up with a written and dated request. Changes, deletions or additions must arrive at *Newf Tide* before the copy deadline of that particular issue.

In the case of Specialty shows, at the owner's option, a recent photo may be substituted for an unsatisfactory show photo.

An NCA member may advertise any Newfoundland, including in the Memoriam section.

Editing of submitted material shall be limited to spelling and grammar corrections without the permission of the author. Any other editing, including limiting the length, shall be subject to the author's approval. However, this may result in delaying publication of the article (report or Club column) until a later issue.

Only NCA and AKC organizations can be listed in the Calendar of Events, or receive free advertising (pre-event publicity), except at the explicit direction of the Board of Directors.

Regional Clubs may run two (2) free event announcements per year of up to one quarter (1/4) page. (5/89)

Change of address and late renewals will no longer be published in *Newf Tide*. (3/93)

Classified items must be limited to sales of adult Newfoundlands and dog-related items only: no litter announcements or puppy sales.

Newf Tide Price List: Effective May 3, 1992 NCA Board of Directors Meeting (corrected 6/15/92):

Whelping Box ad: \$20

Annual of Titlists photo/pedigree fee: \$35

Annual subscription: \$60 US, \$80 foreign

Display ads (members only)

Full page @ \$120

1/2 page @ \$70

1/4 page @ \$45

Classified ads @ \$.25 per word and 20 word minimum.

Note: maximum 54 pages per issue (unless display ads require additional pages - minimum 4-page increments)

Regional Clubs limited to 3 columns per year @ 250 word maximum per column (alternate issues, per *AKC Gazette* system).