



American Legion

Orcutt Post 534

145 W. Clark Avenue, Orcutt CA 93455 * 805-937-0651 * <http://post534.org/>

Publication Protocols & Guidelines

When submitting an article for publication in *The Old Town Report* or Post web site, please follow these protocols and guidelines.

Required Protocol

Submit the following required information; preferably by e-mail to webmaster@post534.org ; in a digital format or place a printed copy in the "Adjutant" mail bin in the office at our Post; or send by U.S. Mail to Post 534, 145 W. Clark Ave., Orcutt, CA 93454, attention Adjutant. Always provide your first and last name, a contact phone number and what unit you are submitting this for, as for Post 534, Ladies Auxiliary, Sons of the American Legion, The American Legion Riders

Deadline for receiving information in the *The Old Town Report* newsletter each month is,

Friday following the monthly Executive Committee Meeting (E-Board) at 7 p.m.

Information received after the deadline will be accepted at the sole discretion of the newsletter editor. Should circumstances require flexibility in the deadline, please consult with the editor. There is no deadline when submitting information for the Post web site.

Guidelines for Submitting Articles

Please do your best to follow these guidelines when submitting articles for publication in *The Old Town Report* or the Post web site. The newsletter and web site are official publications of Orcutt Post 534 and we reserve the right to accept and edit all submissions for publication.

1. Have a positive message. Readers respond best to factually correct messages containing positive information about the Post. When writing your article please remember to use the principal, "Praise in public, criticize in private" to guide you.
2. Include the facts necessary for our readers to fully understand your message. The following excerpt from Rudyard Kipling's poem "The Elephant's Child" is good advice on how to ensure the facts are provided.

"I kept six honest serving men,
They taught me all I knew,
Their names are Why and What and When,
And How and Where and Who."

In journalism, this information is essential to consider a report complete. The principle underlying the maxim is that each question should elicit a factual answer — these facts are necessary to provide our readers a complete report. Importantly, none of these questions can be answered with a simple "yes" or "no". Sometimes all these questions cannot be answered prior to the newsletter being published. When possible please do your best to answer them all.

3. When using an acronym in your article, such as PUFL, please define the acronym the first time you use it. Example, Paid Up For Life (PUFL) members . . . " This will help ensure everyone understands the meaning of the acronym.
4. Most people love to see their name in print. However, only when correctly spelled. Please submit the full names (first and last name) of people correctly spelled. If you are not certain, just indicate with (*sp.?*) after the name.
5. In articles submitted electronically use normal upper/lower case text for the whole article. Text in all upper case makes editing the article more difficult.
6. Dates, always use figures, without "st," "rd" or "th": "The committee will meet Monday, December 12."
7. Time, use figures, except for "noon" and "midnight": 11 a.m. (not 11:00 or 1100 hours) 3:30 p.m. (not 15:30 hours). Having a consistent presentation of time reduces confusion.
8. All submissions for publication are edited for spelling, grammar, composition and style. If articles contain significant errors they will be returned to the author for corrections. A proof of the newsletter is sent to those submitting articles electronically. Pay close attention to this document, it is your last chance to make corrections prior to the newsletter being sent to the printer. It is your responsibility to contact the editor with any errors in the draft newsletter **before** it is sent to the printer.
9. **Flyers:** Clearly display the location or address of the activity. As our flyers receive distribution outside of our Post (VFW, newspapers, Senior Groups, Neighboring Legion Posts, etc.) our Post address may not be known to them.
10. **Newsletter Production:** The newsletter is picked up from the printer on second Thursday following the Executive Committee meeting. This is normally the fourth Thursday of the month. Only one newsletter mailed per household is standard, unless other arrangements are made in advance. Volunteers are needed to fold, staple, and label the newsletter prior to it being taken to the Post Office.