**Newsletter Production Policy:**

HTA is fortunate to have grown readership with the newsletter with the likes of not only hoof trimmers, but also with the American Association of Bovine Practitioner’s, veterinarians, PhD’s, nutritionists, magazine editors such as those with Progressive Dairyman, and dairy producers. The Board aims to continue to produce a high standard of material.

## Content Editor

## Aggressively pursues the submission of timely and informative news items related to hoof science, member interest, business development, industry news, etc.;

## Applies his technical knowledge to critique the content of submissions and the value to readership;

## Will, in some cases, guide and shape the direction of feature stories. When appropriate, feature stories will be sent to subject experts for review;

## Informs potential contributors, committees, board members and others of guidelines for submissions and upcoming deadlines

## Production Editor

## Establishes production schedule and informs all other editors and production staff of the requirements;

## Will proofread the articles and other included items in the newsletter to note any grammatical, stylistic, or typographical errors;

## Is responsible for the compilation, design, production, copyediting and distribution of the newsletter;

## Sends email to committee chairs for submissions regarding committee updates

## Executive Director/Managing Editor

## Works with the content editor to determine the scope and content of the newsletter;

## Solicits submissions from the President;

## Contributors

## Ultimately responsible for the accuracy of the information they provide;

## Are responsible for meeting deadlines and confirming the timely receipt of their submissions by the content editor;

## Acknowledge that the content editor and managing editor have the final word on content and tone.

## PROCEDURE

## Format, Frequency and Distribution

The HTA will produce four newsletters annually, one per quarter.  Twenty pages is optimum but this may be 16 or 24 pages if needed.

## Submissions

* Submissions must be received by the content editor with appropriate time for editorial review and subsequent receipt by the publication editor by the published deadline.
* Copy for all articles must be supplied electronically via email as attached word documents.
* Photographs are encouraged as part of all submissions and should meet the minimum size requirements as noted in the photographic section of this policy.
* All photos should contain a caption.
* Logos and other promotional images, exclusive of those submitted in approved advertising, will not be printed.
* A one-page article with ads average 500-750 words. A two-page article will average 1000 -1750. It’s encouraged that articles be one to two pages, three if necessary. Readership studies show newsletter readers lose interest in articles much longer than this.
* The board members are encouraged to write quarterly articles on the association tasks they oversee (ie, committee reports). The president should have an article in each issue on activities, “state of the association”, etc. If committees have not submitted articles, the office may add general statements as quick news (ie call for scholarship applicants with upcoming deadlines, call for volunteers at shows, AABP/HTA Grant reports, etc).
* Industry is encouraged to send new product press releases. Editor and staff may refuse an entry if it does not apply to target audience or is an old product with a new press release.
* Advertisers may use the marketing opportunities brochure for advertisement prices, deadlines, and fees. The HTA reserves the right to refuse inappropriate advertisements.
* All articles written or submitted by members will show author and state or province/country in an author line. Reports on committees may or may not have an author if submitted by the office.

## Content

01-LEAD ARTICLE

##### **Purpose**

Lead articles provide up-to-date information on a spectrum of issues of importance to HTA members and the field of hoof trimming. They include current issues; themes or concerns for trimmers of a particular specialty group or of an interdisciplinary nature; significant presentations from the annual meetings that do not have other venues for publication; recent developments and research in the field; reports on regional, national, and international meetings; changes in directions of funding agencies; legislative matters; and current events of interest to trimmers. This column can include photographs and other graphics to support the content.

##### **Procedure**

The editor plans and schedules lead articles. The editor plans a cycle of lead articles that are sponsored by the HTA specialty and network groups for four issues per year. The editor will contact the chair of the assigned group at least two months prior to the article deadline in order to identify a topic and author. The editor reserves the right to change the lead articles if a more topical story develops. In this case, the scheduled lead article will be held for a later issue.

Lead articles should be completed and submitted electronically to the editor. Deadlines for submissions are generally two weeks before the short article deadlines to allow for editing.

##### **Length**

The cover article should be **no more than** 2,000 words. It should be a minimum of 600 words. This column can include photographs and other graphics to support the content. The use of end notes and foot notes is not encouraged, although reading lists can be included as supplemental information.

### 02-FROM THE PRESIDENT OR FROM THE EXECUTIVE DIRECTOR

##### **Purpose**

This column, which should primarily be a message from the board president but may also be from the executive director from time to time, provides a platform from which the HTA president and executive director can highlight various items that are important to the membership. The content of this column is more specific than the more general HTA News column in that it is unique to their involvement in various issues. This column can include photographs and other graphics to support the content.

##### **Procedure**

The president and executive director submits the column to the editor and production editor. The editor reads this column when reviewing the draft, but content editing is not required. If the editor should have suggestions for changes, he must consult with the author. The column should not exceed 500 words.

### 03-LETTERS TO THE EDITOR

##### **Purpose**

To provide a forum for discussion and expressions of opinion on topics of current interest to the field and to HTA members. The editor should encourage members to submit letters for publication.

##### **Procedure**

The editor, in consultation with the managing editor, determines whether a letter is appropriate for submission.

In some cases, it might be necessary to solicit a response to be printed in the same issue with the letter. The response should be written by an appropriate person—the editor, a board member, a party referred to in the letter, or an expert on the topic. The response should serve to provide another viewpoint or to clarify or answer items addressed in the letter. Unsolicited letters submitted in response to letters appearing in the column may also be printed in future issues. Unsigned and potentially libelous letters will not be printed. The editor reserves the right to edit and shorten letters for clarity and brevity. “Name withheld by request” may be used at the discretion of the editor. The editor will answer all letters regardless of when, or whether, they are published.

### 04-HTA NEWS COLUMN

##### **Purpose**

To report recent developments in the field and inform the membership of Board decisions and policies, organizational matters and HTA activities, and membership issues in general.

##### **Standing Committee Reports**

Reports from the four standing committees (Membership, Education and Conference, and Nominating) are reviewed by the content editor and managing editor for content during the draft stage, and the editor and executive director/managing editor in the final form.

##### **Special Committee and Task Force Reports**

The executive director/managing editor should solicit these reports. Special committee reports are reviewed by the managing editor and editor for content during the draft and final stages. For articles from other committees, task forces, and networks, see Column 07 below.

### 05-ANNUAL MEETING NEWS

##### **Purpose and Content**

This column provides the membership with updated news about the annual meeting. It announces themes, deadlines for papers, need for volunteers, etc.

##### **Procedure**

The President Elect plans and submits these columns to the production editor.

### 06-ALLIED ORGANIZATION NEWS

##### **Purpose and Content**

This column provides an opportunity for organizations that are affiliated with, but that are not actually part of, HTA (e.g., AABP) to publicize various events, activities, and other information that might be of interest to HTA members.

##### **Procedure**

Contacts from affiliate organizations submit press releases or electronic information via e-mail to the HTA office and to the editor, who together compile this information. The editor and managing editor can also cull news items from other trustworthy sources for this column. The editor works with the managing editor in determining the ultimate content of the column. Entries should not be longer than 500 words.

### 07-COMMITTEE, TASK FORCE, AND NETWORK ARTICLES

##### **Purpose**

This column provides topical information to the membership through periodic articles in HTA News. These include:

* Health & Safety
* Sustainability
* Future topics as they arise

##### **Procedure**

The committee, task force, or network submits content-based articles directly to the editor. These articles are reviewed by committee members, outside consultants, and the managing editor, on an as need basis, as determined by the editor. Brevity is appreciated.

### 08-NEW MATERIALS AND RESEARCH

##### **Purpose and Content**

The column includes information on new products and items written by trimmers or other industry professionals on the use of new materials. The inclusion of specific information relating to suppliers is at the discretion of the editor and the managing editor. This column might also include summaries of current research projects, inquiries about specific trimming problems, or comparisons of various materials or procedures. This column should not be used as medium through which to endorse specific products. Individuals wishing to promote materials should see the Advertising section.

##### **Procedure**

The editor and section editor, in coordination with the column contributor(s), solicits submissions from members. The editor reviews the column and makes the final determination on content.

##### **Length**

Articles should not exceed 1,000 words but longer submissions are sometimes considered. This column can include photographs and other graphics to support the content. The use of end notes and foot notes is not encouraged, although reading lists can be included as supplemental information.

### 09-PEOPLE

##### **Content**

Professional news of HTA members, and of other eminent persons in positions that are of importance to the trimming field. The column does **not**include marriage or birth announcements, or other personal news. Items are printed only once; requests to have an item repeated will be denied.

##### **Procedure**

People items are submitted to the production editor. Because of the routine nature of the announcements, little content editing is required unless the editor feels an item needs to be shortened substantially. Note that items are listed alphabetically, using names of HTA members or institutional members.

### 10-IN MEMORIAM

##### **Purpose**

This column provides a remembrance of an HTA member and acknowledges his/her contributions to the field.

##### **Procedure**

Upon the news of the death of a member, the editor solicits an obituary from an appropriate colleague. The editor and the production editor should coordinate to ensure that no more than one obituary is written for an individual. If an unsolicited obituary is received and cannot be used because another piece has been written, the editor should contact the contributor to explain. The editor reviews the content of obituaries during the draft stage. Authors should ensure sources are appropriately cited, i.e. the newspaper obituary, etc.

##### **Length**

The length is determined on a case-by-case basis, but is generally limited to 800 words.

### 11-WORTH NOTING

##### **Purpose and Content**

This column provides general updates of trimming-related activities in the United States and abroad in summary form. Some examples of the types of items that might be included are: announcements of new training programs; news of special projects funded; announcements of special trimming-related programs (e.g., specific, trimming-oriented exhibits); and current events in the field.

##### **Procedure**

The production editor and the editor compile the content, which is derived from other newsletters, press/news releases, and announcements that are submitted to the HTA office. The production editor sends original copies of all relevant materials to the editor. The editor and the managing editor determine the ultimate content of the column.

### 12-GRANTS AND FELLOWSHIPS

##### **Purpose and Content**

This column provides information for the membership about upcoming deadlines for national grants, funded opportunities, and awards. Descriptions of funding opportunities that are culled from other sources (announcements from other newsletters, Internet, etc.) can also be published in this part of the newsletter.

##### **Procedure**

The HTA staff compiles the information for this column, with input from the editor and managing editor.

### 13-HTA REGIONAL NEWS

##### **Purpose and Content**

This column is meant to facilitate communications among the various trimming membership organizations. Newsworthy items can include information about successful events or projects, upcoming workshops or lectures of note, or organizational news that might benefit the entire membership.

##### **Procedure**

This column is filled with unsolicited submissions from specific regions’ members. The information is compiled by the production editor, and is reviewed by the editor for content. The articles should not exceed 500 words but can include submissions from several regions.

### 14-COURSES, CONFERENCES, AND SEMINARS

##### **Purpose and Content**

This column includes information on upcoming conferences, workshops, and courses of interest to trimmers.

Because of the volume of entries that are submitted for this column, only the date, place, title, and contact information will be listed. An institution that requires a longer, more detailed course announcement may advertise.

##### **Procedure**

The production editor and editor compile this column as submissions are received. The editor reviews the column for content and makes the final determination as to whether each course should be included.

### 15-POINT OF VIEW

##### **Purpose and Content**

This column offers the membership an opportunity to express opinions regarding trimming issues of great concern or debate. These essays can explore a particular aspect of an issue, express an individual point of view, or offer a counterpoint to the lead article.

##### **Procedure**

The editor and managing editor solicit articles for this column as topics emerge. The editor works with the author to ensure that the essay is succinct, relevant, and well presented. Submissions should be completed and electronically submitted to the editor and to the productions editor.

##### **Length**

The length is determined on a case-by-case basis, but is generally limited to 800 words.

## Compilation

## The production editor compiles all submissions into a draft manuscript and provides copies to the managing editor and staff for review.

## Draft review is to be completed within one week of receipt and provide a final draft for review.

## The content editor is consulted during the production process whenever questions related to content arise.

## Content Approval

* Editor and staff may refuse an article based on content. The Board will be the final arbiter should disagreement on content arise.
* The HTA office will edit articles for grammar, punctuation, language and word-flow. If necessary, the office may hire a freelance editor for such edits. The articles will be returned to the author for approval of edits.

**Photographs and Illustrations**

* Photographs must be 300 dpi or higher to be appropriate.
* Digital line art should be submitted at 800 dpi.
* Submitted photographs must include any necessary copyright permission or be accompanied by
* Permission to use copyrighted material will be sought and permission-granted verbiage will be placed following the article or photograph. Typically, the original publisher, not necessarily the author, holds such copyright (if a pre-printed article).
* All pictures will be consistent: example: If one image shows a stroke of 1 around the perimeter, all pictures will follow suit. The layout designer may make this decision

**Advertising**

### CLASSIFICATIONS

##### **Line Advertisements**

Positions available, internships & fellowships (defined as paid and unpaid educational term positions), and classifieds that are considered line ads (text only) are charged by the word; per-word rates are available for members and non-members of HTA. Note that there are now a separate set of procedures, deadlines, and costs for listing these line advertisements online through the HTA website. The membership & marketing director manages these types of advertisements.

Advertisements are accepted only from equal opportunity employers for positions available and internships; if any language that might be considered discriminatory is included, the executive director will notify the advertiser that the ad will be printed only if the discriminatory language is deleted. The advertiser has the opportunity to approve any editions the executive director makes prior to placement in the newsletter.

##### **Display**

Display advertisements are accepted from trimmers and related suppliers. Institutions may also place position available or course announcements in the form of display advertisements. The rates for display advertisements are calculated by the size of the ad.

##### **Procedure**

Line advertisements and display advertisements are recruited and compiled by the managing editor. Paid advertisements do not go to the editor for review.

##### **Payment Policy**

Payment is due prior to publication.

HTA reserves the right to reject, omit, or cancel advertising which it feels is not in the best interest of the HTA membership.

##### **Rates**

The advertising rates are reviewed annually by the HTA Board in conjunction with the executive Director.

**Production and Mailing**

* The HTA office will oversee the layout of the final product, the printing, any inserts to be added, and the mailing/bulk mailer.
* The office will do its due diligence in regularly comparing prices and quality with competitors.