



# WCA Publication Operations Manual

Revised by the Publication Committee

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## **Duties of the Publication Committee**

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## **The Publication Committee**

The Publication Committee, working with the Editor shall oversee the publication of *Clowning Around*, assuring that the members receive an educational and entertaining magazine, properly laid out with educational articles and interesting information.

The Publication Committee shall also continually review and ensure that proper revenue is received from advertisements to help offset the cost of the publication.

Other duties include, but are not limited to, the following:

1. Make recommendations as to the number of issues published per year.
2. Make recommendations to set advertising rates.
3. Make recommendations as to who will be selected to print the magazine.
4. Make recommendations as to the methods for distributing the magazine to members.
5. Critique content and layout of the magazine.
6. Report to the President and/or the Executive Committee on the status of the publication at the mid-year meeting.
7. Report to the Board of Directors on the status of the publication at the annual meeting.
8. Regularly update this handbook.
9. Determine the Author Award winners (first, second, third place) for the yearly issue of *Clowning Around*
10. Proactively seek articles and new authors by writing to WCA alleys and enlisting articles from those lecturers at our conventions, to ensure that information and articles of interest are published for the education and entertainment of the membership
11. Pro-actively seek new advertisers through contacts with our WCA alleys and letters to those advertising at clown-related conventions. A goal of the publication is to help advertisements pay for the layout and printing costs.
12. Coordinate with other clown associations or publishers who wish to trade advertisement on a size and monetary value, paying particular attention to Associate Member organizations of the World Clown Association.

When the Editor's position becomes vacant, solicitation for applications for this position will appear in *Clowning Around*. Applications will be received and reviewed by the Publication Committee and a recommendation will then be forwarded to the Executive Committee. After evaluation and selection, a contract will be entered into between the chosen applicant, the Executive Committee, signed by the President of the World Clown Association and the selected applicant.

## **Duties of the Editor**

The Editor of *Clowning Around* shall oversee the publication of *Clowning Around* as set forth in the WCA Publication Handbook. The Editor reports to the chairman of the Publications Committee

Duties include, but are not limited to, the following:

### **A. Layout –**

1. Oversee the layout of the magazine to ensure that proper layout techniques are used and the final product is as error free as possible, and that the magazine layout guidelines and publication and distribution guidelines contained within this handbook are followed.

## B. Articles –

1. Screen the material to be printed and select those articles that are appropriate and withhold those articles that are of marginal value or interest to the general membership. Particular attention should be given to withholding articles that are self-serving, self-promoting or not in the best interest of the World Clown Association. Any questionable articles of any nature should be referred to the Publications Committee for review before printing.
2. Obtain professional quality photographs of makeup competition participants from the Awards Director.-Print photographs of the top three winners in each Competition category in *Clowning Around* in a timely fashion.
3. Work with the WCA Executive Committee to determine if the minutes of the General Membership Meeting are printed in *Clowning Around* in a timely fashion, after receipt from the WCA Business Manager, as well as on our WCA website.
4. Print WCA financial information as provided by the treasurer.
5. Ensure that the Annual USPS periodical report is placed in the November issue.

## C. Communications –

1. Reply to officers or authors indicating when reports or articles are received. Replies should be made within a week of receiving the report or article. If the reports/articles are submitted on the submission deadline date, the reply should be sent within three days of the submission deadline date.
2. Reply to officers or authors who submit reports/articles beyond the submission deadline that the reports/articles will appear in the next issue. If time sensitive material is included, the officer/author is responsible for informing the Editor not to publish that report/article.
3. Maintain a database of reports/articles received for each issue. Send the database for each issue to the Publication Chairperson within a week after the submission deadline for each issue.
4. In cooperation with the Publication Committee, communicate the procedure for submitting reports/articles by email in *Clowning Around*. Stress the importance of submitting reports/articles in a Word document and sending photos and illustrations separately from the text in the Word documents.
5. Include submission date reminders in all issues of *CA*.
6. In cooperation with the Marketing Director and other officers ensure accurate and timely WCA information concerning marketing efforts, convention promotions, scholarship deadlines, and other necessary communications.

## D. Advertisements –

1. Ensure that all advertisements submitted meet specifications as set forth in the magazine.
2. Report to the advertiser any advertisement that is not camera ready. Advertisements falling into this category will be billed as specified in *Clowning Around*.
3. Approve all ads and withhold any which are offensive or in poor taste or not in the best interest of the World Clown Association.
4. Maintain a system with the Business Manager, Treasurer, and Publication Chair to ensure that payments from advertisers are received.
5. Make recommendations to the Publication Committee Chairperson, as to proposed changes in the advertising rates
6. Send Business Manager and Publication Chair list of Advertisers placed in each issue and size of ad

## E. General –

1. Be familiar with all material contained in this handbook.
2. Make recommendations to the Publication Committee Chairperson of needed changes in the handbook.

3. Coordinate with the WCA Treasurer to prepare Federal Internal Revenue Service Form 1099 and submit to those associations or publishers with whom we trade advertisements. Also, provide a copy to the Treasurer to ensure an audit trail for possible IRS audits.

### **Duties of the Business Manager**

The duties of the World Clown Association Administrator associated with the publication of *Clowning Around* include, but are not limited to the following:

1. Inform the editor or printer as to the number of magazines to be printed each issue based on the number of members.
2. Coordinate extra copy requests from officers with the Publication Chair and officer making the request for extra copies and payment for the extra copies.
3. Electronically transmit mailing label information to the editor upon request when magazine is ready to be printed.
4. Receive advertisement for *Clowning Around* and pass it on to the Editor.
5. Coordinate with the Publication Committee and Post office to maintain compliance with the requirements for the periodical rate
6. Report monthly to Treasurer and Publications Chair the status of advertising income received.

### ***Clowning Around* Layout Guidelines**

#### **I. Magazine Layout**

##### **A. Articles - the magazine should be set up in sections as follows:**

1. Cover Spotlight - This is the article about the person or persons on the cover.
2. President's Message - This is the message from the WCA President.
3. Executive Committee Articles - This section contains articles written by the Executive Committee members including the Immediate Past President, President Elect, Vice President, Treasurer, Marketing Director, and Education Director. There may be times when article by these members, particularly Education Director, may be placed in the Education and Entertainment section. Financial information such as budgets, balance sheets, income statements, etc, should be put into the Information and Communication section.
4. Board of Directors – Various other BOD's articles should be printed following the EC articles. (This includes Alley Director, Awards Director, Caring Clown Director, Junior Joey Director, Ministry Director and various other committee chairs & appointed officials.)
5. Education and Entertainment - This section contains articles of general interest such as education, "how to," historical, and entertaining articles, as well as regular columns from those other than the Regional Directors.
6. Information and Communication - This section contains information such as letters to the Editor, last walkarounds, financial information, bylaw changes, competition rules changes, biographical stories from relatively unknown clowns, or stories reprinted from the local newspaper, what will be in the next issue, etc.

7. Clown Hints and Tips - This section contains short “how to” articles. Normally, these articles do not exceed 250 words.
  8. Alley Spotlight - This section contains an article about an alley that might be highlighted.
  9. Regional Update - This section contains articles written by the Regional Directors.
  10. Back 2 Basics – This section contain articles that relate to basic information for new clowns or as a review for experienced clowns.
  11. Convention Section - This section will have any information that’s available about the next convention. It will include such things as competition, lecturers, convention site, activities, general information, etc. Anything that pertains to the next convention will be placed in this section.
- B. Advertisements - The advertisements should be placed creatively within the magazine to complement the lay out of the magazine and make appropriate use of available space.
- C. Pages One to Three - The first three pages contain the Elected Board of Directors and Appointed Officers, publication dates, and the table of contents. A copyright statement should also be added as follows: *Clowning Around* articles are protected by U.S. copyright and international treaties and may not be reprinted on the Internet without express permission of the original author who controls all rights.
- D. Inside Covers - The inside front cover could be used for advertising. The inside back cover should list the Past Presidents and could be used for advertisements and/or the Clown Code of Conduct.
- E. Outside Covers - The front cover should show a clown(s) or non-clown(s) as determined by the President/Editor, etc. The front cover is to be full bleed color with the name of the magazine at the top and the volume and date at a convenient location. This is normally the only print on the front cover. The back cover is divided into two halves or into 1/3 and 2/3. One half or one third is reserved for mailing information. The other half or 2/3 should be used for the following items, prioritized in this manner, advertising, alley photos, other photos related to the issue.

## II. Page Layout

- A. Printed pages shall be 7.5” wide by 9.5” high.
- B. Each page should be numbered at the bottom of the page.
- C. The left side of each page shall contain the date, volume, issue, and page number. The right side shall contain the web site.
- D. Articles should be laid out so that they are visually pleasing. When possible, articles should start at the top of the page.

## III. Headlines

- A. Headline font should stay consistent size from general article to article instead of being enlarged or shrunk to fit in space. It can vary for specialized articles for visual appeal.
- B. When an article is a one-column article, the headlines should be one column wide.

#### IV. Bylines

##### A. Bylines should be done in the following manner:

1. Bylines should appear under the title of the article.
2. Photos of the author submitting an article should appear in the article or report.
3. Officers and Regional Directors should have their titles included in the byline.

#### V. Section Headings

A. The headings for each section shall be included in order to provide separation and organization for each section.

B. The cover story should be noted as the Cover Spotlight.

#### VI. General

A. The magazine layout should be consistent. The headlines, bylines, etc. should be consistent throughout the magazine. The subheadings in each article should be of the same size and the same font. Indentations should be consistent throughout, including the table of contents.

B. Take whatever measures necessary to prevent typos and misprints from occurring.

C. The end of each article should have a graphic icon denoting the end of that article.

#### VII. The Convention and Election Issue

A. Convention information including a feature on the featured performer/instructor will be in the November issue of Clowning Around while the Convention schedule and additional Convention information will be in the January issue to be received prior to the convention.

A. January will also be the Election issue and will contain a sample of the mailed election ballot. It contains information on the election to be held electronically for those people listing email addresses and by mailed election ballot for those who have no email listed or those who are spousal or family members who could not use the identical email address to vote.

C. Updated competition rules changes are to be included in this issue, normally in Convention section, but may simply be a referred link, highlighted, to the competition rules as posted on the website.

D. The Education and Entertainment section is normally limited to articles pertaining to educational items or entertainment items of interest.

E. The amount of space dedicated to the Convention or Elections may necessitate limiting other types of articles that typically appear in each issue of Clowning Around.

#### VIII. Trading Advertisements

A. The Publication Committee will work with the Editor of *Clowning Around* to coordinate and discuss with other editors of clown publications to determine if it would be feasible to trade advertisements. It must be kept in mind that any trading should be in the best interest of the World Clown Association and the magazine *Clowning Around*. Trading will be for a like value in a monetary sense. Example: Clown magazine A charges \$75.00 for a full-page ad. *Clowning Around* would offer to trade a quarter page, or whatever would be equal to \$75.00, for a full-page ad in clown magazine A.

B. The Editor will coordinate with the Treasurer to prepare a Federal Internal Revenue Service Form 1099 for all advertisement trades valued at over \$600. There will be no exception. A copy of the Form 1099 will be sent to the Treasurer to be maintained in the event of an IRS audit.

## ***Clowning Around* Publication and Distribution Guidelines**

### **I. Number of Issues -**

A. The WCA Board has voted that *Clowning Around* shall have six to eight (6 to 8) issues published each year. The issues will be bi-monthly - January, March, May, July, September, and November with an additional issue in December that will be a special collectible issue of articles of educational interest. The November issue and the January issue will contain Convention Information. The January issue will contain Election information and a sample ballot. The December issue will not have officer reports or timely inclusions but will be a special issue of articles in a variety of categories. This issue will be placed on the WCA website as a collectible educational archival issue of *Clowning Around*.

### **II. Frequency of Issues -**

A. The six (6) bi-monthly issues of *Clowning Around*, with suggested covers, are: January issue (cover of Convention Features), the March issue (cover of the President in first year of office, choice of President in 2nd year of office), the May issue (cover Clown of the Year), the July issue (Lifetime Achievement or Alley of the Year), the September issue (cover of the All Around Clown), the November issue (Convention Headliner). The Convention Issue is to be published in November and information on the Election plus additional Convention information is to be published in the January issue. The 7th annual issue will be the special December issue with articles collected throughout the year on a variety of educational clown topics. The December issue will be put on the WCA website.

B. It is recommended that covers depict clowns with good makeup and costuming. These prerequisites are important to reflect the standards of the World Clown Association. When selecting covers it should be considered to select association officers, competition winners, featured entertainers for next convention, award winning Junior Joey's, or other comedic entertainers.

### **III. Dates for Publication - (January, March, May, July, September, and November with a special collectible issue in December).**

A. *Clowning Around* is to be distributed via U.S. mail to members entitled to receive the magazine.

B. Each issue is to be mailed prior to the 15th of the month of each issue. For example, the January issue is to be mailed between January 1 and 15th.

C. Any items of interest or articles that are time sensitive during months there is no *Clowning Around* magazine may be forwarded to the Business Manager for inclusion in the email newsletter called Not Quite *Clowning Around* (NQCA).

#### IV. Methods of Distribution -

A. The magazine shall be mailed to the members eligible to receive the magazine via the U.S. Mail in the following manner:

1. Air Mail - All non-U.S. members with exception of Canada
2. First Class - Members of the Executive Committee, chair of the Publication Committee, the Editor, and the Business Manager are to receive their magazine by first class mail. Members in Canada also receive First class mailing.
3. Periodical mailing - All other members not noted above.

#### Deadlines -

A. The deadline for submitting articles and/or advertisements for any issue is the first of the two months prior to the mailing of the issue. For example, the deadline for the January issue will be November 1<sup>st</sup>, the submission deadline for the March issue will be January 1<sup>st</sup>, etc.

#### Reimbursement of Editor Expenditures -

A. Editor - Will obtain a receipt for all incidental items purchased for use in support of production of the magazine *Clowning Around*. Copies of receipts will be forwarded to the Treasurer for reimbursement. A copy of all receipts will be kept as an audit trail for possible audits.

B. Treasurer - Upon receiving copies of receipts from the editor, a check will be issued to reimburse him/her for incidental items purchased for use in support of production of the magazine *Clowning Around*. This check will be issued as soon as possible after receiving receipts. Receipts will be kept as an audit trail for possible audits.

### **Authors Awards for *Clowning Around***

The Publication Committee will be responsible for determining the recipients of the Authors Awards. Each member of the committee submits 5 authors, ranking their choices from 1st through 5th to the Publication Chair who will then coordinate the choices to determine the awardees.

There will be a first, second and third place winner of the Authors Award for *Clowning Around*. The Publication Chair should identify articles that have appeared in a volume (January – December) of *Clowning Around* that meet the criteria specified below:

1. The article contained some substance and was not merely a report from an Executive Board member, Regional Director, or other officer of the Association reporting on something they did connected to their duties with the Association.
2. The article was not a cover story, although those articles might be considered if the article contains a byline and the story is educational as well as interesting.
3. The Chair of the Publication Committee is not eligible for a WCA Authors Award but all other writers for *Clowning Around* are eligible.



As authors are considered for this award, it would be useful to consider the following criteria:

1. Relevance – Is it of interest to those to whom it is directed?
2. Content – Does it provide information worth reading?
3. Creativity – Is it something that promotes interest?
4. Educational Usefulness - Is it something that will be educational and useful for our general membership?
5. Accuracy – Is there evidence of research or accuracy of the facts?
6. Grammar/Spelling – Is spelling and grammar correct?

The Author Awards Committee will consist of at least three members of the World Clown Association appointed by the Publication Chair.

The Author Awards Committee members will rank five authors from the list of eligible authors who have made contributions to *Clowning Around*. A list of eligible articles, authors and page numbers that have appeared in each issue for a specific volume of *Clowning Around* will be provided to the Author Awards Committee by the Chair. The list of articles and authors is to be based upon a number of criteria:

1. This award recognizes author's contributions that have been made during the past year in Clowning Around.
2. While the award is based upon specific submitted articles, additional weight may be given to authors that contribute numerous meritorious articles during the year.

Each Author Awards Committee member should submit 5 nominations and rank them from 1<sup>st</sup> through 5<sup>th</sup>. The Publication Chair will, based upon those rankings, determine a 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winner for the WCA Publication Award. The rankings will be anonymous.

The Author's Awards will be announced at the WCA Convention.