

the
ROUNDUP
OFFICIAL PUBLICATION OF THE
SQUARE DANCE FEDERATION OF MINNESOTA, INC

Club Packet

2010 – 2011

Table of Contents

Club Leader/President ----- 3

Club Reporter ----- 5

All news articles are sent to the **Regional Editor ONLY.**

- Guidelines for handling and writing club news
- Sample news article

Advertising ----- 9

All advertisements for The ROUNDUP are sent to the

Advertising Manager ONLY.

- Highlights and changes
- Advertising contract and billing record
- Guidelines for preparation of ads
- Ad sizes and borders

Subscription Dance ----- 13

Club dance designated for encouraging members to subscribe to The ROUNDUP publication.

- Suggestions for conducting The ROUNDUP subscription dances
- Complete the Special Event form and submit in a timely manner to the **Dance Listing Editor.**

Dance Listings ----- 15

All submissions for classes, dances, and special events are sent to the

Dance Listing Editor ONLY.

- Open dance listing instructions and forms
- Special events instructions and forms
- All dance class instructions and forms

Club Leader

2010 – 2011

Dear Club Leaders:

This is The ROUNDUP packet for your club. It contains the “How,” “When,” and “Where” for any information your club will be submitting to The ROUNDUP for publication during the next year.

Please be sure that each person in your club who is responsible for submissions knows how to access the appropriate information.

The suggestions, guidelines, and contract terms may seem rigid for a square dance activity where we are usually happy-go-lucky. However, since The ROUNDUP board is made up of volunteers, these rules make for smoother operations and help minimize the time requirements for each member of the board.

With the input of all of the state clubs and advertisers we ask that you take the time to read and follow the instructions for each individual job to make our jobs easier.

Thanks!

NEW THIS YEAR: As over 95% of The ROUNDUP articles and ads are submitted via email, we will address instructions and suggestions to this means first. Special notes for those submitting a hard copy will be toward the end of each section. This prioritization is also intentional because electronic filings are so much easier for all of us to use.

We hope this information will be helpful to you and your club. If you have questions or suggestions, please feel free to contact a member of The ROUNDUP board. All members, along with their duties, are listed on page two of The ROUNDUP. However if the correct email is used, i.e.

editor@theroundupMN.com, it will get to the correct person, no matter who it is.

NOTE: TIME REQUIREMENTS

SEND: All club news, condolences, get wells, and congratulations to your REGIONAL EDITOR (listed in The ROUNDUP under the heading for your region’s news) by the 20th of the month, two months prior to the issue in which it will appear.

For example, June 20th for the August issue.

When emailing board members, please give your name, region and club, and use the board member's official email address as shown on page two of The ROUNDUP. Items sent to personal email addresses do not always reach the appropriate individual and can get lost.

All items must reach the appropriate board member of The ROUNDUP by the 25th of the month, two months prior to the issue in which it will appear. Check the most current issue of The ROUNDUP for a complete list of deadlines.

It is very important that each appropriate member of your club is made aware of the location of this information. Be sure this information is passed on to the new incoming officers before the start of the new dance season as well. There is usually a lot of confusion with the August issue because new club officers do not realize they are expected to get the dance listing, news and ads in by the June deadline.

Thank you in advance for your cooperation. See you in a square!

Sincerely,

The ROUNDUP Board

Club Leader

ATTENTION: ALL CLUB PRESIDENTS

Order Copies of The ROUNDUP For Your Graduates

If your club needs copies of The ROUNDUP to present to your graduates, use the form below, or copy it for your order. Please observe the dates indicated on the schedule.

Issues will be available after the 3rd Tuesday of the month.

Club name _____ Issue needed _____

Contact person _____ Number of copies ____ @\$1.50 = \$_____

Address _____

Please include a check with order.

Twin City area clubs **MUST** pick up their copies from a board member of The ROUNDUP.

All others will be mailed.

We will pick up our copies from _____

(The ROUNDUP board member)

Email or mail to the Subscription Editor as listed on page two of The ROUNDUP.

Club Reporter

Guidelines for Efficient Handling of Club News

1. SEND club news, condolences, get wells, and congratulations to your REGIONAL EDITOR by the 20th of the month, two months prior to the issue in which it will appear. For example, June 20th for the August issue.
2. Limit articles to 150 words or less. Count every word and put the count at the bottom of the page. Longer articles will be edited by the regional editor and/or board members. We make every effort not to change the meaning.
3. Please list the club name at top of the article, as well as the city name of where the club dances.
4. Photos and a short caption can be sent to The ROUNDUP through your regional editor or directly to the editor. Photos are the only item the editor will accept directly, all other news must go through the regional editor. If you email a photo, please send it as a JPEG. You may send color or black & white. It will be printed in black & white.
 - a. If emailing a photo, please do not include it in the same email as the club news. Please send it in a separate email with the word 'photo' somewhere in the subject line.
5. If you have any questions, please contact your regional editor first. If that person cannot answer your questions, contact the appropriate board member of The ROUNDUP.
6. Reminder: **Always refer to a current issue for current personnel.**
 - a. All of The ROUNDUP board members, along with their duties, are listed on page two of the current issue.
 - b. The regional editors are listed in a current issue of The ROUNDUP in the heading for each region's news.

When submitting articles and photos by post (non-email):

7. Please Left Align the club name at top of the article, using font size 12. Under the club name, type the city name of where the club dances (using font size 10). Both the club name and city may be bold.

Example:
Dakota Grand Squares
So St Paul
8. Remember, your regional editor will have several news articles to edit before sending on to The ROUNDUP. Anything you can do to ensure that your article will not have to be retyped or edited to reduce the word count will be greatly appreciated.
9. If sending photos by mail,
 - a. Write any pertinent information on the back of the photo *in pencil* to prevent ink bleed thru and to reduce dents that show through to the front when the photo is scanned.
 - b. Enclose a self-addressed stamped envelope if you want the photo returned.

Club Reporter

Rules and Guidelines for Writing Club News

1. The ROUNDUP must abide by the following postal regulations: Words such as: lottery, 50/50 drawing, cash drawing, or any word conveying this meaning may not be used in news or advertising items. The post office will refuse to accept anything that violates this regulation. You may, however, mention prizes, door prizes, or drawings for prizes. This also applies to advertising.
2. No mention of, or inference to, alcoholic beverages is allowed in The ROUNDUP. This applies to both news items and advertising.
3. Articles must be brief, interesting and newsworthy, pertaining only to dancing or club activities.
4. You may not advertise future dances or lessons in the club news. Dance Listings and Lesson Listings provide this information.
5. List congratulations, condolences, and get wells at the end of the news article, so it can be easily removed to a separate page. Remember, your news will be about six weeks old by the time people read it.
6. Check and double-check the spelling of all names. You are responsible for the correct spelling of club names, members, callers, and cuers.
7. Do not mention people going on vacation, unless dancing is involved. List only "special" birthdays and anniversaries.
8. Avoid saying, "Everyone had a good time." We already know that.
9. Refrain from repeatedly thanking club members for performing their regular duties. Do not excessively praise callers/cuers. List only special menus.
10. Avoid lengthy lists of participants' names, especially if the same people are named repeatedly. You may use phrases such as "two squares", "three couples", etc. An exception to this are names of participants at "special" events.
11. Avoid using the phrase "plus squares attended." For example: if there were over 4 squares at the dance, say "over 4 squares attended, "not "4 plus squares attended".

Sample Format for Club News Article

Most formatting can be done once an **electronic** version arrives.

If you submit a **typewritten** article, use upper and lower case letters, as shown here. Do not type in all capital letters. Indent paragraphs two spaces and put two spaces between sentences. Double space between the heading and the body of the text. Single space throughout the body of text.

Ruff and Ruffles

Duluth

February 16, we honored our club's past presidents at our Presidents' dance. Nine couples and one single are still active with us and represent ten of the past years' presidential officers. They were warmly acknowledged by our current president, Dick & Arlene Smith, and thanked for their years of service.

A total of 18 squares attended this dance. Besides our own former officers, we had presidents from Circle 8, Harbor Squares, Dakota Grand Squares, and First City Squares. They danced free as a token of our appreciation for their service to square dancing.

Caller, Bill Watt, livened up the evening with his yodeling and singing calls. Round dance cuer, Kurt James, did the cuing for our avid round dancers.

Harbor Squares retrieved the small banner we had stolen at their Jan dance. Banners don't stay long in one spot around here with the traveling that clubs do every month.

Word count 149

(Please count each word. If you are typing on a computer, there are ways to have the computer count for you. Check the Help section or ask someone how to do it.)

Club Reporter

Editing Guidelines for Club Reporter

1. In the interest of saving space, please make the following abbreviations:
 - a. Abbreviate days of the week: Sun, Mon, Tues, Wed, Thurs, Fri, Sat. Spell out in full when it is the first word of a sentence. No period, please, unless at end of sentence.
 - b. Abbreviate months of the year, except May, June, and July. Use the first three letters of all others, except Sept. Spell out in full when it is the first word of a sentence.
 - c. Spell out the names of states, except use post office abbreviations if city is included.
2. Spell out exact numbers for ten or fewer; use figures for numbers of 11 or more (e.g., four squares, 21 dancers).
3. Spell out a number when it is the first word of a sentence. (e.g., Thirty-four couples attended the dance.)
4. Do not use st, nd, or th after dates. (e.g., The dance was held May 10.)
5. Form the plurals of proper nouns by adding 's'. If the name ends in s, x, z, ch, sh, add 'es'. (e.g., The Kellys, Collinses, and Jacobsons danced at the state convention.)
6. Form the possessive of a singular noun by adding an apostrophe and an 's' (e.g., St. Patrick's Day, visitor's badge, Finland's vineyards).
7. Form the possessive of a plural noun ending in s by adding only an apostrophe. For plurals that don't end in s, add an apostrophe and an s (e.g., new dancers' dance, beginners' class, Firemen's Hall).
8. Do not capitalize descriptive titles like president, vice president, secretary, historian, queen, or king. (e.g., Our queen, Bette, did a fine job of representing our club.)
9. When referring to our state square dance magazine, spell it as The ROUNDUP.
10. Titles of complete works that are published as separate items may be underlined, typed in all capital letters, or set in italics: for example, books, pamphlets, long poems, magazines, and newspapers. (e.g., See The Gregg Reference Manual, paragraph 289. See THE GREGG REFERENCE MANUAL, paragraph 289. See *The Gregg Reference Manual*, paragraph 289.)
11. The word "fun" is often overused. Try substituting words like entertaining, enjoyable, pleasant, lively, delightful, festive, rigorous, exciting.
12. The following words should not be capitalized: round dance, square dance, clogging, super banner.
13. Check for the correct spelling of officers, callers, and cuers. In addition to this guide, use the current Minnesota State Federation Directory.
14. **Instructions for submitting a hard copy:**
If you will be mailing a hard copy of your notes, please type the information in Times New Roman, font size 10. These articles will be scanned and entered as submitted. Please do not use all caps as someone will have to retype it.

Club Reporter

Common Spelling and Capitalization Errors

- a.m/p.m do not capitalize, no space between
- and – use in all instances except when joining two names (Don & Fay)
- afterparty – one word, not hyphenated
- air-condition – hyphenated, used as a verb
- air-conditioned – hyphenated, used as an adjective
- air conditioning – no hyphen, used as a noun
- air conditioner – no hyphen, used as a noun
- bylaws – one word, not by-laws
- clogging – not capitalized
- co-chairpersons – hyphenated
- convention – not capitalized unless part of an official name such as Minnesota State Convention, or 2002 Minnesota State Convention.
- cue, cued, cuing, or cueing
- doughnut – not donut
- emcee – M.C.
- federation – not capitalized unless part of an official name such as Minnesota Square Dance Federation or Square Dance Federation of Minnesota
- get-together – hyphenated, used as a noun
- good-bye or good-bye – both are correct
- handmade – one word
- ice cream – no hyphen
- king – do not capitalize
- Mainstream – one word,
- midnight – one word, no hyphen
- national caller – do not capitalize
- night – not nite
- PLUS – all capitals
- pompom – one word not pom pom or pom-pom
- potluck – one word, not pot luck, not pot-luck
- president – capitalize only as a formal title before a name
- queen – do not capitalize
- round dance, rounds, etc. – do not capitalize
- The ROUNDUP – correct spelling and capitalization
- secretary – do not abbreviate
- secretary-treasurer – hyphenated
- springtime – one word, no hyphen
- summertime – one word, no hyphen, do not capitalize
- square dancing, square dancing – do not capitalize, do not hyphenate
- through – not thru
- traveled or travelled – both are correct
- traveling or travelling – both are correct
- turnout – one word, do not hyphenate
- vice president – two words, do not capitalize
- weekend – one word, do not hyphenate
- workout – one word, do not hyphenate

Club Reporter

Guidelines for Preparation of Ads

1. Read and understand the terms of the contract.
2. No ads will be created by the advertising managers.
3. Send exact size. If ad copy size must be changed, unwanted distortions may be encountered
4. Do use a border. Exceptionally bold borders make your ad stand out. Squared borders make for better looking ads.
5. It is best not to write on the ad. Use black and white for the best contrast.
6. It is best to use black and white pictures. Color pictures may lose contrast when printed.
7. Furnish good, clear copy for best reproduction. If you use a "master copy" for your ads, be very cautious of making copies of copies. A copy is never as good as the original.
8. Try not to use every available space on the ad. Too much information crammed into an ad is messy and hard to read.
9. Be sure to check your spelling.
10. Remember, your ad in The ROUNDUP will only be as good as the submitted copy. Good ads produce good results
11. **When emailing to the advertising manager, please send as a .PDF, .JPG, or .TIF file.** Do not embed in HTML or your email.
12. **Send ads to the advertising manager, NOT to the editor, open dance listings editor, or anyone else.** The name, address and phone number are printed on the first page of The ROUNDUP.
13. When mailing, **do not fold through your ad.** Use an envelope large enough for the ad to lie flat. Large envelopes may require additional postage.
14. Be sure you have adequate postage on your mailings. There is a \$.10 postage surcharge on pieces which **exceed 6 1/8" X 11 1/2" but weigh one ounce or less.** Please have mailings weighed to be sure you have adequate postage.
15. For ads that are not prepaid, send ad and payment together, if possible. Discounted rates only apply to contracts **paid in full at the start of the contract.**
16. The deadline for ads to be in the hands of the advertising manager is the 25th of the month, two months prior to the month of the issue in which the ad will appear; i.e., February 25 for the April issue. Ads received after the deadline may be too late for printing. Please note:
Deadline for submissions for June/July issue is April 25.
Deadline for submissions for August is June 25.

Advertising

1. Full payment of an entire contract in advance earns an approximate 5% discount. (See Discount Rate Schedule next page.)
2. There may be a \$2 service charge each time an ad is billed.
3. Ads need not be for consecutive months, but they must be during the 11 issue contract period.
4. Read all of the terms of the contract for clarification of these and other points

WHO –Advertisers With Fully Prepaid Contracts Only

WHAT -- Record of how contracted space will be used.

WHEN – Return with contract and payment in full

WHY -- For planning purposes and to reduce our bookkeeping

Advertising

Contract Rates – CAMERA-READY or .tif files

Effective 2010-2011

Basic Rates / per ad					Discount Rates / per ad (total) (Paid in Full at start of contract)				
	1 iss	4 iss	9 iss	11 iss		1 iss	4 iss	9 iss	11 iss
Full Page	\$66	\$55	\$46	\$39		\$63	\$52 (208)	\$44 (396)	\$37 (407)
Half Page	\$44	\$36	\$30	\$26		\$42	\$34 (136)	\$28 (252)	\$25 (275)
Qtr Page	\$29	\$24	\$21	\$17		\$28	\$23 (92)	\$20 (180)	\$16 (176)
Sixth Pg	\$20	\$17	\$15	\$12		\$19	\$16 (64)	\$14 (126)	\$11 (121)

Prepayment of contracts **Saves You Money.**

There are no service charges for billing and the discount rates that apply are about 5% lower than basic rates

Copy Size in inches

Size	Height	Width	<p>Note: There may be a \$2 service charge for each billing</p> <p>Send Contract and Payment to:</p> <p>ROUNDUP Advertising Manager</p> <p>As listed on page two of The ROUNDUP</p>
Full page	7 ½	4 ½	
½ page horizontal	3 ¾	4 ½	
½ page vertical	7 ½	2 ¼	
¼ page horizontal	1 7/8	4 ½	
¼ page vertical	3 ¾	2 ¼	
1/6 page horizontal	1 ¼	4 ½	
1/6 page vertical	2 ½	2 ¼	

Subscription Dance

For Your ROUNDUP Subscription Dance

1. *Why have a subscription dance?* The ROUNDUP is packed with current information and dance listings in the Minnesota area, and it promotes square dancing. That benefits us all.
2. Subscription dances can be listed in both the Special Events and Open Dance listings. Please send in **both forms to the dance listing editor**.
3. The ROUNDUP does not provide any discounts or free subscriptions at subscription dances. Clubs sponsoring a subscription dance are not required to provide discounts or free subscriptions. However, some clubs choose to lower admission or give a free subscription at their expense.
4. Clubs should call the editor at least one month prior to the dance to see if ROUNDUP staff members can be present. We will make every effort to be available if schedules permit.
5. Subscription forms should be used and the subscriber given the carbon copy as a receipt. If ROUNDUP members are to help at the dance, they will bring the forms; if not, the club will receive them by mail.
6. Renewal months will be added to the months remaining on the existing subscription.
7. Cash should not be sent through the mail. Make checks payable to "The ROUNDUP." Send checks and completed subscription forms directly to the subscription/circulation manager as listed on page two of a current magazine. Subscriptions received by the 1st of any month will be effective for the next month's mailing.
8. See the next page for specific instructions on filling out subscription blanks.

In the interest of good square dancing,

The ROUNDUP Staff

Subscription Dance

Instructions for Filling out The ROUNDUP Subscription Order Forms

1. Ask subscribers to fill out their own forms. (They can do it faster and more accurately.) **Please ensure** that they **print** all information clearly.
2. Please have them circle "address change", "new" or "renew." Clarify that renewal months will be added to the months remaining on the existing subscription. Ordering a subscription when their subscription has lapsed is a new subscription.
3. The person selling the subscription should make sure everything is legible; indicate the amount collected on the form, then sign and date the form.
4. Give yellow copy to subscriber as receipt.
5. Send original with checks (not cash) directly to The ROUNDUP subscription/ circulation manager as listed on page two of The ROUNDUP. **Do not send cash!**

Thank you,
The ROUNDUP Staff

The ROUNDUP Subscription

Please Print

The Subscription must be received by the first of the month to receive the next

(circle one)

Address change

New

Renewal

Enclosed is \$ _____ for _____ years

Subscription Rates:

\$15.00 first 18 month subscription for paying mainstream students

\$15.00 per year for all others

Please make checks payable to "The ROUNDUP."

Checks returned for non-sufficient funds will be charged \$30.

DO NOT send cash through the mail.

Please clearly print your name and address as you want it to appear on your mailing label.

Old Address:

Current Address:

Email address _____ Phone _____

(Email address and phone number will not appear on the mailing label)

Sold by _____ Club _____ Date _____

Dance Listings

Instructions for Filling Out the Forms

Please fill out the form carefully. If the following instructions are not properly followed, time constraints may prevent your dance from being listed in The ROUNDUP.

Listings must be submitted on current Dance Listing forms only (electronic version preferred). An electronic version may be found at www.theroundupmn.com. **DESTROY ANY OLD COPIES**

Either electronically or via U.S. mail, deliver the proper forms to the dance listing editor. They must arrive by the 25th of the month, two months prior to the issue in which they will appear. (See next page for mailing schedule)

To reduce errors and make the listing process more efficient, there are three different forms: the *Open Dance Listing*, *Class Listing* and *Special Events* forms.

Open Dance Listing Form: Use one form for each month under normal circumstances. **A separate form is needed if different levels are danced on different dates.** The dance level must be in accordance with Callerlab recommendations.

1. Double check all information and spelling of names for callers, cuers, schools, addresses, etc.
2. Fill in the **month and year; Club name, and region.**
3. **Mark only the weeks of the month where there is actually a dance.**
4. Do not put dances for more than one day of the week on one form. For example, if your club dances on two different days of the week (e.g., 1st Friday and 3rd Saturday), use two forms. **NO EXCEPTIONS FOR A WEEKEND EVENT, A FORM MUST BE FILLED OUT FOR EACH DAY.** If your event covers more than one night, you may add “also Saturday or Sunday night dancing” on the information line.
5. **Please enter the following information in the correct week:** Location, directions, cuer, caller, time, and any other information.
6. **Please state whether lunch is potluck (all dancers are welcome to contribute) or club furnished.** Remember the listings are also for dancers who may not be familiar with your club practices on lunch.
7. **Include a contact person and phone number.** This will encourage guests to your dance.
8. If submitting by mail, please type or print neatly in ink.

If you know your entire season's schedule, send all forms together to save time and postage. Remember to use a separate form for each month. **Keep a record or copies of what you submit**, in case changes need to be made. Notify the dance listing editor of any changes in a timely manner.

Remember, your listing is only as accurate as the information submitted.

The person submitting the forms must fill in their name address and phone number in case of any questions.

Dance Listings

Special Events Form: Follow the directions on previous page for filling out the form.

To qualify as a Special Event, the dance must meet at least one of the following criteria:

1. State, regional, or federation function.
2. The ROUNDUP subscription dance.
3. Event sponsored by a state federation –affiliated square dance caller (such as RDCA).
4. Benefit dance (fund raiser for a worthy cause).
5. Free promotional dance (street dance, county fair, etc.)

If a dance qualified as a Special Event, **also submit an Open Dance Listing form** in addition to the Special Event form.

Classes / Lessons Form: Follow the instructions on the previous page for filling out the form.

1. **Classes can be listed for three months** (e.g., the month before classes start, the month classes begin, the month after classes have started.) This would normally be August, September, October.
2. On all forms, give the exact dance location. Many new dancers, as well as angels may not be familiar with your area.

The Dance Listing should be sent to the Dance Listing Editor. Listings are preferred online or by email. Name, address, phone number and email address are listed on page two of The ROUNDUP.

Deadlines:

To Arrive No Later than the 25th of the month as follows

June 25th for the August issue

July 25th for the September issue

August 25th for the October issue

September 25th for the November issue

October 25th for the December issue

November 25th for the January issue

December 25th for the February issue

January 25th for the March issue

February 25th for the April issue

March 25th for the May issue

April 25th for the June & July issue

Remember: all forms may be sent in at once for the entire year.

The following CALLERLAB abbreviations for dance levels must be used

ND	=	New Dancers (Sept class)
MS	=	B & Mainstream (1-67)
PLUS	=	PLUS
A1	=	Advanced 1
A2	=	Advanced 2
C1	=	Challenge 1
C2	=	Challenge 2
RD	=	Round Dancing
C/W	=	Country Western
FOLK	=	Folk (any level)
WS	=	Workshop at any level