

Sun City Oro Valley *TIPSTER* ARTICLE STANDARDS

WHEN and HOW TO SUBMIT:

1. A separate submission is required for each month an article is to appear in the *Tipster*.
2. The deadline for all items submitted is the 8th of the month. Early submission is appreciated.
3. Clubs or groups should designate one person to submit *Tipster* articles each month. Multiple items from the same club or group will not be accepted. Additional items may be submitted for Workshops/Classes, Coming Events or Special Events for Clubs. Submitter is required to attend a writer's class.
4. **Submit using our website:** Go to **scovaz.com** hold your mouse over "**News and Info,**" a drop down appears; scroll down to "*Tipster* Newsletter" click it. Then select "**Click here to submit your *Tipster* Article online**" and complete the form. Click "Submit" at the bottom of the form. You will receive, within two business days, an acknowledgement from the editor, Marsha Dean, that she has received your article. If you do not hear from her, it is necessary to email **mdean@suncityorovalley.com** or call 917-8069, to advise her that you have not received an acknowledgment of your submission.

WORD LIMITS and PLACEMENT:

1. Articles exceeding **word limit** will be returned to author for revisions. Resubmit in a timely manner or expect article to be edited. Write articles as specifically and concisely as possible, adhering to the following Article Standards:
 - **Association:**
 - GM & Board of Directors - 350 words
 - Specially Commissioned Reports - 250 words
 - Association Committees - 150 words
 - Assistant Manager - 250 words
 - Program/Facilities Director - 250 words
 - Communications Coordinator - 250 words
 - Community Services - 250 words
 - **Golf**
 - Head Golf Pro - 250 words
 - Golf Course Superintendent - 250 words
 - Golf Advisory Committee - 150 words
 - Golf Clubs - 150 words
 - **Feature** – 350 words
 - **Coming Events*** – 100 words. Published no earlier than two months before event including the current month. Must be open to all residents, either be Association sponsored or an annual club event of interest to the entire community.
 - **Special Events for Clubs** - Two lines.
 - **Workshops/Classes** – 75 words (Must be open to all residents; club membership not required to attend.)
 - **For Your Information** – 100 words
 - **Celebrations and Life Events** – 100 words
 - **Thank You Corner** – 50 words (Must be general, no names mentioned.)
 - **Memoriam:** Sun City Oro Valley residents and/or former residents. Name and date of passing only.
 - **Clubs and Groups** – 150 words (Political in nature limited to day, date, time, place and speaker name.)
 - **Town of Oro Valley** – 100 words (Published on a space-available basis.)
 - **Partnered Organizations** – 100 words
 - **Extended Community** – 50 words (Published on a space-available basis.)
 - **Resident Classified Ads** – 50 words (\$10 fee must be submitted prior to acceptance of ad.)
2. Items submitted which require tuition or fees may be referred to the *Tipster* fee-based advertising section.

GENERAL GUIDELINES

Before submission, check your article for **day, date, time, place**, any **fees**, club/meeting contact person (first and last name) and phone number. **Submitter is responsible for correct spelling of names and phone numbers using the SCOV phone book.**

- **Format example for day/date/time/place:** Monday, August 13, 1 PM, Catalina Vista/Pusch Ridge. This information **should not be repeated** in the article **if it is in the header**. Exception: if a club meets two days a month, the day would be shown in article before the date. Spell out the names of all days and months **except in table listings and headers**, then abbreviate using three letters and a period.
- **Format for time and fees without zeros. Example: 1 PM not 1:00 p.m.** Dues are **\$6 not \$6.00. AM or PM** caps, no periods or spaces. Examples: 6-9 AM; 6:30 AM-Noon; 6 AM-1PM.
- **Format for phone numbers and contact names:** Call John Public 520-825-0000. **Do not use** phrases such as "for more information" or "if you have any questions." **Keep it simple—refer to Guideline for Treatment of Repetitive or Extraneous Words** (page 3 of this document).
- **Format for officer designations:** Officers for **2017-2018:** Pres., Ann Jones; VP, Bill Jones; Sec., Carol Jones; Treas., Dan Jones. Use abbreviations except when referring in a sentence to an individual officer in which case the title will be spelled out, capitalized and followed by the name (i.e. President John Jones).

Sun City Oro Valley *TIPSTER* SPECIFIC GUIDELINES

1. **Abbreviations/Acronyms:** (initial letters of title or phrase that make up a pronounceable word) Use full name, followed by initials in parenthesis; thereafter use initials. If initials used only once in article no need to include them unless it's a commonly used SCOV abbreviation. Example: Institute of Learning in Retirement (ILR).
2. **Alcoholic Beverages:** Articles should not mention beer, wine or alcoholic beverages for sale or provided free at a SCOV event. (A catering license and liquor license is required.) Use BYOB, refreshments will be served, beverages served, or sodas and beverages included.
3. **Classified Ads:** Capitalize first few words to create a heading (e.g. FOR RENT); use standard abbreviations (e.g. AZRM, BA, BR, LR, DR, W/D, N/S, N/P, FP, SS). Spell out recreation center, kitchen, 2-car garage.
4. **Common Abbreviations: Do not use periods or capital letters** for the following: extension = ext; per person = pp; single = sgl; double = dbl; couple = cpl. Example: **Cost \$10 pp or Cost \$15/cpl** (slash takes the place of "per"). Abbreviate: boulevard, Blvd.; drive, Dr. when used in an address. Sun City Oro Valley = SCOV (preferred designation), Aquatic & Fitness Center = AFC, Welcome Center/Conference Room 1 = WC1, and WC2, WC3 for the other two rooms.
5. **Common Words or Phrases Standardized:**

Activity Center Lobby	brown-bag	hors d'oeuvres	Noon (capital N)	Show and Tell	The Views
Administration (SCOV)	bylaw	Internet	online	sign up (<i>verb</i>)	Restaurant
air-conditioned	cul-de-sac	Listserv	overseeding	sign-up (<i>noun or adjective</i>)	(the restaurant)
annual meeting	email	long-term (<i>adjective</i>)	pickup (<i>noun or adjective</i>)	spring	website
Arts and Crafts Fair Association (SCOV)	fall (<i>season</i>)	long term (<i>noun</i>)	pick up (<i>verb</i>)	subcommittee	winter
Auditorium (SCOV)	General Manager (SCOV)	membership	potluck	summer	log in (<i>verb</i>)
barbeque	general meeting	meeting	Pro Shop	t-shirts	login (<i>noun</i>)
Bermuda grass	get-together	nametag	Ryegrass	tax-deductible	Welcome Center
Board (SCOV BOD)	happy hour	newsletter	SCOV	<i>Tipster</i> (always italic)	
books-on-CD	hole-in-one	nonmembers	seasonal		
	homeowner	nonresident	residents	U of A	
5. **Email and Website Addresses:** Use the word email or website (no colon) and the address. Example: email jones@aol.com; website hotsheet.com (no www).
6. **Emphasis: Do not use all capitals, bold or underlining.** Do not capitalize unless it's the first word in a sentence, a title or a proper noun. **Do not use quotation marks** except as indicated in #16 below. **Do not use exclamation points.**
7. **Financial Designations:** List money as \$2 or \$2.50 (not \$2.00); use cent sign for amounts less than \$1, 50¢. Use slash (/) for "per," cost \$15/table; dues \$3/year; membership \$25/household, but \$5 pp.
8. **Fiscal Year:** Use 2017-2018 format.
9. **Header:** Clubs are responsible for submitting correct information in headers. Abbreviate days and months using three letters and a period.
10. **Holiday vs. Christmas:** Clubs/groups are encouraged to consider the beliefs and feelings of every member when choosing wording for articles. The Association will use holiday to describe events sponsored in December unless the event is of a specific religious nature.
11. **Hyphens or Dashes:** Do not use spaces before or after and replace dashes with another form of punctuation wherever possible.
12. **Italics:** Use for book titles, magazines, newspapers, movies, plays, titles of paintings and sculpture, musical compositions (titles of operas/musicals) ships, aircraft, foreign words/phrases (if unfamiliar).
13. **Items in a Series:** Do not use a comma before the and in items in a series (i.e., Mary, John and Tom).
14. **Listings of Events/Activities:** Include only essential information; be brief and concise (see #17).
15. **Numbers:** 1-9 spell out (i.e., one, two, three, etc.), 10 and greater should be numeric. Use of 1st, 2nd, 3rd, etc.: should be **spelled out first, second, third, etc. through ninth**; 10th and greater should use st, nd, rd or th (i.e., 41st, 42nd, 43rd, 44th, etc.) unless used in a table (listing competition results). Spell out numbers used as the first word of a sentence. **Dates, times and page numbers are always numeric.**
16. **Quotation Marks:** Use for pamphlets, radio/TV programs, poems, titles of programs/presentations, song titles (i.e., a song from a musical), stories, articles in newspapers/magazines, club themes (i.e., photo club contests), and direct quotes. Place punctuation inside quotation marks. Use quotation marks sparingly for emphasis of a word or phrase.

Sun City Oro Valley *TIPSTER* SPECIFIC GUIDELINES, continued

- 17. Guideline for Treatment of Repetitive or Extraneous Words:** Eliminate unnecessary words in commonly used phrases, see examples below:

Contact:

Call Joe Smith. (Delete “for information/questions,” etc., do not repeat phone numbers that are included in headers.)

Meetings/Events:

Use day, date, time, place format (delete: “on,” “at,” “from,” “of every month”)

Lessons 1 PM, club play 2 PM

Happy hour 5 PM, dinner, 6 PM, music 7 PM

Dues:

Dues for 2017-2018 \$5 pp (delete “are”)

Officers:

Officers for 2017-2018: Pres., name; VP, name; Treas., name; Sec., name.

- 18. Special Sections Treatment:**

Workshops and Classes

Club items in this section should include complete class information: description, dates (day/date/time/place format), cost, etc. The club article itself should only mention the class and refer readers to the Workshops and Classes section of the *Tipster* for full details.

Coming Events

Items in this section must be open to all residents and sponsored by the Association or an annual club event of interest to the entire community and be no more than two months out. Use entries as a teaser and include details in the club article and direct readers there.

Example: See details in Rock & Roll Club, under Dance.

Special Events for Clubs Box

Two-line limit, abbreviate day and month using three letters with period. No period at end of entry.

Example: Day Trippers, Ice Cream Social, Sun., Jun. 18, 2:30 PM, Activity Center/Navajo

Club Headers

Six-line limit listing club president, secretary, contact, etc. with contact phone number (use area code) and email address in that order. Abbreviate officer titles (see under general guidelines) and use no punctuation in these lines, except a comma to separate two individuals' information, i.e., Co-pres. Following club contacts a line with meeting day, date, time, place (use a comma to separate and abbreviate days and months). Last line may be a club website address.

Example: Co-Pres. Andrea Dallas adallas@ut.edu, Co-Pres. Barb Tulsa btulsa@osu.net
 Monitor Training Jane Allen 555-825-4464
 Mentoring Heidi Gibson 555-548-1299 hgibson@yahoo.com
 Oct.-May, Second Tue., 1 PM, Activity Center/Navajo
 scvgs.org