

USMS PUBLISHING POLICY MANUAL
(As Amended 11/6/2006)

ARTICLE I: INTRODUCTION

Section 1.01 Purpose

The purpose of the Publishing Policy Manual is to list and maintain in one place all publishing policies currently in existence in United States Masters Swimming.

Section 1.02 Policies

- (a) The Editorial Committee shall work with the Executive Committee or its designee in the development and amendment of policies contained in this manual.
- (b) Policies and amendments shall be proposed and approved of by the Editorial Committee.
- (c) Policies that involve corporate issues or cross-committee relations may be subject to approval by the USMS Board of Directors.

Section 1.03 Implementation

- (a) The articles in the body of this document shall constitute the policies which govern USMS publications. The committee shall conduct business to achieve committee and USMS objectives and goals, in accordance to all appropriate rules, policies, guidelines and contracts.

Section 1.04 Legal

The Editorial Committee shall see to the posting of necessary legal disclaimers in publications as specified by the USMS legal counsel.

Section 1.05 Powers

- (a) "...The committee shall manage all USMS publishing activities and shall set publishing policy. The committee shall support the operations staff handling the separate elements of USMS publications. The committee shall work with representatives from the publishers of the USMS national publication on magazine-related activities." (*USMS Code of Regulations and Rules of Competition, Article 507.3.15*)
- (b) The committee shall have the emergency power to adopt or suspend any publications policy provided the committee, with the advice and consent of the president or EC liaison, for all issues, plus the treasurer, for finance issues, determines immediate action is required to serve the interests of USMS. An action taken under this emergency provision shall be effective until the next meeting of the Board of Directors. The chair shall make a detailed report of the actions taken to the Board of Directors within 30 days of the action taken.

Section 1.06 Goals and Objectives

The Editorial Committee shall develop and maintain or cause to be developed and maintained publications that: (a) support the Mission and Core Objectives of USMS, (b) provide benefits and information services for all USMS members, (c) provide viable marketing tools, where appropriate, (d) provide an income source for USMS, where possible and (e) employ the most current industry standards for design, style, editorial content and usability, where appropriate.

ARTICLE II: NATIONAL PUBLICATION

Section 2.01 Mission

To support the Mission and Core Objectives of USMS, provide a benefit for USMS and all USMS members, a marketing tool to recruit new members, and a revenue source for USMS.

Section 2.02 Authorities

As the owner of the publication, USMS has the right to approve publication decisions as specified in the publisher's contract. These rights shall be exercised by the Editorial Committee, with the advice and consent of the Executive Committee, or by persons designated in the contract.

Section 2.03 Production Management

The USMS Editor and the publisher's Managing Editor (hereafter referred to as "the editors") shall manage the production of the publication including creation of the editorial calendar and media kit, development of content,

assignment of articles, selection of photographers and writers, communication with layout and design personnel, and integration with other elements of the production process such as advertising, printing and mailing. The editors shall report on their activities to the Editorial Committee as requested.

Section 2.04 Annual Planning

Major decisions for the next publication year shall be made or initiated during the annual planning meeting. The USMS Editor plus a team from the Editorial Committee shall participate in the planning session(s). The committee shall monitor preparation and execution of annual planning and shall see that: (a) suggestions are solicited from USMS leaders and members, organized by the editors and presented to the Editorial Committee for discussion prior to the meeting and (b) USMS participants file a comprehensive report with the Editorial Committee within 30 days of conclusion of the session.

Section 2.05 Structure

The basic structure and content of the publication including departments, columns, features, book size (number of pages) and advertising levels shall be developed during a periodic redesign process. The structure and content shall be reviewed each year during annual planning with minor modifications made as necessary. Anticipated changes in book size shall be requested during the regular budget process excepting where advertising levels exceed 35 percent of content during the publication year. In that event, the Editorial Committee shall request an increase in book size to maintain an acceptable editorial content level.

Section 2.06 Design

The basic layout and graphic design shall be developed during a periodic redesign process. Layout and design for individual issues, including choice of photographs, color schemes, and page layout, shall be determined by the needs of the specific editorial content. Treatment of all USMS-developed elements shall be consistent with the design of the rest of the publication.

Section 2.07 Balance of Content

The Editorial Committee shall see that the balance of content in the publication is equitable and meets the needs of USMS and all USMS swimmers as determined by periodic surveys of the membership and in consultation with USMS leaders. Special interest reporting shall also be present in the publication, space permitting. The editors shall determine the treatment and presentation of all editorial content.

Section 2.08 Editorial Calendar

The major decisions for the next publication year's editorial calendar shall be made during annual planning. Once the editorial calendar is agreed to, the editors and Editorial Committee shall adhere to the basic plan excepting the need to publish timely or compelling editorial materials. Should there be a need to include information in the publication that is not consistent with the approved calendar, then this information may be included provided: (a) the Editorial Committee agrees, (b) it does not replace any of the planned content and (c) funding is available to increase the book size, if necessary, to accommodate the additional materials. The editorial calendar contents shall be considered confidential and shall not be revealed, disseminated, or discussed with any persons outside the editorial management process.

Section 2.09 Production Schedule

The production schedule shall be set during annual planning with the goal of members' receipt of the publication by the first two weeks of the first month of publication and shall be adhered to, excepting the need to delay publication in order to cover timely events.

Section 2.10 Editing and Proofing

Editing and proofing shall be the responsibility of the editors. Assignment of Editorial Committee personnel for proofing shall be made by the chair of the Editorial Committee in consultation with the editors as needed. Assignment of outside proofreaders for specialty content shall be made by the editors. Materials distributed for editing and proofing shall be considered confidential and shall not be revealed, disseminated, or discussed with any persons outside the editorial management process.

Section 2.11 Archives

The publisher shall maintain appropriate digital and printed archive copies of each issue. Digital archives shall be maintained on the publication web site as defined in Web/Publication Integration below.

Section 2.12 Web/Publication Integration

USMS shall create and maintain a national publication web site that includes a section featuring each issue, advertising information, subscription information, digital archives and other content as necessary. The Editorial Committee, in consultation with other elements of USMS, shall determine the articles to be extracted for archival

purposes as well as the timing for public release. The USMS Webmaster/IT Director shall determine the format, method of storage and retrieval, and storage location of the archives. Digital archives shall be protected against unauthorized use in violation of copyright and contractual obligations.

Section 2.13 Marketing

The Editorial Committee shall work with the Marketing Committee to develop plans for the use of the national publication as a marketing tool for recruitment of new members and other marketing needs. Bonus or complementary copies of the publication for marketing purposes shall be printed based on pre-orders received in time to be included in the regular print run. Funding for the printing and shipping of bonus issues shall be borne by the requester, unless a waiver of costs is obtained from the Executive Committee.

Section 2.14 Non-Editorial Services

The Committee shall develop a process whereby the publication may provide non-editorial services to USMS cost centers and sponsors. The services provided shall not replace paid advertising, compromise the layout and design of the publication, reduce editorial content below acceptable levels, or violate any of the approved publications policies.

Section 2.15 Reproduction

Reproduction of all or part of the publication shall be subject to applicable copyright laws and contractual requirements and shall be approved by the Editorial Committee. Use of reproductions for commercial purposes shall be subject to the approval of the Executive Committee. Unless determined otherwise, extraction and reproduction shall be accomplished by the publisher's staff or USMS web staff, whichever is most appropriate. Cost of reproduction and distribution shall be borne by the requestor.

Section 2.16 Advertising

- (a) Advertising sales for the publication shall be the responsibility of the publisher's Advertising Director. The Editorial Committee, with the advice and consent of the Executive Committee, may approve the insertion of house ads or complementary ads provided they (i) have added value for USMS, (ii) do not require an increase in book size, and (iii) do not replace either paid ads or necessary editorial content.
- (b) The Editors shall ensure that no hidden or unpaid advertising presented in the form of editorial content is placed in the magazine.

Section 2.17 Finance and Budget

The Editorial Committee Chair, with the advice and consent of the Executive Committee, shall prepare the budget for the next publication year. The budget shall reflect the specifications in the publisher's contract, USMS financial operating guidelines, USMS financial management policies, and the needs of the publication as identified during annual planning. The Editorial Committee shall work with the Executive Committee and Finance Committee to create a plan for the business and financial management of the magazine.

ARTICLE III: Website Content Management

The Editorial Committee shall develop and maintain or cause to be developed and maintained web content that fulfills the mission and goals expressed in Section 3.0.1.

Section 3.01 Mission and Goals

The content management process shall ensure the accuracy and timeliness of the development and maintenance of web content and provide for USMS: (a) an optimized system for the acquisition of accurate information in proper form and on a timely basis for development and update of web content; and (b) a plan for management of the work force handling the development and update of web content.

Section 3.02 USMS Official Documents and Information

All documents and other information produced by USMS shall be posted exclusively on the USMS web site, unless otherwise agreed to by the Editorial Committee.

Section 3.03 Web Content Updates

The web content manager shall work with web staff, committees and individuals that supply web content and data to:

- (a) Develop and maintain a schedule for timely updating of web information. The update schedule shall be maintained in a location and form which affords access to all interested parties.

(b) See to the timely update of information on the website.

ARTICLE IV: Rule Book

The Editorial Committee shall work with the Rule Book Coordinator to support the production and distribution of the rule book.

ARTICLE V: Other Publications

The Editorial Committee, in consultation with the Marketing and Communications Committees, shall direct the creation of logos, graphics and style sheets for consistent use by all parts of USMS. These guidelines shall apply to all written communications, including paper and electronic format. The Editorial Committee shall direct and assist USMS entities in the integration of these policies into practice throughout the organization.