

Sun City Vistoso 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. 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. One additional item pertaining to Workshops/Classes may be submitted. Submitter is required to attend a writer's class.
3. The deadline for all items submitted is the 10th of the month. Early submission is encouraged and appreciated. Do not wait until the deadline date to submit articles.
4. **Submit using our website:** Go to **www.suncity-vistoso.com** select "News and Information," select "Tipster Newsletter." Then select "Submit Tipster Article" and complete the form. Click "Submit" at the bottom of the form. You will receive a confirmation right away generated by the system. Then within **two business days** of submitting you will receive a confirmation from the Communications Coordinator. After **two business days** if you have not received confirmation from the Communications Coordinator, please call 825-3711 ext. 121.

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 refused. Write articles as specifically and concisely as possible, adhering to the following Article Standards:
 - Association:
 - GM, Board of Directors and Specially Commissioned Reports - 250 words
 - Association Committees - 150 words
 - Activities Director - 250 words
 - Admin. Communications Director and Communications Coordinator - 250 words
 - Community Services - 250 words
 - 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.)
 - In Memoriam: Sun City Vistoso residents and/or former Sun City Vistoso residents
 - **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.)
 - 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. Articles submitted that describe activities for which tuition or other fees are charged may be referred to the advertising section of the Tipster. This section is fee-based.

GENERAL GUIDELINES

Before submission, check your article for **day, date, time, place**, any **fees**, club/meeting contact person (first and last name) and telephone number.

Format example for day/date/time/place: Monday, August 13, 1 PM, Catalina Vista/Pima

This information is not necessary if it is in the club header.

Spell out the names of all days and months except within table listings.

Format for time and fees stated without zeros. Example: 1 PM not 1:00 p.m. Dues are **\$6 not \$6.00**

AM or PM is all caps, no periods or spaces. Examples: 6-9 AM; 6:30 AM-Noon; 6 AM-1PM

If the event recurs the same day(s) every week use the plural for that day. Example: Mondays, August 2-16

Format for phone numbers and contact names: Call John W. Public 825-0000.

Do **not use** phrases such as "for more information" or "if you have any questions." **Keep it simple.**

Submitter is responsible to double check spelling of names and phone numbers using the phone book.

Format for officer designation: Officers for 2007-2008: Pres., Ann Jones; VP, Bill Jones; Sec., Carol Jones; Treas., Dan Jones. *Use abbreviations except when referring in a sentence to an individual officer where the title will be spelled out, capitalized and precede the name (i.e. President John Jones).*

SPECIFIC GUIDELINES:

1. **Acronyms:** Name made up of the initial letters of an official title. The correct order is to place the acronym first followed by the full name in parentheses. Example: ILR (Institute of Learning in Retirement). Then after this the acronym may be used by itself throughout in the article.
2. **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). Spell out recreation center, kitchen.
3. **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** Example: **Cost \$15/cpl** (slash takes the place of “per”) Abbreviate boulevard as Blvd. and drive as Dr. when used in an address.
4. **Common Words or Phrases Standardized:** Administration Office, annual meeting, Arts and Craft Fair, barbeque, Bashas’, Bermuda grass, beverages included, board meeting, books-on-tape, brown-bag, bylaw, CC&Rs, cul-de-sac, email, fall, general meeting, get-together, Hole-In-One, hors d’oeuvres, Listserv, long-term (*adjective*), long term (*noun*), membership meeting, nametag, newsletter, nonmembers, nonresident, online, over-seeding, pickup (*noun or adjective*), pick up (*verb*), potluck, Pro Shop, ryegrass, Show and Tell, sign up (*verb*), sign-up (*noun or adjective*), snowbird, sodas and beverages included, spring, subcommittee, summer, Sun City Vistoso, t-shirts, tax-deductible, Tipster (always underlined), UofA, website, winter.
5. **Email and Website Designations:** Use the word **email** or website (no colon) and the address. Example: email jones@aol.com; website www.hotsheet.com
6. **Emphasis: Do not use bold, all caps or underlining.** Do not capitalize unless it's the first word in a sentence, a title or a proper noun. **Do not use quotations** except as indicated by #16 below. **Do not use double exclamation points.**
7. **Financial Designations:** Dollars shall be listed \$2 or \$2.50 (not \$2.00); amounts less than \$1 shall be designated with a cent sign (i.e., 50¢). Use slash (/) for “per” (e.g. cost \$15/table; dues \$3/year; membership \$25/household).
8. **Fiscal Year:** Use 2009-2010 format.
9. **Header:** It is the club’s responsibility to update the club/group header information listing President/Primary contact, meeting information.
10. **Holiday vs. Christmas:** Clubs/groups are encouraged to consider the beliefs and feelings of every member when choosing wording for their 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. Replace dashes with some other form of punctuation wherever possible.
12. **Listings of events/activities:** include only essential information; be brief and concise.
13. **Italics:** Use italics for book titles, magazines, newspapers, movies, plays, works of art, ships and aircraft.
14. **Items in a Series:** Do not use a comma before the and or the or (i.e., Mary, John and Tom.)
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 places). Spell out numbers used as the first word of a sentence. Dates are always numeric.
16. **Quotation Marks:** Use quotation marks for direct quotations, titles of newspaper or magazine articles, programs or special classes, essays, stories, poems, musical compositions and radio or television programs. Place periods, question marks and commas inside the closing quotation mark.