

# **The Texas Clown Association, Inc. (TCA)**

## **Policies and Guidelines for The Joey Journal**

### **I. Purpose of The Joey Journal (a/k/a the Journal or JJ)**

- A. To serve as a means of notification of the annual membership meeting as set forth in Article II, Section 5 of the TCA by-laws.
- B. To serve as a means of notification of nominating TCA officers as set forth in Article V, Section 1 of the TCA by-laws.
- C. To provide an official absentee ballot for the election of TCA officers as set forth in Article V, Section 4 of the TCA by-laws.
- D. To serve as a means of notification of proposed by-law changes as set forth in Article VI, Section 1a of the TCA by-laws.
- E. To keep all TCA members informed of all TCA activities and operations as set forth in Article 1, Section 5 of the TCA by-laws.
- F. To share ideas and increase knowledge in the art of clowning.
- G. To generate revenue from advertising to offset cost of publication.

### **II. Editor's Responsibilities**

#### **A. Overview**

It is the editor's responsibility to see that The Joey Journal is produced, published, and mailed according to the deadlines. The editor is responsible for all stages from the start to the finish of production. The start of The Joey Journal is defined as the gathering of information as described elsewhere in these policies and guidelines. The finish is defined as when The Joey Journal is in the mail and on the way to the membership. The responsibilities, pointed out above, in no way imply that the editor is physically responsible for all the work. The editor is to monitor and keep track of all the aspects of the publication of The Joey Journal to see that it is produced according to these policies and guidelines.

#### **B. Production**

- 1. Gathering of information
- 2. Compose information into a 'master copy' booklet
- 3. Have master copy reproduced into a predetermined number of copies.
- 4. The number of copies is based on:
  - a. The number of mailing labels supplied by the membership coordinator or treasurer
  - b. Extra copies to include
    - i. prospective advertisers
    - ii. new members
    - iii. courtesy copies to other clown related publications
- 5. Have the copies inserted into properly printed envelopes.
  - a. Since the outside back cover is to be used for advertising, envelopes must be used.
  - b. To make the 'letter' automation compatible for processing in the USPS automatic processing machines so that

- i. A cheaper postal rate would apply
    - ii. Letter is less likely to be damaged
    - iii. Processing time delay would be minimal
- 6. Properly printed envelopes
  - a. Official TCA return address
    - i. Correct postal endorsement
      - a. Forwarding and address correction request
- 7. Mailing labels
  - a. Supplied by membership coordinator or treasurer
  - b. Coordinator or Treasurer will mail labels to
    - i. editor
    - ii. printer
    - iii. mailing service
    - iv. volunteer
- 8. Notification
  - a. The mailing service calls the editor when the journals have been mailed
  - b. The mailing service reports the postage costs to editor
  - c. The editor notifies the treasurer and reports the cost of the postage
- 9. Deadlines
  - a. Meet deadlines as set forth in these policies and guidelines for printing and mailing
    - i. Do not hold up printing for missing articles from officers and directors
    - ii. If there are missing articles not received by the deadline, then it should be noted in the journal with something similar to “Report not received by deadline” and go on to print.

### III. Physical Layout

- A. To be periodically reviewed by the board of directors
- B. Size of the journal shall be 5 ½ inches wide and 8 ½ inches tall – the size of an 8.5 X 11 inch piece of paper folded in half.
- C. Number of pages cannot exceed 80, including cover, due to postal weight restrictions for bulk mail. This is equivalent to 20 full size pages (8.5” X 11”).
- D. Since the journal is to be mailed in an envelope, the outside back cover can be used for advertising.

### IV. Style and Format

- A. A colorful cover page will draw attention to the journal and create a unique image.
- B. Include clip art to enhance articles, reports and feature stories.
  - 1. Use photographs, illustrations and diagrams when possible
  - 2. Each report should be limited to a maximum of one typewritten page. Editing of these reports by the editor should be cleared with the author.
  - 3. Include feature articles.
  - 4. Maintain a professional appearance.

### V. Advertising

- A. The editor should assume responsibility for soliciting advertising in the journal. An advertising

information packet could include:

1. Contract – size of ad, time interval and cost
  2. Sample of the journal from extras printed each issue
  3. Circulation number and times of publication (bi-monthly)
  4. An introduction to TCA and its purpose
- B. Size of ads – it should be noted that a full page ad is 5.5" X 8.5"
1. Outside back cover
  2. Inside back cover
  3. Full page
  4. ½ page
  5. ¼ page
  6. business card
- C. Costs of ads
1. Outside back cover - \$80/issue
  2. Inside back cover - \$70/issue
  3. Full page - \$70/issue
  4. ½ page - \$40/issue
  5. ¼ page - \$25/issue
  6. Business card - \$10/issue
- D. Multiple issue discounts
- If an ad is placed for multiple issues, the following discounts apply:
1. 5% for three – five issues
  2. 10% for six issues (one year) or more

## VI. Contents

- A. Each issue of The Joey Journal will contain the following
1. Identification page
    - a. Ad rates
    - b. Deadlines
      - a. Article submission and advertisements – first of the month for February, April, June, August, October and December
      - b. Receipt by membership – first of January, March, May, July, September and November
  2. TCA Board of Directors' contact information
  3. TCA Alley list
  4. President's report
  5. Treasurer's report – quarterly
  6. Board meeting minutes – quarterly
  7. General membership minutes (annually - usually the December/January issue)
  8. Area Directors' reports
  9. Update of new members
- B. Each issue may contain the following:
1. Vice-president's report
  2. Letter from the Editor
  3. Articles

- C. No issue should contain any articles that are offensive to any one or any group and anything that is controversial or derogatory regarding TCA or any clown or clown group should not be included without prior review and approval by the TCA Board of Directors.

## VII. Regular Articles

- A. Each area in the TCA has experienced clowns. They are a great source of clowning knowledge. They may:
  - 1. Contribute a feature story
  - 2. Submit articles on a regular basis
- B. Regular columnists may contribute articles each month under a specific category or they may generalize.
- C. Permission to reprint articles from other publications needs to be obtained from either the publication or the author. Obtain written permission if possible to be kept on file.
- D. Any articles concerning the TCA organization, the art of clowning and about TCA members are acceptable. Others may include, but are not limited to:
  - 1. Books and resources
  - 2. Balloon sculpting
  - 3. Chalk Talks
  - 4. Christian clowning
  - 5. Circus information and tidbits
  - 6. Clowns in history
  - 7. Code of Ethics in clowning
  - 8. Face painting
  - 9. First of May issues
  - 10. Helpful hints
  - 11. Juggling
  - 12. Letters from the readers
  - 13. Magic
  - 14. Make-up
  - 15. Mime
  - 16. Props (how to make and use)
  - 17. Puppets
  - 18. Skits
  - 19. Story telling
  - 20. Wardrobe
  - 21. Paradeability
  - 22. Personal clowning experiences
  - 23. Clowning business aspects

## VIII. Required Issues

- A. Pre-convention (April/May issue – if convention is in summer time)
  - a. Description of Ambassador Award with a list of past recipients
  - b. Call for nominations
- B. Convention (June/July – if convention is in summer time)
  - a. Deadlines and mailing may need to be adjusted for this issue in order for the membership to receive the issue around a month prior to the scheduled convention.

- b. Current by-laws with changes, if any, from past general membership meeting, with the proposed changes highlighted.
  - c. Competition rules
  - d. Directions for the next convention
  - e. TCA Board / Officer nomination list/slate
  - f. Absentee ballot
- C. Post-Convention (August/September – if convention is in summer time)
- a. List of competition winners
  - b. Ambassador Award recipient
  - c. Convention ad for next year's convention
- D. Annual TCA roster (October/November – if convention is in summer time)
- a. Will include all members in good standing as of the end of recent convention
- E. Bi-monthly issues are: December/January, February/March, April/May, June/July, August/September, October/November

#### **IX. Mailing Requirements**

- A. Must meet current US Postal regulations
- a. Last three lines of mailing address must be – from the bottom up:
    - i. City, State, 9 digit Zip code
      - 1. City must be spelled out
      - 2. State must be 2 letter abbreviation
    - ii. Street address or P O Box number
      - 1. Name of street must be spelled out completely unless it is a number
      - 2. Must have street designation such as St., Dr., Ave., Rd.
    - iii. Name of person residing at the address
  - b. Must be in all capital letters with no punctuation marks