



USAPA e-Newsletter

## Editorial Guidelines

Updated August 2014

The e-Newsletter is the official member communication vehicle of the USA Pickleball Association. Through this online newsletter, which is e-mailed monthly as a benefit of membership, the USAPA Board of Directors, Executive Director and committee chairs disseminate useful information, such as notice of rules changes, insights into the rules of the game (*Rules Review*), *Fitness* tips, updates to member benefits, National event and major tournament information, etc. The USAPA e-Newsletter Editorial Board consists of the USAPA President, Executive Director and the editors/publishers.

### **Member Generated Content**

USAPA members are invited and encouraged to share topics of interest to the general membership and the greater pickleball community. Ongoing columns/departments that are compiled through member submissions, include, but are not limited to:

*USAPA Regional Tournaments:* A monthly department containing announcement of or updated details for upcoming USAPA Regional tournaments (one per region per year). Content of this department typically is submitted by the USAPA regional directors or individual tournament directors, and compiled by the editors.

*National Tournaments:* A monthly department containing information about upcoming *National* pickleball tournaments. This includes the *USAPA Nationals* – outdoor and indoor – *NSGA National tournament*, *National State Games National tournament*, *Canadian National tournament* and any other National-level event that the Editorial Board deems appropriate. Content of this department typically is submitted by USAPA board members or the individual tournament directors, and compiled by the editors.

*Bit & Pieces:* This general interest column consists of short (75 to 150 words) articles about happenings in the pickleball community that have a unique angle that is of interest to pickleball players everywhere, not just to those directly involved. What is newsworthy to local players is often not relevant to readers who were not present and do not know the individuals involved. The *uniqueness* of a submission is determined by the editors.

Due to the overwhelming volume of tournaments we do not publish tournament announcements or results, except for national and USAPA regional tournaments, which are published in the appropriate department described elsewhere in these *Guidelines*. Tournament announcements and results can be posted on the USAPA Website ([www.usapa.org](http://www.usapa.org)). If the Pickleball Tournament Management System ([www.pickleballtournaments.com](http://www.pickleballtournaments.com)) is utilized for the event, tournament information and results are automatically posted online.

Occasionally, we may publish an article about a major event that does not fall within the *National* or *USAPA Regional* categories, if it has a *unique* slant that is of interest to the readership in general. The *uniqueness* of a submission is determined by the editors.

*Places to Play*: Short (75 to 100 words) announcements about new court locations, expanded or refurbished courts, etc. Locations should be open to the public and/or guests (i.e., nonresidents, if in a private community) at least part time. Include venue location and the name, telephone and/or e-mail address of a person to contact for more information about the site and program. Contact information will be included in the article.

*Pickleball Poem or Lyrics*: Original verses written about the game of pickleball. May refer to local events or players, but should make sense and be entertaining to newsletter readers in general, even if they do not know the people referenced. Please note the tune, if the lyrics are meant to be sung.

*Player Profile*: (approximately 300 words) A bio piece about someone who has made a significant or unique contribution to the sport of pickleball. The individual's story should be inspirational, entertaining and/or instructional, and of interest to the general readership. Before writing a profile please query the editors with a brief description of the person and his/her contribution to the sport. Player profiles also are sometimes compiled and written by the editors.

*Features*: A feature article may be longer, if required to tell the story (300 – 750 words or fewer), and should offer helpful and/or informational pickleball related content, such as tips for improving ones' game, how to negotiate with local organizations for court space, choosing an appropriate ball, etc. If you have meaningful ideas that are of interest to and benefit the general readership, please share your knowledge. It is up to the discretion of the editors whether a submission runs as a *feature* or is placed in the *Bits and Pieces* column.

*My Favorite Pickleball Story*: This is an opportunity for members to share a special pickleball moment (not a description of a local event) that you were part of or witnessed. In 100 to 150 words or fewer, share something that you love about the game or the people of pickleball, or relate a positive incident on the court that has had a significant impact on your attitude toward the game.

*Sound Off:* This is an opportunity for readers to provide feedback regarding past content of the newsletter. It should be short and to the point, constructive and non-inflammatory. If necessary, an explanation may be provided by the author involved or the editors.

*No Dumb Questions:*

Pickleball related questions of any type are welcome. One each month is published and answered by the editors or other USAPA board members.

**Submission Format and Guidelines**

Submissions for the above reader-generated newsletter columns must be submitted by the 15<sup>th</sup> of the month to be considered for publication in the following month's e-Newsletter.

Submissions should be transmitted to the editors ([newsletter@usapa.org](mailto:newsletter@usapa.org)) in editable (electronic, but not .pdf) *Word* file format.

If practical, use 12 pt. font or larger, with single spaced lines. DO NOT put a carriage return (line break) at the end of every line. Insert only one return between paragraphs and use only one space between sentences.

Include submitter's name, city and state with the submission. If you are a USAPA ambassador, list the area you represent.

In all submissions avoid details that are relevant to only those directly involved (lists of names, detailed descriptions of events, thank you acknowledgements, etc.). *Thank you* and *acknowledgement* submissions will be rejected or appropriately edited.

An attempt is made to publish articles from every region of the country. Therefore, an article from an area that submits numerous articles in a short period of time may be temporarily rejected or its publication delayed in order to establish or maintain equal geographic representation. In these cases the submitter will be notified accordingly.

Commercial advertising space in the newsletter may be purchased by contacting the USAPA business office. However, editorial content that includes commercial advertising or product endorsement will be rejected or edited to eliminate the advertisement or endorsement.

USAPA and the e-Newsletter editors reserve the right to edit all submissions for clarity, length and adherence to these editorial guidelines.

All submissions are seriously considered for publication; however, those that do not match and cannot be edited to match the editorial parameters defined in these guidelines may be rejected. In these cases the submitter will be notified accordingly.

### **Accompanying Photos**

Preferably submit supporting photos in jpeg format of greater than 300kb and a width no great than 564.

More than one photo may be submitted; however, at the discretion of the editors typically only one photo per article will be published.

You need not list the names of everyone in a group photo; however, do include a caption if the subject of the photo is not clear from reading the text of the submission. If you personally did not take the photo, obtain permission from the photographer to submit the photo.

*The parameters contained in this document are guidelines. Deviation from or exceptions to these guidelines are at the discretion of the USAPA Editorial Board. USAPA and the editors are solely responsible for the content of the newsletter.*

[end of file]