



GSPCA MAGAZINE CHAIR for Shorthair Journal

RESPONSIBILITIES:

The Board will appoint a Magazine Chair whose responsibilities include but are not limited to:

1. Working closely with the Production Editor, ensure that the magazine is content rich in all areas in which German Shorthair Pointers compete (field, hunt, show, performance and companion competition) and in which they are loved as a pet and friend.
2. With input from the Production Editor and the Content Contributors develop a strategic plan for the calendar year that includes the theme(s) and focus of each issue. Determine advertising offerings that support the plan. Incorporate any special reports that occur on an annual or periodic basis (Ex. Annual Awards/Celebration of Duals).
3. Creatively partner with the Production Editor and others to maximize the advertising revenue for the Journal.
4. Work with the social media team and others to add revenue by increasing Journal Subscriptions from non-members with the intent to drive membership.
5. Recruit club members and other individuals who will serve as Content Contributors. Constantly seek out additional areas of interest to the Shorthair Journal's audience. Drop and add subjects to keep the magazine fresh and relevant.
6. Maintain a positive working relationship with content contributors by introducing yourself to them and including them in the strategic plan so that their contributions can be more impactful. Coordinate with the Production Editor to send reminders and follow up as necessary to ensure the content deadlines of January 1, March 1, May 1, July 1, September 1 and November 1 are met.
7. Review content provided by all sources including but not limited to Content Contributors, Production Editor, Member Clubs and Board Members to ensure that it is appropriate for the Shorthair Journal's audience.



8. Forward AKC News and updates from our AKC Delegate as appropriate to Production Editor for inclusion.
9. Personally gather articles of general interest – collect articles, get reprint permission and submit to Production Editor.
10. Gather and review updates and changes to standard information pages (i.e. changes to officers, committee chairs, secretaries, etc.) and then forward to the Production Editor in a timely fashion.
11. Complete a final review of each issue's content ensuring a quality product and compliance with issue content guidance. Punctuation errors, typos, grammatical errors should be looked for as well as the look and feel of the pages. The content should also be read though to ensure its appropriateness for the audience. If there is content that raises a questions or concern the Magazine Chair should consult with the Journal Liaison.
12. Maintain the vendor relationship with printer, currently Johnson Press of America. Coordinate the collection of data regarding the Shorthair Journal with JPA (i.e. issue upload dates and mailing dates; cost analyses, etc.) as needed.
13. Periodically review Advertising Rates and with input from the Production Editor and make recommendations for the Board's approval. The Magazine Chair, with input from the Production Editor will determine special advertising rates to support each issues theme(s). They are responsible for ensuring rates are reflected properly in the magazine, on the website and other GSPCA communications.
14. When GSPCA Members have questions and/or questions are referred by the Production Editor, work towards a 24 hour response timeline.
15. The Magazine Chair can authorize incidental expenses within the budget set for the Magazine but any expense over \$200 must be approved in advance by the Treasurer or the President.

It is estimated that the position will require 10 hours of time per issue although for certain issues it could go higher. We currently publish 6 issues per year.