

Golden Retriever News Advertising Policies

PROCEDURE FOR SUBMITTING ADVERTISING

1. Send ALL advertising to Sylvia Donahey-Feeney, Editor, 1183 Debbie Hill Rd., Cotati, CA 94931; (707) 795-7941, FAX (707) 795-5698, e-mail: GRNews@pacbell.net.
2. Make all checks payable to the GOLDEN RETRIEVER CLUB OF AMERICA (Foreign advertisers pay in U.S. funds by BANK MONEY ORDER [not postal money order]; any foreign personal checks must add \$5 U.S. to cover bank processing charge.) GRCA cannot accept any checks that are written on a credit card account. These are checks that are sent to card holders as promotional or cash advance checks. In place of the bank name, these checks say "Card Services,NA" or something similar. And usually are from Wilmington, Delaware.
3. No ad will be accepted without payment in full accompanying the ad. Any check that is returned from your bank automatically puts you on the "not in good standing" list of the Club. If the check is made good, you are taken off of that list, but MUST pay all future ads with a money order or cashier's check.
4. A photocopy of any "clearance" (see POLICIES on this page) MUST be submitted with each ad, each time.
5. All ad copy must be typewritten or printed legibly. State copy as you wish and indicate desired layout. Include all artwork desired, in black ink. EXCESSIVE COPY will be charged accordingly. If you cannot print it on the size of the ad you're paying for, neither can we. All material pertaining to the ad MUST arrive in the same envelope: copy, pictures, clearances, artwork and payment. If it comes in piecemeal, it will be returned.
6. All photographs must include your name and address on the back of the photo. All photographs MUST accompany your ad and will be returned to the advertiser. Do not ask us to return photos used in your ad to anyone other than yourself. Any photograph of a dog received for advertising that has been altered by any means resulting in changes to the dog's conformation, will have the caption "Photograph Retouched" directly beneath the photo, flush right.
7. Litter listings will be limited to: Whelping or due date, sex distribution, sire, dam, grandparents and owner's name and address.
8. The GRNews is not responsible for mistakes in advertising. Care is taken to insure accuracy, but some errors do slip through.

ADVERTISING POLICY

The GRNews does not allow any religious or political statements to be used in connection with advertising of living dog's achievements, litter listings or breeding advertisements. Resolution: MY93-5

Reports on radiographs for hip and elbow dysplasia, ophthalmologic examinations and cardiac examinations according to the following guidelines are acceptable for advertising in GRCA publications and are strongly recommended by the GRCA.

Uniform guidelines for the examination, diagnosis and/or clinical significance in Golden Retrievers of other suspected inherited disorders, such as epilepsy, hypothyroidism, panosteitis, osteochondritis dissecans (OCD), skin allergies, etc. have not been formulated at present; therefore, no mention of examinations for these and other unspecified disorders may be used in advertising. Owners and breeders are certainly encouraged to have these examinations performed by the appropriate specialists, and to make such information available to appropriate individuals.

A. Hip Dysplasia

Either (1) A statement that there is "information available". There is to be no mention of status finding or of examiner's name or place of practice.

or (2) Orthopedic Foundation for Animals (OFA) registry number. Age of dog at time of evaluation and OFA rating of "excellent," "good" or "fair" will be included. OFA evaluation under the age of 24 months will not be accepted.

or (3) PennHIP evaluation. Age of dog at time of evaluation and left and right distraction index will be included. PennHIP evaluation under the age of 24 months will not be accepted.

Photocopy of OFA registration or PennHIP evaluation must be submitted with any advertising copy referring to such. A photocopy of the appropriate page(s) in the official OFA Alpha Listing or OFA Supplement, noting the dog(s) in question, is acceptable.

B. Inherited Eye Diseases

Only reports from American College of Veterinary Ophthalmologists (ACVO) Diplomates (board certified veterinary ophthalmologists) will be accepted.

Either (1) A statement that there is "information available." There is to be no mention of status finding or of examiner's name or place of practice.

or (2) The phrase "ophthalmologist's report available" may be used providing that the examiner is a diplomate of the ACVO. The dog's age in months at the time of examination will be included.

or (3) Complete Canine Eye Registration Foundation (CERF) number, including year of exam and age of dog in months at the time of examination, may be used. CERF numbers issued more than 18 months prior to the ad deadline are not considered current and may not be used.

Documentation must be a photocopy of either a CERF certificate or of a written report of a physical examination, with proper identification of the dog, the owner, and the examiner.

C. Sub-Aortic Stenosis

Only reports from American College of Veterinary Internal Medicine (ACVIM-Cardiology) Diplomates (board certified Veterinary Cardiologists) will be accepted:

Either (1) The phrase "cardiologist report available" may be used providing that the examiner is a diplomate of the ACVIM (Cardiology). The dog's age in months at the time of the examination will be included. There is to be no mention of status findings or examiner's name or place of practice.

or (2) Complete OFA cardiac number, including age of dog in months at the time of examination, may be used. Such number MUST include a "C" to designate "Cardiologist" to be acceptable: "S" and "P" designations are NOT considered acceptable and may not be used.

Documentation must be a photocopy of either an OFA cardiac certificate, or of a written report of a physical examination, with proper identification of the dog, owner and the examiner.

D. Elbow Dysplasia

Either (1) The phrase "elbow report available." There is to be no mention of status findings or examiner's name or place of practice.

or (2) Registry number from the OFA. Age of dog at time of evaluation and OFA rating will be included.

or (3) Registry number from Institute for Genetic Disease Control in Animals (GDC). Age of dog at time of evaluation and GDC rating will be included.

Photocopy of OFA report or GDC report must be submitted with any advertising copy referring to such.

E. The GRCA Code of Ethics adopted by the Board of Directors on April 20, 1997, states, "Assuming all health and examination reports are favorable, the age of the breeding pair also is of consideration. Generally, a Golden Retriever is not physically and mentally mature until the age of two years; an individual dog's suitability as a breeding animal is difficult to assess until that time." In support of the Code of Ethics, there shall be no advertisement accepted that states or suggests breeding intent on dogs under two years of age, such as stud dog or litter listing ads. Brag ads on youngsters will still be accepted but no mention of intent for breeding purposes will be allowed.

F. Whenever the phrase "information available" is used in GRCA advertising, or implied by any statement under any of the above provisos, the advertiser is obligated to provide a true and complete copy of the examination report, with examiner's name and signature, to any reasonable inquirer. Refusal to do so, or evidence of falsified or altered or incomplete reports, will be grounds for action by the GRCA including possible loss of Club privileges.

G. The above policies apply to advertising in all GRCA publications, including the following:

1. *Golden Retriever News* and *Reflections* magazines.
2. Catalogs for all GRCA Specialty shows and trials.
3. GRCA Yearbook supplements and other official publications of GRCA.
4. Catalogs and publications of GRCA member clubs.

Editors and advertising chairs may require submission of copies of examination reports before publication, whenever reference is made to such.

H. It is the responsibility of all advertisers to insure the accuracy of all the references made to official field/obedience/show wins and awards. Challenges to the factual correctness of a particular advertisement may be addressed to the GRCA Regional Vice President from the region within which the advertisement in question originated. The Regional Vice Presidents have been empowered by the GRCA Board of Directors (Resolution # NS 83-5) to act as Ombudsmen and will investigate only complaints which indicate the name of the author. Any necessary corrections will be published in the GRNews.

The above stated policies shall apply effective March 10, 2002, and shall supercede all previous policies on this matter. All issues of the GRNews shall carry a copy of this policy as well as a statement advising readers that while the exchange of information on genetic problems is a usual and customary practice, the GRCA is not responsible for the accuracy of statements, claims, or opinions made by advertisers or other authors.

If you have questions about advertising or the advertising policy, please contact either the editor at GRNews@pacbell.net; phone (707) 795-7941 or Bobbi Eller, National Director of Marketing and Sales, at lazyrlgoldens@cox.net; phone (602) 405-2450.