

**AMERICAN ESKIMO DOG CLUB OF AMERICA, INC.
POLICIES FOR CLUB PUBLICATIONS**

During the AEDCA Board of Directors meeting on September 5, 1993, in Stroud, Oklahoma, the following policies were adopted by a vote of the Board:

1. **The AEDCA will no longer accept ads which state that breeders "will begin" to screen for genetic diseases.** Either breeders screen for problems, or they don't.

2. **The following policy applies to advertisements of litters in AEDCA publications:** Since breeders own the bitch, but may not own the sire, a breeder must prove the following for each dam of a litter they advertise:
 - A. If the language used to promote the litter states "*Breed for intelligence*"/ "*Bred for intelligence*" or any other specific reference to breeding for intelligence, the dam must be a titled Obedience AED or must have passed a Canine Good Citizenship Test.

 - B. If the language used to promote the litter states "*Breed for temperament*"/ "*Bred for temperament*" or any other specific reference to breeding for temperament, the dam must have passed a Temperament Test (ATTS or equivalent as recognized by the AEDCA) or a Canine Good Citizenship Test.

3. **The following policy applies to the advertisement of kennels in AEDCA publications:** Kennel ads advertising the quality of a particular line will be subject to the following requirements if they use the following language:
 - A. If the language used to promote a kennel or specific line states "*Breed for intelligence*"/ "*Bred for intelligence*" or any other specific reference to breeding for intelligence, the breeder must have exhibited all of their currently-owned breeding stock in Obedience within the past two years OR all current breeding stock are Obedience-titled or have passed the Canine Good Citizenship Test.

 - B. If the language used to promote a kennel or specific line states "*Breed for temperament*"/ "*Bred for temperament*" or any other specific reference to breeding for temperament, the breeder must show that all current breeding stock have passed a Temperament Test (ATTS or equivalent as recognized by the AEDCA) or a Canine Good Citizenship Test.

The following policy was adopted by the Board of Directors:

4. **No advertisements will be accepted for any AEDCA publication for any American Eskimo Dog earning any type of foreign title unless that title was earned as an American Eskimo Dog.** This means that any AED showing as a German Spitz may not advertise any win or title while showing as a German Spitz.

On February 20, 1997 the AEDCA Board of Directors adopted, through a Policy vote by mail, the following policies regarding AEDCA publications:

5. **Advertisement of CERF/OFA status for individual dogs and/or kennels:** If the advertiser wishes to state in their advertisement that an individual Eskie, particular line, pedigree, or kennel has OFA and/or CERF clearances, the advertiser must attach copies of such clearances with the advertising material when it is sent to the Editor. If the ad pertains only to an individual Eskie, specified OFA and/or CERF clearances for that Eskie must be included. If reference is made to several generations or an entire kennel having OFA and/or CERF clearances, a pedigree showing all referenced Eskies and copies of the clearances must be included. It shall be the duty of the Editor to ensure that all references have proper documentation.

Each time an advertiser purchases ad space, he/she must submit copies of clearances. If a one-time purchase of an ad is made, clearances must be submitted; then each time the same ad is run, clearances must be submitted again. If an advertiser purchases an ad to run for multiple insertions at one time, he/she needs to submit copies of the clearances only once for the entire length of the ad.

If an American Eskimo Dog does not meet the Cerf or OFA requirements then the advertisement shall so state "OFA – None Available" and/or "Cerf – None Available".

6. **Acceptance of Advertisements for Merchandise:** Advertisements for merchandise, which may include apparel, accessories, jewelry, bumper stickers, art, computer goods, etc., in all AEDCA publications must appeal to the American Eskimo Dog fancy and be done in good taste. No merchandise will be accepted for advertisement in any AEDCA publication if it is critical of any individual size of American Eskimo Dog- Toy, Miniature, or Standard; is critical of the breed as a whole, the AKC, the AEDCA, the AEDCA Board of Directors, or any individually named breeder(s); or if it contains artwork or language which is considered lewd, offensive, or done in poor taste. Written challenges may be made by any member of the AEDCA prior to the acceptance of the advertising or any time after its publication. Should the challenge be proven to satisfaction of the Board of Directors, the advertisement(s) shall not be accepted for publication or re-publication and all monies paid by the advertiser for remaining, as-yet unpublished advertising space will be refunded.
7. **Acceptance of Advertisements for Printed Material:** Advertisements for printed material, which may include books, magazines, pamphlets, etc., in all AEDCA publications must appeal to the American Eskimo Dog fancy and be done in good taste. No advertisement for any printed material will be accepted for any AEDCA publication if any of the contents of the printed material or of the advertisement itself is critical of any individual size of American Eskimo Dog- Toy, Miniature, or Standard; is critical of the breed as a whole, the AKC, the AEDCA, the AEDCA Board of Directors, or any individually named breeder(s); or if it contains artwork or language which is considered lewd, offensive, or done in poor taste. Written challenges may be made by any member of the AEDCA prior to the acceptance of the advertising or any time after its publication. Should the challenge be proven to satisfaction of the Board of Directors, the advertisement(s) shall not be accepted for publication or re-publication and all monies paid by the advertiser for remaining, then-unpublished advertisement space will be refunded.

Claims of criticism against the content of advertised printed material must be based upon actual

printed words in the printed material or advertisement. Omission of one or more particular-sized Eskie or individual breeder(s) does not constitute printed words.

8. **Acceptance of Articles for Publication in AEDCA Publications:**

- A. Articles in all AEDCA publications must appeal to the American Eskimo Dog fancy and be done in good taste. No article will be accepted for publication in any AEDCA publication if it is critical of any individual size of American Eskimo Dog- Toy, Miniature, or Standard; or is critical of the breed as a whole, the AKC, the AEDCA, the AEDCA Board of Directors, or any individually named breeder(s). Written challenges may be made by any member of the AEDCA prior to the acceptance of the article or any time after its publication.

Claims of criticism against articles must be based upon actual printed words. Omission of one or more particular-sized Eskie or individual breeder does not constitute printed words.

- B. It shall be the duty of the Editor of the publication not to print material if he/she feels that it may not meet the requirements stated in item 8.A., above, unless the author agrees to make editorial changes as requested by the Editor. The author may appeal the Editor's decision to the AEDCA Board of Directors; however, no changes to the deadline schedules of the publication shall be made while such an appeal is in progress.
- C. The Editor has the right to edit any article for spelling, grammar, clarity, style, and length. If the author wishes to approve such changes before publication, it shall be the author's duty to work with the Editor within the constraints of established deadlines.
- D. All articles published in any AEDCA publication shall bear the copyright of that publication. If the original copyright is held or is to be retained by the author, a statement will appear before the article specifying the copyright and permission agreements for that piece. It shall be the duty of the author to make the Editor aware of any special copyright or ownership rights associated with the article, and these must be made when the article is first submitted for publication.
- E. Articles from other sources submitted for AEDCA publication shall bear the original author's name and the name of the source publication, if any, and shall be accompanied by the appropriate release or other authorization to reprint. If the name of the author is not known, the contributor shall note, "As appeared in, (name of publication), original author unknown". Many such pieces have been in circulation among the fancy for years and are still timely or humorous. Credit should be given where it is known, but contributors are not expected to track down a long-forgotten author.

9. **Cover photos for the Quarterly Newsletter:**

The cover photo of each Quarterly Review shall be offered to the membership for an advertising fee. Photos will be used in the same order that payment of the advertising fee is received by the Publication Director. The AEDCA reserves the right to design each cover page using said photo, and the identification of the dog shall be on the page listing the contents of the newsletter.

PERIOD COVERED BY FOURTH QUARTER EDITION	DATE PUBLISHED	TOP SHOW DOG OF THE YEAR ...
October, November, December, 1997	January, 1998	... 1996
October, November, December, 1998	January, 1999	... 1997
October, November, December, 1999	January, 2000	... 1998
October, November, December, 2000	January, 2001	... 1999

For all photos: The owner(s) shall be responsible for submitting the photograph to the Editor, who will return the photo after completing her work. The photo must be of professional quality and may be a show photo or other photo showing the Eskie in a flattering pose. The owner(s) shall be responsible for assisting the Editor in securing written permission from the photographer to allow publication of the photograph. If any fees are involved, the owner(s) shall bear the responsibility of paying those fees to the photographer.

In the case of historic photos, some of these requirements may be waived so long as the AEDCA does not incur any liabilities (e.g., publishing the photo without owner/photographer permission). It shall be the Editor's responsibility to determine these requirements.

This Policy was adopted by the AEDCA Board of Directors on September 5, 1993 and published in the Third Quarter 1993 Newsletter.

Amended by a Board of Directors ballot on February 20, 1997 and this Policy is published each quarter in the AEDCA Newsletter.

Amended by a Board of Directors ballot on Oct. 15, 2000.

Amended by a Board of Directors ballot on Sept. 12, 2001.