

Golden Retriever News Advertising Policy

PROCEDURE FOR SUBMITTING ADVERTISING

1. Send *all* advertising to Sylvia Donahay-Feeney, Editor, 1183 Debbie Hill Rd., Cotati, CA 94931; (707) 695-9384, 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" referenced in the ad (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 the achievements of living dogs, litter listings or breeding advertisements.

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, 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) for U.S. dogs, a report from Orthopedic Foundation for Animals; or PennHIP at 24 months of age or older. For dogs outside the U.S., report from a health registry approved by the Golden Retriever club of that country (e.g. Canada – Ontario Veterinary College; Great Britain – BVA/KC Hip Score) A report from the accepted health registry of another country may be used for U.S. dogs that are 24 months of age or older when x-rayed.

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) appropriate report from a Diplomate of the American College of Veterinary Ophthalmology (ACVO) or from a BVA/KC approved ophthalmologist (Great Britain), or a report from the Canine Eye Registry Foundation. For dogs outside the U.S., a report from an ophthalmologist as recommended by the Golden Retriever club of that country after 1 year of age. Examinations must be done within 12 months of a breeding.

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. For eye clearance information on deceased dogs, CERF numbers may be used in ads (instead of eye information available) on deceased ancestors.

C. Sub-Aortic Stenosis

Appropriate report from a Diplomate of the American College of Veterinary Medicine, Cardiology Specialty or a certification by the Orthopedic Foundation for Animals by a cardiologist (the number will be followed by a C) at 12 months of age or older. "S" and "P" designations are NOT 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) For U.S. dogs, a report from Orthopedic Foundation for Animals at 24 months of age or older. For dogs outside the U.S., a report from a health registry approved by the Golden Retriever club of that country at 24 months of age or older. A report from the accepted health registry of another country may be used for U.S. dogs that are 24 months of age or older when x-rayed.

E. Other Tests

Owners may advertise the results of OFA thyroid testing, and genetic testing for Hemophilia A and prcd-PRA.

For thyroid testing at 24 months of age or older: OFA thyroid number (e.g. OFA GR-TH478/24M-PI)

For Hemophilia A: "Hemophilia A information available upon request"

For PRA: "OptiGen tested prcd-PRA Normal" or "OptiGen tested prcd-PRA Carrier." Advertisement for prcd-PRA testing must be accompanied by a current CERF report and the following footnote: "A genetic test for prcd-PRA is now available. However, another form of PRA also occurs in the Golden Retriever and there is no current genetic test for that condition."

F. 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.

G. 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.

H. 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.

I. 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 June 1, 2008, 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 lazylrgoldens@cox.net; phone (602) 405-2450.

T H E M E S

January-February – National Specialty Winners; March-April – Outstanding Sires & Dams;
May-June – Performance Dogs; July-August – Promising Puppies & Young Hopefuls;
September-October – Salute to Veterans; November-December – The Field Issue