

A M E R I C A N R E C O R D E R

GENERAL EDITORIAL POLICIES AND QUALITY STANDARDS FOR *AMERICAN RECORDER* MAGAZINE

These Policies and Quality Standards are set in accordance with Section B. Editorial Goals and Management in the ARS Policy Book. They were created by the Board's Communication Committee in 2019-20, following a survey of magazine readers, and were approved by the ARS Board in April 2020. As policies and standards, they intend to define what the magazine should be while allowing the Editor to determine how to achieve and implement them. Thus, the guidelines are necessarily general, leaving the specifics to the Editor.

The *American Recorder* magazine is the ARS' most prominent and visible member benefit. Many ARS members, especially new ones, judge the value of their membership by what they see in the magazine, as we have seen in survey after survey. Therefore, it is imperative that ARS be willing to commit the necessary resources to produce a high-quality magazine appealing to the broad range of our membership.

1. Balanced Content for Beginners-Advanced Players. Each issue of the magazine will strive to contain a significant article, column or item of interest for each of the following groups:
 - a. Beginners/low intermediate recorder players (e.g., technical tips, practicing tips, recorder care, recorder selection, music source, etc.)
 - b. Advanced/high intermediate recorder players (e.g., musical interpretation, technical tips, practicing tips, consort participation and leadership, etc.)
2. Balanced Content for Professional/Scholarly Players. Over a year's time the magazine will strive to contain 1-2 significant articles, columns or items of interest to professional/scholarly players (e.g., historical research, musicological studies, etc. with longer or technical content referenced on the website.)
3. Clean, Inviting Look that Promotes Readability. The design and layout of the magazine should draw readers into the articles and other content
4. High Quality Content. Articles and columns should be well-written on topics of interest and importance to recorder players, and may be commissioned or compensated using funds made available for that purpose by ARS and described in the Editor's contract.
5. Content that Highlights ARS Member Benefits. The magazine should focus attention on ARS member benefits. Occasionally, well-written articles, columns or items will publicize ARS benefits and how to find them; e.g., music database searches, use of the ARS website, etc.