



10.1 Magazine Policy

The Alpaca is the magazine produced by the British Alpaca Society for the benefit of its members, to share knowledge expertise on all aspects and issues relating to the welfare, breeding and development of these animals in the UK.

The Alpaca should aim to be self financing, in that it should be created and published to be an economically viable proposition, in that total costs of publication should be covered by it's advertising content.

The Alpaca is to be produced on a professional basis, by contracting in editorial expertise, publishing and distribution under the supervision of the relevant sub committee, within parameters agreed by the main BAS board.

The Alpaca in relation to the BAS itself

The Alpaca should provide the British Alpaca Society, board and sub committee's with a medium for direct communication with its members.

The Alpaca should have a facility for keeping members informed and updated on all issues and developments being considered by the main BAS board.

The Alpaca should have a facility for keeping members informed of all issues and developments being considered by the individual sub committees.

The Alpaca should also contain a facility for all members wishing to communicate publicly, directly with the membership on any areas deemed relevant to the society and it's members, via letters.

NB: Being a quarterly publication produced by the BAS, any contentious issues that are a direct criticism of the BAS, its board, or committees will result in a automatic right of reply from the relevant parties to be published alongside the critical content.

The Alpaca will not publish any articles letters or advertising which promote breakaway from the British Alpaca Society or the formation of separate pressure groups who have adopted a policy that is not in line with that agreed by the main BAS board

The Alpaca should also provide the facility for the BAS and the sub committees to advertise and publicise forthcoming events outside of the standard format.

The Alpaca in relation to the Membership

The Alpaca should also contain a facility for all members to communicate with the membership on any aspect of Alpaca breeding, fleece production, husbandry, training and any and all aspects directly relating to the care, breeding and management of these specific camelids. Via letters, articles, features, etc.

The Alpaca must **primarily** develop content, which provides the membership with a national perspective on all aspects relevant to the development of the Alpaca in the UK.

The Alpaca must develop content, which caters for the wildly varying ambitions of the membership from the large fast track breeder to the purely pet interest.

The Alpaca should provide a facility for any regional groups of members to communicate with the membership at large or their own regional members should they so wish.

The Alpaca should also seek out and develop content which feeds in expertise and analysis from any national and international source which can expand the members knowledge and illuminate the development of the Alpaca in the UK.

The Alpaca should also try to keep members informed and provide some international perspective on the world-wide development of the Alpaca community.



10.1 Magazine Policy

***The Alpaca* in relation to the British Alpaca Fibre Co-operative**

The Alpaca Should provide a facility for the British Alpaca Fibre Co-operative to communicate directly with the membership to keep all members informed, updated of progress, developments and forthcoming events.

***The Alpaca* in relation to Manufacture**

The Alpaca should keep members informed via articles and features of all aspects of UK fleece manufacture in the UK large and small. Encompassing the realms of the hand spinner and knitter and the various independent manufacturers of product.

The Alpaca should also try to keep members informed of developments in Alpaca manufacture world-wide. Featuring any initiatives large or small, from whatever source, which transform the fleece into saleable product.

***The Alpaca* in relation to Advertising**

The Alpaca will only take advertising or promotion from any breeders large or small who are wishing to sell BAS registered animals to the membership.

The Alpaca should encourage any initiatives in manufacture or product development via feature articles, which are deemed beneficial to the membership.

The Alpaca should provide members with a facility for low cost advertising of animals, product or servicing should they wish to use it.

The Alpaca should provide a voluntary register of available stud males. This register is open to all members wishing to offer their mature males to the rest of the Alpaca community.

***The Alpaca* in relation to the Breeders' Directory**

The BAS should not publish a separate breeders' directory until the membership surpasses at least 1000. *The Alpaca* should in one of its issues encompass a directory of all breeders of Alpacas wishing to be included in the directory.