

NEWSLETTER EDITOR'S ROLE DESCRIPTION

Updated: 1 April 18

Hi, these descriptions or guides are designed to help smooth the road to being effective in your role. They have been written, by members for members. So, feel free to modify them. We only ask that you let the Secretary know so that the master copy can be updated to suit current practice. It is intended to provide people new to the role with a copy.

The guides are based on the requirements of our Constitution and associated Rules. If you do not have a them, please ask the Secretary to send you a copy as it is your responsibility to be familiar with them, particularly as they affect your role.

Constitutional Requirements

Is responsible for editing, producing and circulating the Register newsletter.

The following is the section relating to the newsletter in the Rules of the Register;

1. Newsletter

The newsletter ties the register together and is printed 6 times a year, in every even month, and be in letterboxes of the members no later than the 15th of the month.

The budget for the newsletter is based on the number of current paid members

$$\text{No. Members} \times \text{membership fee} / 6.$$

This allows the Register to use excess funds and stay under the threshold as set by the Inland Revenue. Subs are used for the newsletter which ensures all members receive an equal share of the monies paid to the register each year. The Editor will not spend in excess of the Subs in any one year for the production of the newsletter.

The Editor will be paid in advance for stamps etc. required to perform their role and return receipts etc. to the Treasurer in a timely manner.

The Editor stands at an arms-length from the Executive Committee and is responsible solely for the Editing and production of the newsletter.

The Executive cannot issue directives on the production or content of the newsletter or influence the style unless a formal complaint is received by the Executive Committee which must outline the area of contention and should be handled at an AGM level in conjunction with Section 4 of the constitution.

The following is updated from a document written by a previous newsletter editor;

Editor Role Description

- Collate, edit and publish for distribution the bi-monthly newsletter.

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- Undertake the role according to the NZ AJS & Matchless Owners Register Inc. constitution, rules and bylaws issued July 2002 and as amended by any AGM.
- The Editor is a member of the organising committee of the Register.

Tasks to Achieve Role

- Collate from all sources (mail, email etc.) contributions from members for inclusion in the newsletter. This includes articles, advertisements and letters to the Editor.
- Arrange the material into an appropriate format, ensuring the best use of space and considering the economics for printing.
- Print a proof of the newsletter in the appropriate format and make final adjustments.
- Send copy of newsletter to printers along with address label list.
- Pick up newsletters and address labels from printers.
- Purchase stamps.
- Fold, seal, label & stamp newsletters then post as appropriate (ie. local, beyond local, overseas).
- Send extra copies to Membership Secretary.
- Email newsletter to those members who request their copy via this format.

Register Website

- Copy all new advertisements (Trade Members, For Sale & Wanted to Buy) and events details into the agreed format (as discussed with the Webmaster), eg. MS Word, MS Publisher and email to the Webmaster. Advise any advertisements that are to be removed from the website.
- Discuss with Webmaster which articles (if any) to include in the website and email to the Webmaster in the agreed format.

Please note – there may have been decisions made at previous AGM's relating to the newsletter which I am unaware of as I have only been a member for two years and I do not have copies of AGM minutes prior to 2016.

The following is how I (Barb Sutton) do the newsletter. Much of this is how I was taught by the previous Editor, and I find this works well for me. However, I do not see that this is 'set in stone', due to changes in software, postage costs, printing company used (which would depend on the physical location of the Editor) etc. My thoughts are that it is up to whomever is the Editor to work out how best to produce an issue, so long as it fits within the rules of the Register.

It takes about 40 hours for me to put together and mail out an issue. This is quite a time commitment, so anything that makes this as smooth as possible, e.g. submission of copy by the close-off date, is vital.

Please note – due to the majority of the Register members (about 65%) choosing to receive their newsletter in a printed and posted format, this needs to be taken into account when producing the newsletter. In the case of groups where newsletters are solely sent via email, much of the

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following would not apply. As for many members, the newsletter is really all they get for their membership subscription, I feel it is vital that they be able to receive their newsletter in the format of their choice (i.e. postal or email).

Software - I use Microsoft Publisher 2016. This is part of the Microsoft Office 365 package which is owned by the Register and is updated each year. I find this programme ideal for the creation of our newsletter – this is just the sort of thing that Publisher was designed for - it enables easy movement of entire pages, easy placement of photographs, easy continuation from one text box to another and easy movement of material on and off the 'desktop' for rearranging the order and flow of material in the newsletter.

After an issue is finalised I then delete the issue specific parts and use this as a template for the next issue.

Close-off date – I have set this to be the last day of the month preceding an issue (issues are February, April, June, August, October & December) to allow me time for editing, layout, printing, folding and mailing.

Articles – generally come to me via email in a typed format. I copy and paste these into the newsletter and then edit as necessary (eg. font, spacing, spelling etc.) then arrange to make the most effective use of the space.

Where articles have been sourced from another publication it is necessary to retype them. I usually do this in MS Word and then copy and paste into the newsletter in MS Publisher. NB. It is important that we have copyright permission to use articles from other publications.

Photographs – generally come to me as a scan attached to an email. It is important that they be scanned with as high a resolution as possible so that in the final copy they are as clear as possible.

Advertisements – Trade Members advertisements generally come in a format that can be copied and pasted, and provided the members are still financial, they can be carried over from one issue to the next. Other advertisements come in all sorts of formats and it can take considerable time to re-type them into a format which will fit in the newsletter. After inclusion in one issue, I usually phone or email these advertisers to check if they wish to continue with their advertisement in the next issue. It is very rare that they get back to me one way or the other without being asked (despite this being noted in or near the advertising section of the newsletter).

Page numbers – as many of the members (about 65%) have chosen to have their newsletter in a printed and posted format, the number of pages is critical to ensure that the newsletter;

- a) fits the format of A3 paper printed to create an A4 sized publication. The number of pages needs to be in multiples of 4 for this reason, ie. 16, 20 or 24 pages.

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- b) is not too thick to fit NZ post requirements. I recommend the maximum number of pages is 24 (this equates to 6 sheets of A3) - though I did do one issue at 28 pages. If there are to be any inclusions such as Jampot Rally entry forms, these need to be considered when determining the number of pages per issue.

NB. For cost effective postage (i.e. one Kiwi stamp per newsletter for posting within NZ – currently this is \$1), the newsletter is folded in to 3, cello taped, stamped and address label adhered. This means no envelope is required, so reducing the cost. To send out a newsletter flat (i.e. A4 sized envelope) would cost 3 times the postage plus the cost of the envelope.

Colour / black & white – colour printing is much more expensive than black & white (as of August 2017 \$1.65 for one side of colour compared with \$0.15 for double sided black & white), so use of colour in the print edition needs to be carefully considered.

Page order needs to be arranged so that where colour is used, a whole side of A3 paper (or both sides), is appropriate to be in colour. I try to arrange that the maximum number of colour photographs are included on any page to be printed in colour.

Proof Reading – I save the file to pdf format and print out a copy to proof read (inevitably missing at least one error!!) then edit as required in MS Publisher and re-saving into pdf format.

Printing – I use the Dropbox programme to send the newsletter (pdf format) and mail address label files (MS Excel format) to the printer. I then email the printer requesting the number of copies and specifying which pages (if any) to be printed in colour.

Number of copies to print – I use the membership address label list to determine how many copies are required, but always get a few extras done.

Address Labels – The address label file is emailed to me from the Membership Secretary by close-off date. Ideally this would be already filtered and sorted into the relevant information for an address label (name, address, F date) and only list those members currently financial. The printer prints these onto self-adhesive labels.

Payment of Printer – the printing company send an invoice directly to the Treasurer, I also get a copy of the invoice as this enables me to see what the costs are, this is useful for reference when planning future issues.

Postage – according to the Rules, I should be paid in advance for stamps, however, in practise this does not work. I purchase stamps and send the receipt to the Register Treasurer who then reimburses me.

Budget – I had been working on 'under \$1000 per issue – including postage' per issue, however, as currently our membership is lower than it has been, this figure may need to be re-evaluated

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(see above in the Rules). The August 2017 issue (24 pages with 4 pages colour) cost \$600 for printing plus about \$150 for postage.

Posting – I fold the newsletter to be the size of a standard envelope, secure with cello tape, put on stamps and address label, then post. I aim to do this a few days BEFORE the 15th of the month so they arrive to members by that date.

NB. The majority of our overseas members prefer to receive their newsletter in a printed form – I ensure these have the required postage and an airmail sticker on them.

NB. For any inclusions such as Jampot Rally entry forms, I put these *inside* the newsletter prior to folding so they are held in place.

Emailing – For the email issue I save the newsletter using the Smallpdf.com site. This reduces the size of the file for emailing. This is then attached to the email (address list put in the 'bcc' line) along with any other inclusions such as Jampot Rally entry forms.

I have the addresses of the email recipients in a group in my email address book. Each issue I need to check through this and compare it to the Membership list sent to me by the Membership Secretary for that issue to ensure the list is up-to-date. I add or delete addresses as necessary.

Post Extra Copies to Membership Secretary – I send 5-10 extra copies to the Membership Secretary in a pre-paid post bag. These can then be sent out by the Membership Secretary to new members or those who have renewed their subscription shortly after an issue has been posted.

Website – I email (as of August 2017) copies of advertisements (Trade Members, For Sale & Wanted to Buy), events details, selected articles and Jampot Rally updates (in MS Publisher format) to the Webmaster for inclusion in the Register website. I advise the Webmaster of any advertisements that are to be removed from the website.

Discuss with Webmaster which articles (if any) they wish to include in the website and email these to the Webmaster in the agreed format.