

STANDING COMMITTEE: NEWSLETTER

TERM: 2 years

The Newsletter Committee Shall:

- Create and publish a monthly newsletter on or around the first week of every month. The content is determined by the historical newsletter content, communication needs of SCVQA board and members, and the newsletter editor. Length of the newsletter is determined by budget constraints.
- Attend regular meetings, as able.
- Attend Board meetings.
- Communicate newsletter deadlines to SCVQA board and committee members.
- Receive and publish advertising information, and track that payment for ads are received before ad is published.
- Present the budget for the upcoming year Treasurer when treasurer calls for it (usually in July).

Chair

- Selects 1 to 3 people for the committee, if there is one.
- Informs President of members in your committee, if any.
- Bring recommendations regarding changes in newsletter procedures to the Board for approval.
- Advises President three days prior to Association general meeting if you have business to bring before the general meeting.
- Keep an accurate record of expenses (newsletters printed and mailing costs) and income (advertising).

Newsletter Routine

- Collect Newsletter submissions by email or at SCVQA Board and General Meetings. This goes to the directors, standing committees, and ad-hoc committee leads. Of those, the following provide regular newsletter information:
 - President – President's Letter
 - 2nd and 3rd VPs / Programs – Upcoming program information
 - Treasurer – Treasurer's report
 - Parliamentarian – Announcements regarding open board and committee positions; In the June newsletter, the list of candidates for open board committee positions
 - Membership – Information about membership renewal due dates; number of hardcopy newsletters to print
 - Historian – Photos from Show and Tell, meetings
 - Philanthropy – Announcements about work on philanthropy projects
 - Ways and Means – Announcements about fundraising activities.
 - Quilt Show Chairs – Announcements and news about the bi-annual quilt show
 - Block Party – instructions for next Block Party block
 - Block of the Month – Instructions for the BOM (not currently being done)
 - Boutique – General information or announcements
 - Fat Quarter Frenzy – Info about FQF at meetings

- Newsletter mailing – (has no newsletter input; inform when newsletter is going to printer)
- Lucky Day Baskets - Info about LDB at meetings
- Retreats – News about upcoming retreats
- Small Quilt Groups – News/announcements and changes in SQG listings
- QTYW – dates for next QTYW
- Quilts as Women’s Shelter – News

You can also get submissions from SCVQA members at meetings or by sending a request to to the SCVQA Yahoo group.

- Solicit and receive other regular newsletter articles such as the following:
 - Book Review
 - Affiliate Recognition
 - Information about other guilds’ quilting events
- The week before the general meeting, send email to SCVQA board and yahoo group requesting submissions now for next newsletter. Submissions are due the Friday before the general meeting, except for those that are dependent on info from the meeting, and these are due the day or two after the meeting. See the sample email request for newsletter submissions, below.
- Prepare and maintain newsletter template in the program you will use to publish.

Note: The program must be able to create:

- A single-page PDF for online publications
- A double-page, booklet-formatted PDF for printed publication

Programs used for past newsletters include: InDesign, PagePlus (PC only), and Word

- The week before and of the meeting, prepare the newsletter for publication:
 - Receive all input, layout the information, edit and proofread the text.
 - Review all substantive editorial changes with the author for that article.
 - In the Newsletter masthead, include the Volume (the same for the year, starting in November) and Number (incremented by 1, starting in November).
 - Include (update) dates and times of next general and board meetings, SCVQA calendar items, for the upcoming month.
 - Layout the newsletter with the articles for that month, in the order described in “Notes on Articles.”
 - Fill out newsletter with pictures from previous meeting (mostly Show & Tell photos). These are available from the Historian or the website.
- Around the first of the month, publish the newsletter to the SCVQA website.
 - Create PDF for online viewing, and upload to SCVQA web server. (Contact webmaster for details about using FTP to upload.)
- At the same time, send to the printer a booklet-formatted PDF (in two-page spreads), along with quantity information you receive from membership (they include extras for handing out at meetings). Copy the person responsible for newsletter mailing.

Because the newsletter is printed in two-page spreads, the newsletter page count needs to be divisible by four (to prevent empty pages, and so that pages are in two-page spreads for folding).

 - Note: If the PDF for the printer is too big to mail, you can post the PDF for the printer on the FTP site and give him the URL.
 - Alternatively, you can print out a hardcopy (300 dpi) of the newsletter and deliver it to the printer.

Notes on Articles

The placement of articles should follow a standard format. For example, if the newsletter is 12 pages long:

- Page 1: President's message, next meeting's program.
- Page 2: SCVQA calendar, meeting location
- Pages 3-4: Meeting news
- Pages 5-6: Upcoming speaker information, class registration forms, ads, and other information
- Page 7: Block Party, and other information
- Page 8: Book Review, Treasurer's report
- Page 9: Block of the Month
- Page 10: Publication information (required by bulk mail rules), and other nice-to-have information such as ad rates, newsletter contact information, email groups, newsletter printer
- Page 11: List of Board of Directors, Small Quilt Groups, Ads.
- Page 12: Outside cover, arranged so top half is mailing information, bottom half can be used for affiliate information or articles. **NO ADVERTISING** on outside cover.

Actual location of articles is up to you.