

Newsletter Editor – Job Description

JOB PURPOSE

"*the gardener*" is the official newsletter of the Stratford and District Horticultural Society

The current mantra for *the gardener* is "about us, for us, by us" and reflects the need for a source of information and enjoyment for Society members that is relevant to them and produced mainly by them.

It is the job of the editor to initiate, coordinate, write, edit and produce several newsletters per year.

DUTIES and RESPONSIBILITIES

Establish and make known newsletter publication and content submission dates.

Obtain and create content for the newsletter

Prepare and produce electronic documents suitable for both electronic and print distribution of the newsletter.

Facilitate publishing and distributing the newsletter electronically.

Maintain an archive of past editions of *the gardener*.

AUTHORITY AND ACCOUNTABILITY

Accountable to the Society President.

Editor must follow accepted rules and laws for publishing text and photos produced by members or obtained from elsewhere.

SKILLS KNOWLEDGE EXPERIENCE

Some knowledge of SDHS activities

Good writing/editing/proofreading skills

Ability to work with suitable computer programs, e.g. word processing, photo editing, PDF creation, email.

Newsletter Editor – How To

"*the gardener*" is the official newsletter of the Stratford and District Horticultural Society. It has been published three or more times a year for at least two decades and is distributed in a print version by handout and mail, and recently, electronically, by email.

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Current Specifications

1. Published 3 times a year: fall, winter, spring.
2. Published **before** the general meetings in November, February, and April.
3. Two newsletter versions are produced.
 - An 'email' (electronic) version has no restriction on page length, but display resolution is restricted to reduce the cost of email distribution and downloads.
 - A 'print' (mail out/handout) version is restricted to multiples of 4 pages (i.e. 4, 8, 12, 16, etc.). The highest quality resolution is used for the print version to help with printing quality.
4. The documents are currently created in Microsoft Word, but could be produced using most word-processing programs or publishing programs. MS Word allows the setting of resolution of all (or specific) photos at once, and this is reduced for the electronic version.
5. The 'print' version might have material removed to get to an acceptable page length. Often there is material that is time or date related and not relevant to print customers. Sometimes photos are eliminated.
6. MS Word has a "Save to PDF" option, and the two versions are saved separately.
7. The 'email' version is saved and distributed in colour. The 'print' version is produced in black-and-white.
8. The last 'email' version was sent to the President for distribution. This will change as of the Feb. 2017 version. It will be sent to Maureen Cocksedge.
9. The 'print' version is sent electronically to the Stratford Business Centre (SBC) for reproduction. Current email address is: sbcentre@stratfordbusinesscentre.com. There were 20 copies requested.
10. Communication with SBC was as follows:

Hello

Attached is a PDF version of our November 2016 newsletter. Please print 20 copies in black ink on white paper, using 11" x 17" sheets, folded, and not stapled. Please bill to the SDHS account.

It has never really been necessary for me to proof this, so please just go ahead and print it.

Thank you,

MM

11. The November 2016 newsletter was mailed to 14 people. This list needs to be re-visited frequently with Membership and Maureen. The editor prints labels, stuffs envelopes, stamps, and mails newsletters. Invoices for labels, envelopes, and stamps are submitted to the Treasurer.
12. Invitations to submit material, dates for receipt of material, and publication dates for newsletters have been relayed to the President for communication to the Board and Society membership. Currently the Editor is a member of the Board, and communicates with them direction.
13. For this issue, the Editor will communicate directly with Garden Captains to solicit material for the next newsletter.
14. The tagline for *the gardener* is "about us, for us, by us" and reflects a need to provide relevant material to members that they cannot get from the Internet. The President or co-presidents provide an article aimed at enlightening the membership about current and future issues facing the Society. The Treasurer has been writing a series of articles about the 'business aspects' of the Society. The Editor has commissioned other relevant articles. A
15. Very few people provide articles or photographs for the newsletter; this needs to change.
16. Document creation
 - a. Text content is usually received electronically, although it comes infrequently in print format. Content is requested in MS Word or other format, but sometimes comes in PDF format which necessitates annoying conversion to Word format.
 - b. Photographs are received in a variety of graphics formats. Photos are sometimes edited prior to inclusion in the Word document, but they can be cropped within Word as well. The resolution of photos can also be modified within Word.
 - c. The newsletter editor has created a series of MS Styles to help with formatting the document.
 - d. Articles and pictures are juggled, like a puzzle with no guiding picture, to achieve a pleasing and space efficient document.

- e. As noted earlier, two versions of the newsletter are created, converted to PDF, and forwarded for distribution or printing. There is no need to specific page length for the electronic version. For efficiency of printing on folio paper which has 4 pages, it is most efficient to have 4, 8, 12, 16, or 20 pages in the document. A 20 page newsletter is very long and becomes heavy which requires more postage.
- 17. If the editor keeps up-to-date with processing material for the newsletter, that is, converting and processing prose and pictures, the actual layout of the newsletter can be done within a day.
- 18. Currently the deadline for submission of material is the Monday preceding the Monday General Meeting. The editor aims to have the email version ready by Thursday for distribution Thursday or Friday. The print version is usually ready the day after emailing to SBC and can be mailed ASAP after the copies are picked up.
- 19. In the past copies have been available for distribution at the meeting, but this volume has been shrinking appreciably over time.
- 20. Content
 - ., including (but not limited to):
 - 21. Solicit and commission relevant articles and photographs
 - 22. Write articles
 - 23. Find other relevant material