

## NEWSLETTER EDITOR

- Request and compile information from District Directors, Executive Board members, Committees, and the general membership.
  - The Editor has the right to accept, edit, amend or reject articles submitted for publication.
  - No commercial advertising is accepted without Executive Board approval.
- Edit and lay out each issue.
- Solicit bids and select a printer or arrange for the editor's institution to print four newsletters a year.
- Participate as a voting member on the Executive Board.
- Give 2 copies of all newsletters to the Procedures Officer.
- Pass leftover supplies and helpful documents/information to incoming Editor.
- Perform any tasks assigned by the President.

## COMPOSITION OF NEWSLETTER COMMITTEE

There is no formal Newsletter Committee -- however, the following people assist with the publishing and distribution:

- LRA Membership Chairperson - sends current LRA membership list and mailing labels to the Editor.
- LRA Treasurer - mails payments to printer; reimburses editor/institution for postage, phone calls, etc.
- Editor's Institution - various persons assist with typing, graphics, photographs, printing, and mailing at Editor's discretion.

## PROCEDURES FOR NEWSLETTER PRODUCTION/MAILING

- Advertise for printing bids and select a printer, if institution cannot provide printing services.
- Set deadlines for newsletter and notify District Directors, Executive Board members, etc. Request mailing labels from Membership Chair.
- Edit, type, and layout newsletter for printer -- a basic format and masthead has been approved for use by the Executive Board and "slicks" have been made for use in layout -- approval must be secured for copyrighted material.
- Take draft to printer for typesetting, etc.
- Proof and approve newsletter for final printing.
- Distribute newsletter
  - Send two unfolded newsletters to Archives.
  - Sort newsletters by institution (distribution at institution is sometimes better if local president's copy is NOT placed on top).
  - Process through editor's institution's mail procedures.

- Deadlines/Time Frames
  - News to the Editor -- 4 weeks prior to publication
    - Summer issue - May 1
    - Fall issue - August 1
    - Winter issue - November 1
    - Spring issue - February 1
  - Request mailing labels 4 weeks prior to publication.
  - Allow 2 weeks for advertising bids and selecting printer.
  - Allow 2 weeks for editing, typing, and layout.
  - Allow 3 days for typesetting, etc. at printer.
  - Allow 2 days for proofreading, approval, and printing.
  - Allow 4 hours for folding, labeling, and bulk mail preparation.
  - Allow 2 days courier time.
- Forms and Logos
  - Small changes in format may be made at Editor's discretion. Major changes may be initiated by Editor but are usually presented to the Executive Board before implementation.
  - The approved LRA logo may be used in the newsletter at the Editor's discretion.
- Purposes of the newsletter
  - Information -- Important things have taken or will take place.
  - Education -- Present new literature, trends, materials.
  - Promotion -- Heighten awareness of LRA, its schedule, and its priorities.
  - Entertainment -- Include articles of pertinent humor, "FYI" etc.