

Doing the NEBCA Newsletter

Last revised Dec 2014

This document gives some guidelines for doing the NEBCA newsletter. The information is intended to aid a newly-appointed editor in publishing a newsletter that meets the needs of the club. Much of the information is based on what has worked in the past. There are a few critical requirements that should always be followed, but most of the information is intended to be a guideline. The editor may use their discretion and judgment.

Newsletter Purpose

The newsletter must function consistent the organization's purpose and mission. Namely, "to promote the use of the BC as a working stock dog and to safeguard and improve the quality of the breed". The newsletter does this by providing association members with the following types of information:

- Articles on training, health, breeding, BC history, judging etc.
- Listing upcoming trials clinics and other BC events.
- Listing the club lending library holdings
- Trial Results, both local and outside the nebca region.
- Running classified ads and other advertising
- Association business (dates for meetings, meeting agendas and minutes, special announcements)

The newsletter is the primary vehicle for transmitting information to the membership. Many members belong to the organization in large part to receive the newsletter. They want to be kept abreast of the events and happenings in the BC community.

Issues and Mailing Schedule

The newsletter has usually consisted of four main issues. Supplementary issues are done as needed. Usually one supplementary issue is done between the summer and fall issues partly to cope with the many events that time of year. The four main issues should be mailed within a week of the following dates:

Spring	March 1
Summer	June 1
Fall	September 1
Winter	December 1

The newsletter should include this mailing schedule on the inside cover and also a submission deadline for each issue (typically 2-4 weeks before mailing)

Newsletter Information:

A large part of the editor's job is in gathering the material and information for the newsletter. This means sending reminders to club officers and committees on when articles are needed; soliciting write-ups on trials, clinics or other activities; finding someone to review a new book; getting permission to reprint information from other publications; etc.

It's an unfortunate fact of life that most people don't put sending information to the editor high on the priority list. Do not expect material to show-up in a timely fashion. The editor needs to both proactive and relentless in getting material submitted on time.

Required contents for the regular issues

There is certain information that should be included in the regular issues.

Every Issue

- Trial/Clinic schedule
- Meeting notices and minutes
- Classifieds and advertisements
- Breeders Directory

Some Issues

- Library listing
- High points standings and list of novice points
- Presidents message
- Special notices

Spring Issue

- Annual meeting minutes
- Financial summary for previous year
- Write-ups on the Fall Foliage and High Points 1st and 2nd place finishers

Summer Issue

- Information for the Novice Finals (and possibly the FF)

Fall Issue

- Information on the Fall Foliage trial (depending on the date of the FF)

Winter Issue

- Date and location for annual meeting
- Ballot for elections
- Membership renewal notice
- Fall Foliage and Novice finals Write-ups
- Write-ups / photos of the Novice Finals and Fall foliage 1st and 2nd place finishers (some of this can be saved for the spring newsletter if needed)

Late newsletters

Plainly said, the newsletter must be mailed out on time. A week late is tolerable but not much more. If other club officials are not providing needed information to the editor,

the editor should let the president know immediately. If club information is not available on time, the newsletter should in most cases still be sent out on schedule. If necessary, a special mailing with the late information will be sent out. The newsletter should never be held up for non-club business.

If personal business will prevent the editor from meeting a regular mailing date the editor should let the president know as early as possible. In this situation, a temporary editor will be appointed, until the regular editor can resume. It would be prudent for the editor to groom a substitute just for this situation.

Other Policies

Editorials and letters to the editor: This has always been a very contentious issue amongst the membership. The policy has been not to allow either.

Editor's message: A message from the editor has in the past been a nice feature. The message should be primarily of an informational nature and not an editorial. Letting members know of events and happenings in the NEBCA community and the world of BCs.

Questionable Items: Some material (articles, biographies, etc), while not intended, may have content that offends some member. The editor should be very sensitive to this and edit as necessary. If the editor is not sure if an item is appropriate, the BOD should be consulted. Though undeserved, the editor is often blamed when such a controversy arises.

Copyright Material: Obviously the editor should be cognizant of the copyright on any material used for the newsletter. Written consent from the author or publisher is usually needed for articles from outside sources.

Budget: The editor needs to provide a budget recommendation to the club finance committee for the following year. Once a budget is approved the editor is responsible to see the newsletter operates within that budget, optimally well below it.

Membership List: A current membership list will be provided by the secretary as needed. The list is not for outside distribution.

Advertisements: Classified and other ads are accepted from both members and non-members. Ad rates should be kept reasonable but high enough to cover costs. Rates for non-members will be 50% higher than for members. Rates for single and yearly ads should exist. A special rate for trial advertisements can be offered. While the practice has varied, what seems to work best is for both ad information and payment is sent directly to the editor rather than through the secretary or treasurer.

Information Policy: The NEBCA information policy document (see website) should be followed.

Boiler Plate Information

The following list gives information normally included with every issue. Much of this is usually located on the inside cover.

- NEBCA Mission Statement
- Editor information
- List of officers, BODs, committee chairs
- Membership information (how to join)
- Ad rates and procedure
- Mailing and submission dates for future issues.
- Disclaimer (i.e, The views expressed herein are not necessarily those ...)
- Copyright note

Other Standard Inclusions

Index (if needed)

Credits, list of contributors

Page numbers and issue date in the footer

Newsletter Creation Process.

General

As already stated, the editor is responsible for getting the newsletter is out on time. The editor should develop a schedule to guide the process, working backward from the target mailing day. Most editors have set the last date for submissions to one month before the mailing date to allow or editing, formatting, proofing, printing and applying postage.

A well done newsletter is a lot of work. The editor should enlist help in gathering, formatting and proofing material and other such tasks. Having someone gather and format trial results can be a big help. Someone could solicit members to write articles or obtain material of interest from other sources. Finally, a proof reader can be invaluable as simple errors can go unnoticed in the flurry to meet a deadline. Giving the president or any other key contributors a chance to see the final copy before printing may be helpful.

Software

The editor will need a decent computer and suitable desktop publishing software. Different packages have been used, usually what the editor is most familiar with or has access to. NEBCA will usually cover the cost of required software provided the software is widely used and allows porting documents to other formats. Microsoft Publisher and QuarkXpPress are two programs used in the past. A scanner is also of value. A new

editor should obtain templates and files of past issues from a past editor rather than creating their first newsletter from scratch.

Layout

It is traditional, though certainly not required, to have the cover photos related to the main article in the issue, information on committees and connections on p. 2, the table of contents on p. 3, with the list of breeders and the upcoming trials on the final two pages. The newsletter must be paginated in multiples of four for easier printing.

Photos

Photos for the newsletter need to be of good quality. A minimum resolution of 300 dpi is usually adequate but more is always better. Converting color photos to grayscale can take some fiddling to get good results.

Printing

Most print shops will accept a PDF file of the newsletter. If a new print shop is used, it is imperative to ask for a proof copy to see that it prints as expected, especially the photos. Black and white digital photocopy printing is usually acceptable. Ask for 24-28# paper, booklet format, stapled. Take a past issue along so the printer knows exactly what is expected. Most printers will turn around the work in a few days.

Mailing

Newsletters are sent via first class mail. Given the small number to be mailed, bulk mail is not a viable option. Some post offices will require the newsletter to be in an envelope, others not. Best to ask the postmaster at the local office. If an envelope is not required, a suitable space on the back page will be needed for the mailing label and return address. The mailing list can be obtained from the secretary. Note that some members have elected to receive the newsletter via the website and don't need a paper copy mailed. Also remember that newsletters sent to Canadian addresses will cost almost double the rate of those within the USA, as the USPS requires that they be sent air mail.

Web-version

The PDF newsletters are posted on the NEBCA website. Current year issues are placed in the members-only section. After that they are moved to an archive page, available to anyone. Recently, practice has been to put color photos in the version for the website.