RESPONSIBILITIES OF NEWSLETTER EDITOR

Detailed

Well in advance:

- Editor with copy editor chooses possible theme & presents it to Board for approval – usually based on previous lecture series
- Determines topics for articles
    - Find writers for articles – members of lecture committee are often enlisted
        - --provide with newsletter style sheet
        - --deadlines are end of July for Sept. issue & end of Dec. for Feb. issue
        - -- usually 500-600 words
        - --request that articles be written soon after lectures. Material remains fresh & editing/proofing work is simplified.
        - --if possible, ask writers to provide or suggest images
    - For Westmount Memories article, interact with Jan Fergus
    - For From the Archives, archivist (Jane Martin) decides on content
    - Editorial is based on the theme of the newsletter
    - President's Message reviews events impacting the WHA since the last issue
    - Lead article focuses on the theme of the newsletter –find writer

- Plan layout of issue
    - Is usually 16 pages. For special issues, may be 20 or 24 pages
    - Normally the format is:
        p.1 Front cover
        p.2 Westmount Historian box
            Editor's Message
            Upcoming Lecture Series – shortened version of lecture sheet
        p.3 President's Message
            Recent events – photo & caption
            Donors & Patrons – Feb. issue
        pp.4 & 5 Lead article
        pp.6 – 13 Four articles of 2 pages each based on lectures
        pp.14 & 15 Westmount Memories
        p.16 From the Archives

- As articles are received
    - Number & initial them eg.#1 cb rev
    - Edit and proof them

- o   Search for appropriate images – preferably from WHA Archives, City of Westmount or online with credits
- o   Pass on to copy editor (Jane Martin) for additional proofing & editing – she continues numbering & initials
- o   When final editing is done, send to writer for approval
- o   Send Jane all final texts

- Plan layout of issue
  - o   Choose photo for front cover – reflecting focus of issue
                              preferably from WHA Archives
  - o   Number all images
  - o   Make list of images with credits
        – Ted Sancton can enlarge or shrink images, according to text length images & make list
  - o   Put images in Zip files
  - o   Balance text with images

- Editor sends Ted Sancton Zip files of images, list of images, misc. items & suggested layout of images on each page
  - o   Ted enlarges or shrinks images, according to text length images
  - o   Misc. includes Westmount Historian box for p.2, list of lectures, donors & patrons…
- Copy editor (Jane) sends Ted all final texts
- Ted sends back proofs
  - o   Editor & copy editor adjust layout, correct errors, etc.
  - o   Back & forth with proofs until final proof accepted
  - o   Ted sends pdf version in colour and b&w to editor
  - o   Editor emails colour pdf to Anne Barkman (webmaster) to email to members
  - o   Editor emails b&w pdf to Copies reseau to print 2 tries
        -chooses with Jane/Anne best copy
        -determines number to be printed
        -Copie Reseau interacts with Anne for delivery
        -Anne with Louise mails out print copies to members without email, who have requested print, institutions, etc.