

OAK LEAF EDITOR

Method of Distribution:

The Oak Leaf is published every month one week to 10 days prior to each general guild meeting. The majority of members receive their newsletter through email (either as an attachment to email or through a link to the newsletter posted on the IQI website). Snail mail is provided to members without email for an added cost as determined by the board, and is payable with membership dues.

If the editor is also the webmaster, the pdf format of the newsletter can be uploaded to the web, along with an email letting the membership know that it is available. If the editor and webmaster are two separate people, the editor can choose whether to email the pdf, or just link. It depends upon the lead time needed by the webmaster. If there isn't time to upload and link, then just email the pdf and the webmaster can upload as soon as possible.

Each month, obtain a copy of the electronic membership spreadsheet to create a current email distribution list. The membership chair will have the latest information. If any emails bounce back, contact the membership chair to verify the email address. If you receive any changes from a member, be sure to forward this information to the membership chair.

Print and mail a **black and white** copy of each newsletter to the members on the snail mail list.

Print five additional copies of the newsletter to have available at the membership table for new members.

Provide the treasurer with receipts for postage and printing for reimbursement.

Publication date:

The date on the newsletter is in the format of month, year. The volume for program year 2011/2012 will be 31. Start counting the issue with September as 1. The issue named September is the one published in late August, just ahead of the September meeting.

At the beginning of the year, set a monthly schedule of dates as follows:

Reminder, Submission, Publish, Upload, Email link, Print & Mail Snail

Start with the date of each meeting and work backwards through the above dates, allowing adequate time between steps.

Articles:

Email a reminder to each board member and committee chair on your “reminder” date. This is vital, even though you will give these individuals the schedule for the year.

In rare cases, a phone call may be necessary if you are missing a vital article.

Every issue will have:

A calendar of upcoming events (include guild meetings, workshops, board meetings, service dates, etc. through the following month's meeting)

President's letter

A list of all upcoming workshops, lectures and other programs for the rest of the year. Start with the May or June issue- as soon as the workshops are announced, and continue to run the information, deleting past information as needed.

Publish workshop supply lists or a link to the website.

A workshop registration form

Meeting and workshop location information

Raffle Quilt information and photos

A complete listing of Board members and Committee chair phone #s and email addresses (this will need to be addressed due to the new policy of posting the newsletter on the website- either it can be in the member's only section if we have one, otherwise attach it to the email containing the announcement and link to the newsletter)

Seasonal information to be included in corresponding issues:

Fall 2012- highlight meeting location at least through December

Membership form

Fine Art of Fiber information (June through Oct/Nov)

December potluck information

June annual meeting, challenge quilt and potluck information

Optional information to be included when provided by committee chairs and board members:

Membership news

Library news

Service report

Challenge Quilt

Etc.

Other information:

Any news of interest to quilters

Announcements of shows, awards, etc.

Advertising:

The board approved the following rates for advertising in 2009:

Size	Monthly	Yearly (9-10 issues)
Business Card	\$5	\$30
¼ Page	\$8	\$60
½ Page	\$15	\$120
Full Page	\$30	\$240

Ads may be solicited from members and outside organizations. The editor reserves the right to refuse any advertising.

Reporting:

Reporting of past events may be included.

Submitted by Roberta Levin, 2011-2012