

Newsletter Editor

This is one of the four (4) chairmanships that are recommended for the second vice president if the chapter has one. The Newsletter Editor must understand the Chapter Newsletter Policy. The responsibilities of the Newsletter Editor include:

- Planning newsletter production:
 - Chapters shall publish a minimum of four (4) newsletters per year, evenly distributed throughout the year (such as quarterly), as stated in the Chapter Charter and Letter of Agreement. **This is a Compliance Policy item.**
 - Coordinate newsletter schedule with rest of the CAB to accommodate the election process and major chapter events so that chapter members can get appropriate notice.
 - Develop procedures to produce, print, and distribute the newsletter.
 - Form committee(s) to help with distribution and other tasks, as needed.
- Conferring frequently with the chapter president and other CAB members to get articles, information, and to allocate newsletter space.
 - Editing all copy for content, length, spelling, grammar, and punctuation.
- Obtaining approval from the chapter president for each issue of a chapter newsletter/publication prior to its printing and/or copying.
- Ensuring that chapter members' privacy is protected in the newsletter.
- Working with the Retail Liaison to secure advertising for the newsletter.
 - If the Retail Liaison position is not filled, fulfilling the duties of the Retail Liaison with respect to obtaining advertising. (See page 8-24 for the Retail Liaison job description)
 - Obtaining suitable copy from advertisers to place in newsletter.
 - Ensuring that paid advertising is *only* sewing related.
- Bringing various printing/reproductive services bids to the CAB for approval to obtain the most cost effective printer/reproduction services for the newsletter.
- Working with the printer through all phases of the printing/copying process
- Preparing mailing labels as required using the file sent out by ASG National Headquarters according to the chapter schedule submitted at the beginning of the year.
- Ready the newsletter for mailing – addressing, stuffing, sorting, getting ready for bulk mailing, etc. Distribution of the newsletter may be handled by a sub-committee.
 - Obtaining and maintaining the bulk-mailing permit, if applicable.
- Reporting to the CAB after each issue of the newsletter on the cost of printing, cost of mailing, advertising revenue, and the number of copies printed. Collecting this information in a file for future reference.

Chapters **must send a hard copy** or an **electronic file** (as an e-mail attachment) of each newsletter to ASG National Headquarters for each chapter's permanent file by the end of each

quarter. Chapters **shall not** send links to a copy of their newsletters on a website. A hard copy of each newsletter **must** be mailed to each member of the Board of Directors unless the director has requested an electronic copy in lieu of a hard copy.

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