

Newsletter Editor

This position is an optional CAB position. This is one of the four (4) chairmanships that are recommended for the second vice president. The responsibilities of the newsletter editor are to:

- Plan newsletter production:
 - Plan dates to publish a minimum of four (4) issues of the chapter's newsletter per year.
 - 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.
- Confer frequently with the chapter president and other CAB members to get articles, information, and to allocate newsletter space.
- Edit all copy for content, length, spelling, grammar, and punctuation.
- Get final approval of the newsletter from the Chapter President before printing or copying.
- Ensure that chapter members' privacy is protected in the newsletter.
- Work with the retail liaison to secure advertising for the newsletter.
- If the retail liaison position is not filled, fulfill the duties of the retail liaison with respect to obtaining advertising. (page 8-24 for the retail liaison job description)
- Obtain suitable copy from advertisers to place in newsletter.
- Ensure that paid advertising is *only* sewing related.
- Bring various printing/reproductive services bids to the CAB for approval to obtain the most cost effective printer/reproduction services for the newsletter.
- Work with the printer through all phases of the printing/copying process.
- 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.
- Obtain and maintain the bulk-mailing permit, if applicable.
- Chapters **must send a hard copy** or an **electronic file** (as an e-mail attachment) of each newsletter to National Headquarters for each chapter's permanent file by the end of each quarter. Chapters may not send links to a copy of their newsletters on a Web site. Ensure that a hard copy of each newsletter is mailed to each member of the Board of Directors and each Regional Representative unless the director or representative has requested an electronic copy in lieu of a hard copy.
- Report 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. Collect this information in a file for future reference.

The newsletter editor should be thoroughly familiar with the Chapter Newsletter Policy.

Associated Topics and Information

- "CAB Responsibilities," on page 8-2.
- "Newsletters," on page 9-24.
- Chapter Newsletter Policy, on page 4-12.
- "Retail Liaison," on page 8-24.
- Newsletter Advertising Agreement, on page A-3.