



CNYD&CTA *Lengthening Strides* Newsletter Editor Responsibilities

In general, the newsletter editor is responsible for disseminating information in a timely manner. It is critical that there is excellent communication with the board, especially the President of the Association. The editor may also be encouraged to attend board meetings, to better understand what decisions and activities are taking place. The following is an excerpt from the Policies and Procedures regarding the newsletter:

LENGTHENING STRIDES NEWSLETTER STATEMENT OF PURPOSE & GUIDELINES:
CNYD&CTA will publish a newsletter. The purpose of the CNYD&CTA newsletter is to keep members informed about association events and business, to publish material which will advance the mission of the association and to share information between members. Articles from members should be limited to one page or less. The calendar of events will cover at least the current 2–3 month period. Material should be submitted by the 10th of the month for publication in the following issue. In the interest of reducing costs not all items can be published in the newsletter, an attempt will be made to include as much as possible as close as possible to the submission date. All materials submitted for publication are subject to review by the newsletter editor(s). Newsletters will be mailed to all current members and selected organizations during the last week of the month prior to the issue month. CNYD&CTA will publish 11 issues. Newsletter Classified advertisements are free for members and will run for two consecutive issues.

Here are some specific guidelines that we have followed in publishing the newsletter for the past, which have worked very well:

- 1) The newsletter is published a minimum of 9 times per calendar year. Double issues are typically January/February, March/April, or November/December. This is up to the editor's discretion. Primary distribution is via e-mail with printed pieces going to those who advise CNYD&CTA that they wish to receive the newsletter in print via US Mail.
- 2) Submissions are due on the 10th of the month preceding publication. Thus, the newsletter can be put together and sent out for printing so that it arrives in members' mailboxes the week before the new month begins (for example, April newsletter arrives in mailboxes the last week in March). The board should follow these guidelines with their submissions as well. You will typically receive submissions via mail and e-mail; occasionally someone will call with a request for a classified ad.

- 3) Please note that we CANNOT ACCEPT PAID ADVERTISING! This is because if we do, we will owe a large fee every year to New York State for our taxes, and it is not worth the cost. If a non-member wants to do this, refer them to the Omnibus Coordinator to place an ad in that publication, which is allowed under our tax mandate. THIS RULE MUST BE KEPT, OR ELSE WE CAN GET IN TROUBLE WITH THE IRS! Any questions, check with the treasurer, who can contact our accountant at Dermody, Burke and Brown.
- Coordinate the mailing with the Membership Coordinator (who keeps the newsletter mailing list). The newsletter is sent to the current CNYD&CTA membership from March-December. In January and February, the newsletter is sent to all new members, and all past members from the previous year. Also, we do a newsletter exchange with WNYDA, CDCT, and ENYDCTA, so the newsletter is also sent to the addresses that these GMO's provide (for WNYDA and ENYDCTA it is sent to their President, for CDCT it is sent to their newsletter editor). We also send a copy to our USDF Region 8 director Fern Feldman, and to the USDF GMO Membership Coordinator.
- 4) The newsletter has followed a fairly standard format. The editor can certainly change the format at her/his discretion, but it is recommended that the following items be included in every issue:
- President's note on 1st page
 - Meeting minutes from most recent board meeting on 2nd page
 - 3rd page for any association business that is most urgent (forms for signing up for membership, meetings, clinics, etc)
 - Minutes from Jr/YR meetings, if submitted.
 - Any Classified ads (which run for 2 months)
 - Calendar of events, which includes both CNYD&CTA activities and general activities of other GMO's around New York State. You can find out these activities by checking out the websites for WNYDA, CDCT, and ENYDCTA. You may also want to include some national, USDF activities.
 - Board composition and contact information
 - The CNYD&CTA website and e-mail information
 - Included at various appropriate times of year are reminders for upcoming activities, and the following (this is not an exhaustive list):
 - October-February, membership form
 - December-January, Awards Dinner flyer
 - February, 2004 Policies and Procedures approved by the board
 - March-August, requests for volunteers for shows
 - September-October, reminders for awards submissions
 - August-September, annual meeting flyer

This position can be fairly time intensive, especially when you first take over the position. You may also incur some out of pocket expenses; be sure to keep all receipts, and submit these with a **Request for Reimbursement Form** to the Treasurer, she will then write you a check.