

CLAN MACLEOD SOCIETY USA NEWSLETTER EDITOR

1. PURPOSE OF THE CLAN MACLEOD NEWSLETTER EDITOR POSITION

The Clan MacLeod USA Newsletter Editor is responsible for producing the Clan MacLeod Society USA Newsletter. The Newsletter serves three different populations: our members, the public at large, and our leadership.

1.1 Providing members with information

The Clan MacLeod Society USA, Inc., publishes a national newsletter twice a year for the purpose of informing members about the benefits of the organization, the historical and cultural projects that are undertaken, the social activities available, merchandise that may be purchased, charitable donations that may be made, and to create a sense of connection among Clan members in the United States.

1.2 Serving as a recruitment tool

The Newsletter is the outward “face” of CMS USA, and may be used as a recruiting tool for new members within the general public. The content should therefore be presented in a welcoming, informative, professional, and attractive manner.

1.3 Supporting leadership development and communication

The Newsletter can also act as a leadership development tool, giving officers an opportunity to share and shape policy, to support the activities of Regional Vice Presidents and other Council Members, and to convey information required for the Annual General Meeting, elections, and Council meetings.

2. POSITION DESCRIPTION FOR THE CLAN MACLEOD USA NEWSLETTER EDITOR

The components of the position description are as follows:

COMPONENT	DESCRIPTION
JOB TITLE	Clan MacLeod Society USA Newsletter Editor
DUTIES	<p>These duties should take place in the order described in 3. Publication Schedules, below:</p> <ul style="list-style-type: none">▪ Solicit and receive material for the CMS USA newsletter,▪ Edit (correct and prepare) material for publication,▪ Submit publication-ready copy to the printer,▪ Make sure that the Newsletter is printed, mailed, and paid for on schedule,▪ Support any post-publication requirements, such as distributing courtesy copies to authors or people mentioned in articles, distributing courtesy copies to any ex-officio member of the CMS USA Council who is not a member of CMS USA, distributing courtesy copies to any other individuals or organizations if requested by members of Council, preparing the issue for later digital publication, or preparing the issue to be archived.▪ Report any problems that would make any of the above duties difficult to perform to the CMS USA President, Executive Vice President, and Treasurer.

COMPONENT	DESCRIPTION
SKILLS AND COMPETENCIES	<ul style="list-style-type: none"> ▪ Ability to compose electronic documents in Word and PDF (or some other format required by the printer), ▪ Ability to create, manipulate, or edit digital images received for the Newsletter, ▪ Ability to communicate via email with Council members.
RELATIONSHIPS	<p>The Newsletter Editor has relationships with:</p> <ul style="list-style-type: none"> ▪ The Regional Vice Presidents, who will share news and photos of their region, ▪ The President of the Dunvegan Foundation, who will annually advise the Editor of those Trustee names that should appear on the AGM proxy, paid or other advertisements to appear in the Newsletter, or photos or articles showing the impact of the DF's charitable giving, ▪ The Migration Director or other program manager whose work on behalf of our members needs to be publicised in the newsletter, ▪ The Coordinators of CMS USA AGM events, North American Gatherings, Parliaments, or other World Gatherings who will promote their events through the newsletter, ▪ The President of CMS USA, who will provide a message for each issue, reflecting the interests of the CMS USA organization, ▪ The CMS USA Treasurer, who will approve estimates and pay bills for the printing and mailing of the Magazine, as well as any other Editor expenses that have been approved in advance, ▪ The CM USA Membership Secretary, who will annually provide a list of the names and Regions of all new CMS USA members (this list will be published in the newsletter), and who will also provide the Newsletter publisher with a mailing list of all CMS USA members, ▪ The Communications agents in other areas of CMS USA's operations, typically the Publicist and Internet Editor, who will provide references to their information points (e.g., websites, Facebook pages, books and printed material, etc.) ▪ The ACMS Editor of Clan MacLeod Magazine and the ACMS Corresponding Secretary, who should be sent any information or photographs of international interest.
BUDGET	<p>The Newsletter Editor may request of Council, in advance of expenditures, any conventional reimbursement for office supplies, telephone calls, postage, software necessary for the creation of the Newsletter and its contents, and computer equipment necessary for the creation of the Newsletter and its contents.</p>
REPORTING	<p>The Newsletter Editor shall submit a written report to the CMS USA Management Council meeting [currently held each December] which will summarise the financial, circulation, and other operational events of the previous year. At this meeting, Council will also be asked to approve the Budget for the coming year, and be advised on any major content changes.</p>
SALARY	<p>This is a volunteer position with no compensation. It is further noted that the overall time commitment required to produce the newsletter will come to two to three hours per page, per issue.</p>

3. PUBLICATION SCHEDULES

The publication dates for the newsletter may vary slightly from year to year, depending on:

- Special events that need to be promoted,
- The schedules of the highland games seasons in the north and south of the United States,

- Coordination with other Clan MacLeod publications (e.g., the Clan MacLeod Magazine is published in April and October, and it can be especially effective if our newsletter follows it and further emphasizes/localises the Clan MacLeod experience), and
- If the Newsletter contains the proxy for our AGM, the timing of the delivery of the Newsletter/proxy must be according to the legal requirements of the State of New York, in which we are incorporated.

The full text of the State of New York requirements are in our CMS USA bylaws, but the items relevant to our current publication schedule are:

- the members of our Society can be notified via the Newsletter of the date, time and location of our Annual General Meeting and the candidates for office if we have more than 500 members,
- if the newsletter is shipped via standard (bulk) mail the copies must arrive in our members' homes at least thirty (30) days but no more than sixty (60) days prior to the date of the Annual General Meeting.

3.1 Spring/Summer issue schedule

Typically, it is the Spring/Summer publication schedule that contains the proxy and therefore is affected by these conditions. Using these calculations, the publication schedule for the Spring/Summer issue is:

DATE	EVENT	CALCULATIONS
Saturday July 30	Scheduled date of our AGM (at the NAG 2016)	Count BACKWARD from this date
Thursday June 30	Latest day when proxy/Newsletter can arrive	30 days prior
Tuesday May 31	Earliest date when proxy/Newsletter can arrive.	60 days prior
We want the Newsletter to arrive as early as possible, in order to encourage people to go to the NAG		
Friday May 6	Printed newsletter delivered to post office	15 working days required for standard (bulk) mail delivery
Week of May 2	Newsletter is printed and addressed.	To take five days or so
Week of April 25	Newsletter is uploaded to Cummings for printing; pre-press work begins.	To take five days or so, if electronic copy is being reviewed online. [1]
Week of April 18	Incorporate feedback from reviews	To take five days or so
Week of April 11	Newsletter sent out for review by Council members and authors.	To take five days or so
Thursday March 31	Deadline for copy. Request cost estimate from Cummings and forward to Treasurer. Ask Membership Secretary for mailing list.	Generally, spring copy is due at the end of March.

[1] More time is needed if you ask Cummings to post you a printed, paper copy proof.

3.2 Fall/Winter issue schedule

Planning the Fall/Winter issue is a little trickier, because it contains promotional information for the events in Alexandria, which take place during the first week of December, but because the mid-Atlantic games continue into early October, it may be more important to give those correspondents time to send in their articles and pictures. Based on these considerations, it sometimes makes sense to calculate the Fall/Winter 2016 publication schedule FORWARD:

DATE	EVENT	CALCULATIONS
Friday September 30	Deadline for copy. Request cost estimate from Cummings and forward to Treasurer. Ask Membership Secretary for the mailing list, and the list of new members.	Historically, fall copy has been due at the end of September.
Monday October 10	Draft of Newsletter sent out for review by Council members and authors.	To take five days or so
Sunday October 17	Feedback due from reviewers	A week or so.
Sunday October 23	Editor must finish incorporating feedback from reviewers	A week or so.
Monday October 24	Newsletter is uploaded to Cummings for printing; pre-press work begins.	To take five days or so, if electronic copy is being reviewed online. [1]
Week of October 31	Newsletter is printed and addressed.	To take five days or so
Friday November 4	Newsletter goes to post office	
By November 30	Newsletter should be delivered right before or after Thanksgiving	Takes 15 working days

[1] More time is needed if you ask Cummings to post you a printed, paper copy proof.

3.3 Payment

At the time that you start working on each issue of the newsletter, it is good to ask for an estimate for printing, bindery, and mailing, and share that information with the CMS USA Treasurer.

Once the newsletter is scheduled for printing, it is necessary for the CMS USA Treasurer to pay for the postage in advance, and then after that the final printing and bindery bill. The Treasurer currently does this with a credit card, and we get a 5% discount for paying promptly. The Treasurer must authorise each postage and printing payment for each issue.

3.4 Putting past issues online

In general, we want our members to feel that the Newsletter is a valuable part of their membership experience, but we also want the Newsletter to work as an outreach and perhaps a research tool for people curious about the Clan and our organization. As each new issue goes to press, the previous issue can be uploaded in PDF form to our CMS USA website <http://www.clanmacleodusa.org>, or placed for purchase with a “publish on demand” site. Currently we upload our PDFs to <http://clanmacleodusa.magcloud.com> for publish on demand, where full-color copies can be individually ordered and printed.

There is no cost to us for uploading our material, and we could make a little money on it if we wanted to (and if there was a demand for the past issues).

Longer term, it would be nice if we could scan and make other older issues available in this way.

4. CURRENT DESIGN ELEMENTS OF THE CMS USA NEWSLETTER

4.1 Page configuration of newsletter

The newsletter is currently 20 pages, which include full color covers (color on both sides, total of four color pages) and 16 interior black and white pages. More information on how the pages are used is in section 4.3. Outline of each issue.

Our salesman at Cummings is Barry Fitzgerald. If we want to get a quote for a different color configuration or number of copies, Barry will give us very reliable pricing information. Also consider:

- If we were to go to an all-color publication, it would increase our costs by about 50%. If we were to go to an all black and white publication, it would save us about a third.
- Increasing the number of interior pages to a number that can't be divided by 16 is proportionately much more expensive. The number of pages should always be divisible by 4.
- We have a good price point at 1,000 copies. Increasing the number of copies by 100 or two hundred is not scary, but after a total of 1,500 copies we might as well go all the way to 2,000.
- Based on information I received from Barry in June 2016, we should also note that if we wanted to increase the number of black and white interior pages that it is most cost effective to do it in increments of eight pages: 20 interior pages will cost more to produce than 24 interior pages. This is because of how the presswork is set up (units of eight pages are easier to produce). Going to a 24 page interior would not increase our mailing cost.

4.2 Graphics and fonts

Generally, all artwork needs to be 300 DPI. Cummings will note any photos are less than 300 DPI during the pre-press review process. You can go to press with artwork that is less than 300 DPI, but it doesn't look very professional.

I did not inherit any stock digital artwork for the Newsletter, and have had to create it from scratch by scanning and cleaning up the material from past issues. I have a pretty good stash to pass forward to the next Newsletter Editor.

When people submit photos, I try to crop them so as much of the face or other identifying qualities of the photo can be shown. It is also important to get the names of the people in the photos. When you crop or resize photos, you need to be sure that they are still 300DPI. If not, you need to edit them further to improve the quality.

There are a few style rules for fonts:

- major titles are Bookman bold,
- minor titles and captions are various sizes/boldness of Arial,
- article text is Times New Roman, generally 10 pt but sometimes 9.5 – 11pt, if needed to fill the page evenly.

A row of 13 stars (for the 13 regions) is used to indicate the end of each article.

4.3 Outline of each issue

4.3.1 FRONT COVER

Page 1: Color cover with brief table of contents

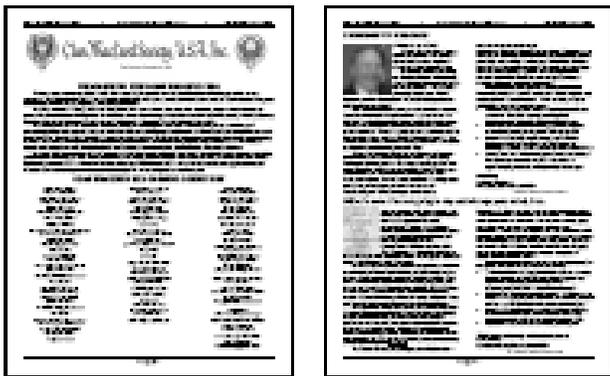
Page 2: Regional (or event) photo album



4.3.2 INTRODUCTION PAGES

Page 3: Welcome, and list of Council members (except for RVPs, which are included in the 4.3.4. Regions section).

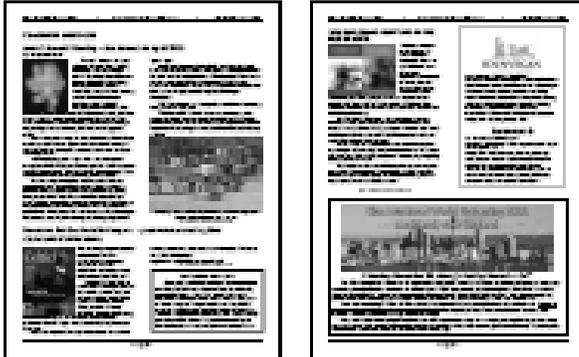
Page 4: Top half is President’s message, lower half is Editor’s message.



4.3.3 FEATURES SECTION

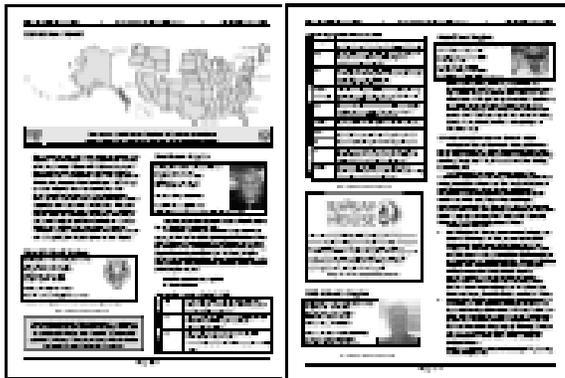
The features section includes (in this order) special articles, Clan MacLeod event promotions, “Clan MacLeod Recommends,” “Flowers of the Forest,” and the new

member listing (in the spring issue only). This section is of variable length, depending on how much material has been submitted.



4.3.4 REGIONS SECTION

The regions section is introduced by the national/regional map, and has “business cards” for all 13 RVPs at the beginning of each region’s material. Black and white photos and other graphics help keep this section lively. This section is also of variable length, depending on how much material is submitted. I try to put the events information consistently in little schedule tables. I also know that RVPs have a lot of responsibilities and aren’t always able to submit material for every issue of the Newsletter, so I occasionally create the schedules for them or reference annual events in their area.

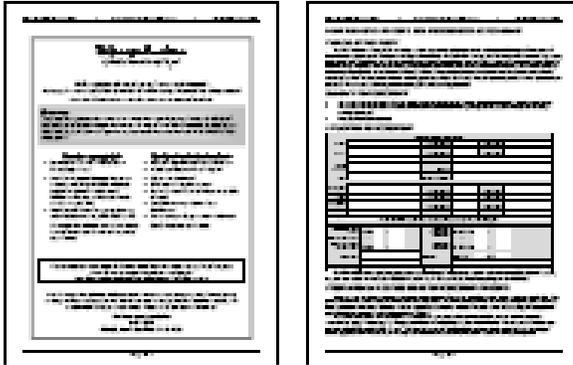


4.3.5 ORGANIZATIONAL PAGES

These pages are consistent in every issue. The Dunvegan Foundation (page 17) gets one page, which they pay us for, and while they don’t typically change it very much it could be different from issue to issue. The membership page below (page 18, on the back of page 17) is published in the Fall/Winter issue, and the AGM Proxy appears here in the Spring/Summer issue.

Page 17: Dunvegan Foundation “ad”

Page 18: either the membership application or the AGM proxy.



Page 19 (color): Regional or event photo album.

Page 20 (color): Top half have must be used for mailing address. Lower half is for upcoming events, or an occasional “caboose” human interest or humorous photo. At the bottom of the page is a reference to the <http://clanmacleodusa.magcloud.com> website, from here additional hard copies can be downloaded.



4.4 Copy preparation tools and their use

The system that Cummings uses to prepare and print the Newsletter is called “InSite,” a Kodak product. InSite runs on one of their servers, which you access using a window of your PC browser. You must have Java installed on your personal computer to use InSite. The corresponding InSite client software that runs on your PC (or Mac) is quite expensive, and probably overkill for our purposes.

It is possible to create the newsletter using MicroSoft Word, and then convert the newsletter to a PDF document afterwards. There are a number of inexpensive or even free PDF conversion tools that can be used. (This is what I do.) The InSite system will work with most PDF files.

The Cummings technicians will give you a user ID and password that you will use to access their InSite server. The technicians must also need to give you a job ID for the specific issue of the Newsletter you want to produce.

The first thing you do is use your PC browser to login to the InSite server application and upload your Newsletter PDF file(s) under the job ID. You can upload a single 20-page PDF file, but it makes things easier for Cummings if you can upload one page per file.

Once you have uploaded your newsletter PDF file(s), you will log off and wait, maybe for a day. During this time, the Newsletter will go through a “pre-press” process. After this process is complete, Cummings will send you an email telling you to review the files that have been created by the pre-press process. These will be the files actually used to print the newsletter.

To review the pre-press files, you will use your browser again and log into the InSite server at Cummings, and check under the job number for this issue. You will then review and approve the Newsletter pages online, one at a time. The first one or two times that you do the review, it might make sense to request hard copies of pages that require changes. This will help you get a sense of how the electronic images relate to what will actually printed on paper. Note that we are charged for every page that has to be changed during the proofing process, and if Cummings has to mail you hard copies of the pages that will add time to your publication schedule.

When you have approved all of the pages, the Newsletter is scheduled for printing. At this point it is important for the Membership Secretary to have uploaded the mailing lists, and for the Treasurer to have contacted Cummings about paying the bill, but the Editor’s job is basically done.