

ANTIQUE AUTOMOBILE CLUB OF AMERICA



NEWSLETTER EDITORS MANUAL

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FOREWORD



This Editors Manual has been prepared by the members of a special sub-committee of the AACA Publications Committee to assist region and chapter newsletter editors in their efforts to produce effective communications. This revised edition contains all the updates and changes that have been put into place since our last complete revision.

This Editor's Manual emphasizes the information needed not only by the "soon-to-be" or new editor, but also long-time editors as well. Even experienced editors can improve their scores in the Newsletter Awards Achievement Program (NAAP) by careful attention to the guidance in this Manual. We therefore invite experienced editors to take a few moments to review this Revised Edition for helpful hints that will benefit them in the NAAP program.

Newsletter editors are the heart of a region's publications and those publications are the glue that cements a region together. It is hoped that these rules will help you as an editor to produce a publication that will inform and improve your region.

Once a new editor, has mastered the basics, it is hoped he or she will continue to use this manual to continue to improve and build toward becoming a master editor.

We solicit any recommendations you might have for ways to improve this manual: corrections, additions, redirected emphasis on particular subjects, and the like. Please feel free to submit any recommendations for improvement to a member of the publications committee. Updates and revisions will be issued periodically, since we want to ensure that this manual is accurate and effective; so please give us your comments.

David W. Anspach

Vice President – Publications, 2019

Revised June 2019

CHAPTER 1

SO, YOU WANT TO BE AN EDITOR?

You volunteered or have “been” volunteered to be your region’s newsletter editor. I’m sure some of you wonder “Where will I go next?”, to perform the job at hand. This manual will get you headed in the right direction.

1.1 THE OBJECTIVES OF THIS MANUAL

Did the strong region or chapter create the strong newsletter, or was it the other way around? Obviously a strong region has the people and money to invest in a top-notch publication. But how did the group get to be strong and financially healthy in the first place? Could it be that the newsletter's enthusiastic and informative announcements about club activities generated increased participation?

In a survey conducted by the AACA Regions Committee, many club presidents and editors asked for ideas about how to motivate their members to get involved in club activities and to contribute news and other support to the newsletter. New editors wanted help in getting started, and needed ideas for material. Many didn't know about resources currently available from National AACA, such as the Rummage Box, The Speedster, and the Judges' Newsletter.

The objective of this manual is to help you and your club in these ways:

- * If your group doesn't currently have a newsletter, this manual provides the information you need to start one, and gives you a feel for the things your new publication can do to communicate effectively.
- * If you already have a publication, this manual will provide ideas to make it better, including technical tips, addresses of suppliers, general comments about writing, hints on getting more input from your members, and other practical information.
- * If you’re not ready to produce, or cannot yet produce a computer generated newsletter, be advised that the original “cut and paste” method is still covered in this manual, although for the sake of simplicity, it is in **Appendix C**.

If you're the president of a club that's looking to start a newsletter, **Chapter 2** (Getting A Newsletter Started) is especially for you. You and your new editor need to skim the rest of the manual for topics of specific interest to your club. Don't be intimidated by material in later chapters that may be directed at the more experienced editors; start where you and your club are right now, in terms of experience and funds, and do the best with what you have. In time, you'll find yourself ready to try something new with your publication, and that's when the other information in this manual will begin to mean something to you. Eventually, with modern computer technology, you may surprise yourself and your region members at what your newsletter can become with new graphics, color, and pizzazz that will make you and your region proud of your newsletter.

We cannot emphasize one fact strongly enough: No other single element will affect the mood, health and growth of your club like a newsletter. The region's newsletter can make or break a club, so be sure to do the best that you can, and involve your members. They'll love to see their names in print.

2.1.4 NAME THE NEWSLETTER

If not already named, having a “name the newsletter” contest, could encourage ownership of the newsletter by the members. Get everyone involved! For ideas, look at some names currently in use in AACA regions and chapters across the country.

There are still a few parts of the automobile that haven't been spoken for, and some of the names listed here are in use by more than one club. A club may want to use a name that's suggestive of where you live; for example, Peachtree Parade or Tallahassee Chassis.

- * Clutch Chatter
- * Exhaust Pipe
- * Garage Gossip
- * Intake & Exhaust
- * Piston Popper
- * Sidelight
- * Spotlight
- * The Beam
- * The Fly Wheel
- * The Magneto
- * The Radiator
- * The Road Map
- * The Running Board
- * The Steering Wheel
- * Throttle Thoughts
- * Crank Journal
- * Footwarmer
- * Headlight
- * Nuts & Bolts
- * Running Board Ramblings
- * Spokes
- * Sputter N' Stutter
- * The Brass Lamp
- * The Gas Buggy Gazette
- * The Mudflap
- * The Rear View Mirror
- * The Rumble Sheet
- * The Sparkplug
- * Things You Auto Know
- * Yester Year News

2.2 SELECTING AN EDITOR

In a perfect world, a club would have several enthusiastic and highly skilled members all dying to be editor of the new newsletter. What kind of skills would they have? Here's a short list: writing, interviewing, reading, summarizing, rewriting, proofreading, researching, typing, photography, design, drawing, copy-fitting, folding, stapling, maintaining addresses, buying supplies, keeping records, selling ads, photocopying labels, finding artwork, checking printing prices, interpreting postal regulations, creating headlines, affixing stamps, mailing newsletters, and so on. We'd also recommend you find someone, if at all possible, who has the ability to use a computer, the proper computer software to produce a newsletter, as well as understanding how to use the various software packages available.

So, an editor should be dependable, outgoing, and able to leap tall buildings in a single bound.

But it's not a perfect world, and all of us involved in hobby organizations know that. Any club would be lucky to have one individual with all these skills, much less a choice of individuals. But there is probably someone in the club who at least partially fills the bill, and who in addition is willing. That means they've displayed that most important ability of all: Availability. In return for their commitment to serve as editor, promise them the board's full support and the backing of the whole club.

2.3 DETERMINING WHAT THE NEWSLETTER WILL COST

There is a decision to be made within your chapter or region on your newsletter and that determines a lot when it comes to cost. You will need to decide if your newsletter is to be sent to your membership electronically or in print. Much of the following information applies to a printed newsletter. If you go with purely electronic circulation, obviously there are no costs for printing etc.

The cost of a publication will depend upon how many copies and what size pages you print ("production" costs) and how many copies are mailed (mailing costs). It is also possible to have a high quality newsletter with minimal costs by distributing it electronically instead of printing and mailing.

2.3.1 COST DETERMINATION

A. Production Costs

Production costs could include copying, printing, collating, folding, stapling, and procuring supplies. To determine copying costs, figure up how many copies are needed to print each month and how many pages a typical issue will contain. For example, 50 copies of a 10- page issue would mean 500 pages of printing or copying for each issue.

Make a list of specifications: number and size of pages, number of copies, type of paper, any collating/folding/stapling services needed (unless these services will be done internally by volunteers). Take this list to local printers to get price quotes. Look within the membership for reproduction resources. A small publication with a small circulation could be produced on a member's office copier (if the member owns this business, that is) or home computer/printer for just the cost of the paper and supplies.

The cost for supplies will include some immediate purchases up front, and minor continuing costs to maintain supplies. A start-up list of supplies might include computer hardware/software, printer, printer cartridges, scanner, envelopes, stapler/staples, stamps, paper, camera supplies, or any other items that the club intends to pay for. The list will vary, depending upon the needs of your particular operation. For example, if the club's editor already has a computer with a desktop publishing program, some of these items will not be necessary. Later chapters will go into that in more detail.

B. Mailing Costs

Postage costs per copy will vary depending upon the size and weight of the newsletter. An 8½" x 11" publication weighing under one ounce, folded, with or without an envelope, can currently be mailed First Class for \$.?????. Unfolded, the cost will be \$.????.

First Class is the most timely. When mailing 200 copies or more at a time, bulk mailing could be used at a much cheaper rate, but be aware of the time issue as it can take up to 2 weeks to deliver. See **Chapter 6** for more details.

The least expensive way to address the newsletter is to hand-write the member's name/address on each copy of the newsletter. However, unless the membership is small, this method is time consuming and inefficient. Printed stick-on labels are much better and can be easily produced with a computer and printer. Your editor may also have the ability to produce a mail-merge address list, which will address each newsletter automatically. You will find more details in **Chapter 6**.

2.3.2 HOW MANY SHOULD BE MAILED?

Obviously the mailing list should include one copy to each member family. Additional copies should also be available for:

- * Guests and potential members
(print 5- 10 extra each month to have on hand for this)
- * Special contributors and advertisers (as needed).
- * Other newsletter editors (this is referred to as a newsletter "exchange;" or information sharing.)
- * Although it is optional whether or not you enter your newsletter for the Newsletter Achievement Awards Program (**NAAP**), if you do enter, you will need to send a copy to each member of the Publications Committee whose names you will receive from National Headquarters. These are the people who will review your newsletter.
- * AACA National Headquarters.
- * AACA President

Addresses for the various national AACA individuals appear in each issue of the *Antique Automobile* and on the AACA website –<http://www.aaca.org/>. Addresses are also provided in the form you will receive from Headquarters, for members of the Publications Committee. This is the form you will use if you sign up to enter the **NAAP**.

2.4 PAYING FOR YOUR NEWSLETTER

2.4.1 HOW TO FIND THE FUNDS

Money for the club's newsletter comes from dues, fund-raising activities, and advertising revenue. The condition of the club's treasury will determine how much money, if any, needs to be raised. Some clubs raise money with an annual auction of member- donated parts, supplies, tools, baked goods, and handcrafts. Others hold swap meets or car shows and charge registration fees, or display member cars at malls or car dealerships in return for a donation to the club treasury.

Selling advertising space in the newsletter is another way to pay for it. Theoretically, if one sold enough ads, the newsletter would be self-sufficient. However, don't let advertising dominate your publication. Ideally, advertising should take up no more than 20- 25% of your newsletter.

The number of advertisements needed and the actual rates charged to support the newsletter, can be worked out once the actual costs are determined. One AACA region sells business card ads (eight can comfortably fit on a page) at \$5/issue, or \$50 annually for 10 issues. A quarter-page ad is \$10/issue, half a page is \$20/issue, and a full page is \$40/issue. They print all ads on the last two or three pages, with a heading, "\$UPPORT OUR \$PONSORS." Occasional "incidental" ads are scattered throughout the issue as "fillers" at the end of articles. The region tries to solicit automobile-related advertising where possible. Paid ads from members are accepted regardless of the service or product advertised.

2.5 KEEPING AN EYE ON COSTS

Work with the club treasurer to prepare a budget to present to the club board. Be sure to get board approval before the newsletter gets started, and then stick to the budget.

The club treasurer will normally report newsletter expenses to the board each month; the editor can also provide additional information at the board's request. If the editor's position is not a board position in your club, consider making it one. The responsibilities of the job mean it certainly deserves board status, and the editor can be more effective when he or she is involved with board meetings personally.

2.6 DEVELOPING A PUBLICATIONS STAFF

The editor needs to be able to call on fellow club members for help. For example, one member could be responsible for collecting material from contributors and then could assist with newsletter setup and/or errands; someone else could sell ads, collect payment, and keep records. Other members could get together to collate, fold, staple, label, stamp, and deliver the newsletters to the post office. There could be a typist who gets material into camera ready form or can e-mail material to the editor, and also a photographer to take pictures, and/or scan pictures for computer use.

It would be advisable to have a member chosen for this job. Example; Advertising Chairman. It is also a good idea to have the Membership Chairman, if your Region has one, that person can provide you the names of all new members, so you can publish a "Welcome New Members" column in your newsletter.

All these people constitute the "newsletter staff," and if you have space, it is a nice gesture to recognize their valuable participation by listing their names and titles (Example: "Assistant Editor," "Advertising Editor," "Mailing Staff," etc.) in a prominent spot in your newsletter at the beginning of the year. To list these people each month may consume more space than your budget allows; however if that is not a problem it is certainly an excellent way to extend your appreciation.

2.7 SCHEDULING THE NEWSLETTER

You should have the editor set up a mailing schedule for the whole year, then stick to it religiously. Once the mailing dates are set, work backward to establish the dates when the editor will need ads, contributor material, meeting information, and the like; set firm deadlines that will allow adequate time to get the newsletter typed, laid out/computer setup, delivered to the printer, picked up, and prepared for mailing. Be sure to take into account holidays that might affect other schedules or the post office. The newsletter needs to be mailed to reach the members 8-12 days before an upcoming club activity, but no later than 5 to 7 days before the monthly meeting. This way, members will be less likely to forget the meeting date. If you are doing an electronic newsletter, it should be scheduled so that it is in your members hands in this time frame also.

Experience has shown this to increase membership meeting participation. When a club activity to be advertised in a specific newsletter will be less than 8-12 days away from your anticipated delivery date, advertise that activity the month before, if possible. Then place a reminder in the second month newsletter, closer to the activity. Activity notices need to be posted in time for members to be able to arrange their time in order to participate, yet close enough so that they won't forget.

The newsletter needs to be mailed to reach the members 8-12 days before the next club activity. Any earlier, and the information gets laid aside and forgotten; any later, and members may not be able to arrange their time in order to participate.

2.8 IS YOUR NEWSLETTER WORKING?

After the first couple of issues, enough feedback should be received from members to tell if the newsletter is doing what it was designed to do. It's a waste of valuable time, energy, and money to doggedly produce a publication every month that doesn't satisfy the club's needs. If the newsletter isn't working, try to figure out why, and revise the operation accordingly. Change the format or the content or the emphasis or the mailing date or the frequency of publication, whatever is necessary to meet the needs of the members.

Don't be afraid to ask your president to set up a point in your membership meetings order of business to allow you to ask your members how your publication is doing in serving them. This is a primary purpose of your newsletter. It also gives you time to talk to members, see what interests them and possibly set up articles to be done by or about them.

CHAPTER 3

DECIDING ON THE NEWSLETTER'S LAYOUT

This chapter makes several references to **NAAP**, which is the AACA's Newsletter Achievement Awards Program. Please refer to **Chapter 7** for complete details on this program. Again much of what you will find in this section apply only to printed newsletters and not to electronic ones.

So your club can't afford a 20 page typeset newsletter printed in multiple colors on glossy paper; so what? The most polished publication with little content will pale in comparison to a simple photocopied two-page newsletter with a staple in the corner if the two-pager is packed with well-written timely and informative local material. But what size pages will that two-pager have, or on what size paper? Think about what you want your newsletter to look like.

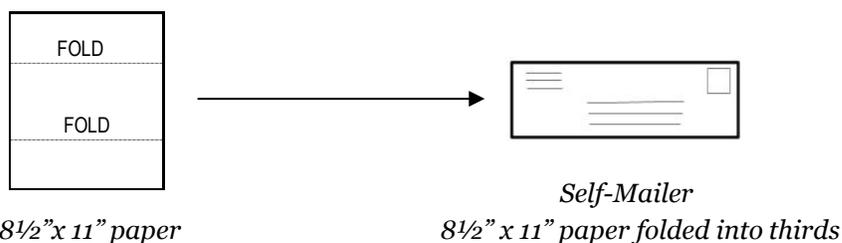
3.1 NEWSLETTER SIZE

The size of the paper that you use and the orientation in which you print on the paper will determine the final size of your newsletter.

3.1.1 LETTER SIZE—8½" X 11"

A. Single Page

For very small clubs and/or new editors, it may be all that's required, or possible. Just fold a 8½" x 11" sheet in thirds, address one panel, and it's a "self-mailer."



A disadvantage to this format is that a single sheet is flimsy and can easily get chewed up in the Postal Service equipment. You can get around that problem by mailing in a business-size #10 envelope or by printing on the heavier weight (but more expensive) paper known as "card stock."

B. Multiple Pages

With the 8½" x 11" format, as you have more material to include, it's simple to add another sheet as needed. Staple in the upper left corner, fold in half if you like, staple or tape it shut, stamp, and mail. The corner staple makes for awkward reading, but it's a flexible format because you can add pages one sheet (two sides) at a time.



8 1/2" x 11" paper stapled in left corner

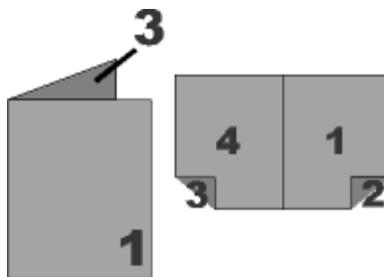
5 1/2" x 8 1/2" folded

You may want to staple it vertically down the left side with two or three staples to give it more of the feel of a magazine. Either the first or last paper page can be used as a cover. You can use card stock for the cover, and if it goes over an ounce no folding is necessary. But the Postal Service would really prefer that you use mailing envelopes.

3.1.2 TABLOID SIZE-11" X 17"

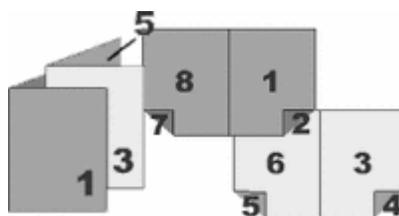
A sheet of paper that is twice the size of standard letter size paper is known as tabloid size and is a 11" x 17" sheet size. However, the actual dimensions of a finished tabloid size publication can vary from 11" x 17" to some smaller variation depending on the size of the sheet of paper you start with.

With the 11" x 17" format, the number of pages in your newsletter will always be equally divisible by four and when folded will be letter size. Each sheet of 11" x 17" paper has two pages printed on each side of the sheet to create four pages per sheet. This allows the newsletter to open out flat when you're reading it. The larger paper costs a little more, and some smaller printing operations may not stock it. It does give a more finished look to your newsletter.



*11" x 17" paper
4 page newsletter*

The disadvantage to this format is that if you need to add one page, you have to add another 8 1/2" x 11" sheet (the equivalent of two full pages) or another 11" x 17" sheet (the equivalent of four full pages); be sure your "filler" file is well stocked!



8 page newsletter

For an eight page newsletter, pages one and eight would be printed on one side of the sheet, and then pages two and seven would be printed on the back. Pages four and five would be printed on one side of another sheet, and then pages three and six would be printed on the other side.

Stapling this format is an option that makes it easier for your reader to handle; but it requires a special "saddle stapler" that's available for about \$30 from larger office supply stores. If you or your staff volunteer the labor, the saddle stapler can pay for itself in the long run, since the cost of having the printer do it runs 3-4 cents a staple.



Long Reach Stapler

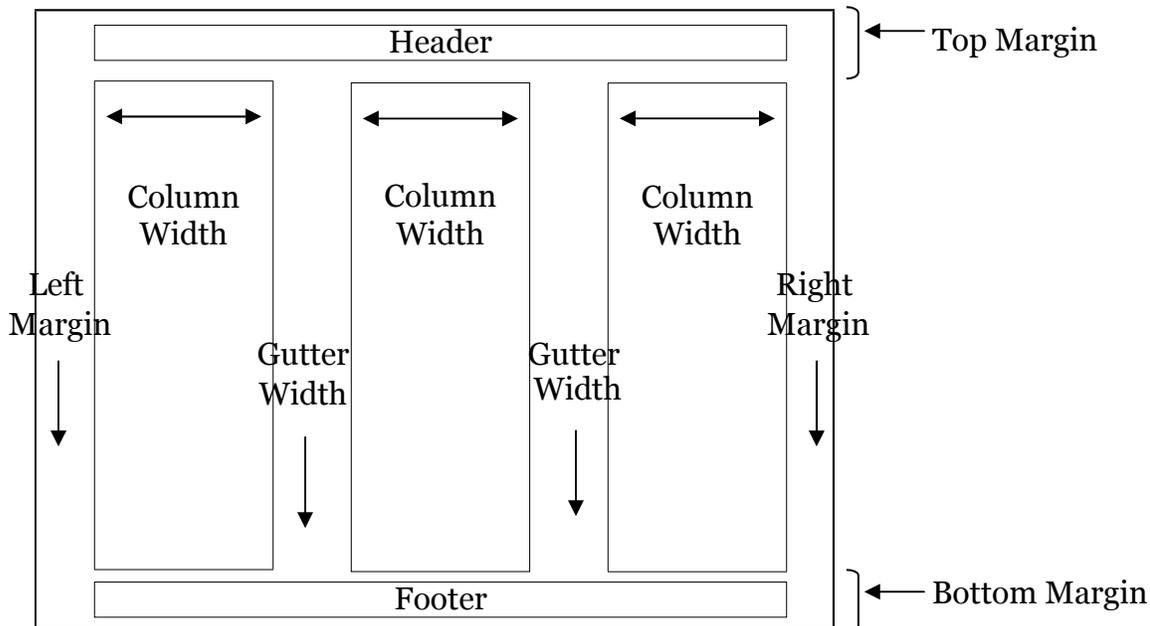
3.1.3 DIGEST SIZE

If you take a letter size piece of paper and fold it in half, that is roughly digest size. However, the actual dimensions of a finished digest size publication can vary from 5½" x 8½" to some smaller variation depending on the size of the sheet of paper you start with. Remember that you'll be adding four 8½" x 5½" pages each time you add another sheet of paper. See 4.1.2—Tabloid Size.

NAAP SCORING:	<u>VALUE (+)</u>
# 23—Number of Pages in the newsletter, (only pages that contain actual newsletter content will be counted, including ad pages)	_____10 max
1 point for each two pages with a maximum of 10 points for this section	}
Note: see Chapter 7 for complete NAAP scoring sheet	

3.2 DESIGN ELEMENTS

Now that you have decided on the orientation and size of your newsletter it is time to figure out how you are actually going to lay out the newsletter — number of columns, masthead, etc. Most newsletters are designed with a grid system in mind, which assist in the placement of certain elements on a page—width of left, right, top and bottom margins, the number of columns, the width of the columns, and the width of the gutter or alley (space between the columns). A grid can also aid in the placement of header, footers and page numbers. A design grid will provide consistency between pages and issues.



Sample Newsletter Grid—three column

3.2.1 NUMBER OF COLUMNS

The number of columns you use in your newsletter can vary anywhere from one to four. Most newsletters will probably use the two or three column format.

A. One Column

A one column newsletter does not allow for much creativity with regards to layout and thus tends to be monotonous for the reader if more than one or two pages in length.

B. Two Column

The two column layout is a popular choice especially if you decided on the digest size for your newsletter. It allows you more creativity

in your other layout choices, allows for use of large illustrations, and doesn't require too much design work for each issue.

C. Three Column

The three column newsletter is also a popular choice and provides you great flexibility in layout. More is required of the editor in designing the pages of each issue.

D. Four Column

The four column format is the most challenging of all as it requires a lot of design work on behalf of the editor. With so many columns, the layout will tend to look busy with many of the newsletters features fighting for the attention of the reader.

NAAP SCORING:	<u>VALUE (+)</u>
# 21—Layout in two/three columns versus one generally except special layouts_____	05
Note: see Chapter 7 for complete NAAP scoring sheet	

3.2.2 MARGINS

When trying to decide how wide your margins should be, consider how your newsletter is going to be utilized by the members. If they are going to save each issue, you may want to make your left margin to be at least 3/4 inch to allow them to punch three holes in the left margin so that it can be kept in a binder.

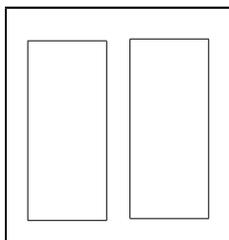
But even if your newsletter will not be kept in a binder, do not think of your margins as wasted white space where you are unable to put text and graphics. They are an important design element of you newsletter. They provide the reader with relief from what would otherwise be a busy, crowded, and congested page of black ink.

3.2.3 GUTTER WIDTH

The gutter, or alley width, is the white space between the columns of text. The important point here is not to make them too narrow (allowing the columns to run together) or too wide (disturbing the aesthetics of the newsletter). Whatever width you decide for the gutter space be consistent and use the same measurement on all your pages.

3.2.4 COLUMN WIDTH

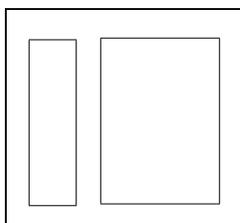
You can make all your columns the same width. Their size will be determined by the paper size and the top, left, right, and bottom margins that you choose. For example, with a two column 8½” x 11” page with ½” margins, your columns can not be any wider than 3¼”. This does not allow for any alley space between the two columns. If you allow a gutter space of ¼”, then your columns can not be wider than 3”.



Width of paper	8.5 inches
Minus left margin	.5 inches
Minus right margin	.5
<u>inches</u>	
	7.5 inches
Divide by no. of columns	<u>2</u>
	3.25 inches

8½” x 11” with 2 equal columns

But you do not have to make your columns all the same width. You can change the width of the columns to suit the type of article that you are writing. For example, you could make one column twice as wide as the other in a two-column layout.



8½” x 11” with 2 columns, one twice as wide as the second

3.2.5 HEADERS AND FOOTERS

Headers are items that appear at the top of every page; footers appear at the bottom of every page. They usually contain information about the newsletter—publication name, page numbers, etc. Try to keep them short as they are repeated on each page.

3.3 COLOR

The first thing you must decide as editor is whether your publication really needs color. You need to ask yourself if the use of color will enhance your publication or are you just adding color to be adding color.

Second, you must consider whether your newsletter can afford color. The addition of color can be an expensive addition to your overall budget particularly if you do not print the newsletter at home and use a professional printer.

If you decide to use color, be careful with what colors you decide to use. The use of color is an effective way to make or emphasize a point, but a poor choice in color combinations can defeat your original purpose in adding color—to enhance your newsletter.

If you decide your newsletter could benefit from color, here are a few low- cost ideas.

- * Colored paper. The simplest and cheapest way to add color is to change the color of the paper that you use from white to a colored paper. Ivory, gray, or beige are popular choices. Do not use dark colored paper.
- * Colored Stock. Use a different color paper for the cover matching your choice to a particular holiday or event. For example, a red cover would be good for a February newsletter.
- * Colored Ink. Use color to emphasis a headline, logo, or box. For regular publications, use the same colors with every issue.

And finally, when choosing an ink color for a newsletter that may be copied on a photocopier, make sure you use a color that photocopies well. Some of the paler colors disappear on the photocopies.

NAAP SCORING:	<u>VALUE (+)</u>
# 18— Photos present in the newsletter_____	10
#19 Use of Photo Captions earns an additional 5 points_____	05
#20-Quality of photos earns an additional score of between 1 and 5 points_____	05

3.3.1 PHOTOS

Photos are a great addition to any newsletter and add points to your NAAP total. Please remember that photo quality is important. In many cases poor quality photos are worse than no photos at all. Good photos boost the image of your newsletter. Remember to use captions and to include people’s names in those captions. Members love to see their name in print!!

3.4 BEFORE YOU DECIDE

Take some time to look at other newsletters for formatting ideas. Contact other car clubs in your area and ask for sample copies of their publications. Ask your printer for copies of newsletters that his customers bring him to print, or of one that he may publish himself to promote his own business. Check with local churches; they frequently mail weekly or monthly newsletters to their members and would be happy to share a back issue with you. Many professional people publish regular newsletters for their clients. The layouts are often done by commercial designers who market them to doctors, dentists, CPAs, stock brokers, credit unions, and the like; ask in your community for sample copies, to get a look at the variety of ways trained layout specialists handle newsletters.

CHAPTER 4

WHERE DOES THE NEWSLETTER CONTENT COME FROM?

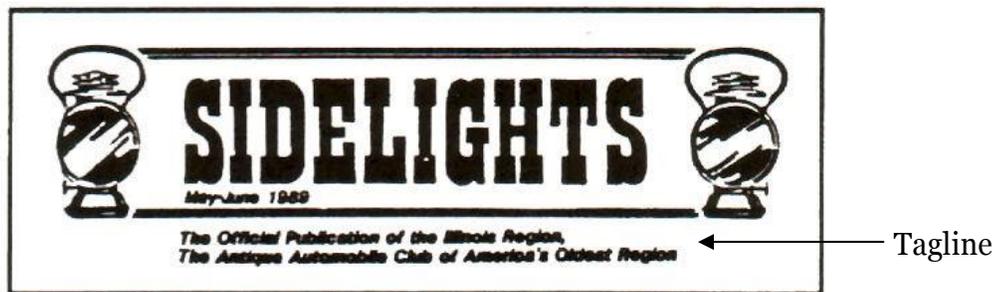
This chapter makes several references to **NAAP**, which is the AACA's Newsletter Achievement Awards Program. Please refer to **Chapter 7** for complete details on this program.

Now that you have decided on the main layout of your newsletter, it is now time to concentrate on what you are going to print in your newsletter—the content. There is a variety of sources for articles but there are several that should be included in every issue.

4.1 NAMEPLATE

The nameplate is the logo or design on the front page that identifies that newsletter. If you don't have funds for, or access to, a graphics designer, use transfer lettering (see **Appendix B** for sources) to do your newsletter's name. If your region or chapter has its own logo, it belongs in the nameplate. The AACA logo needs to be prominently displayed somewhere in your newsletter; the nameplate is a good place to put it. Or you may choose to use some antique auto clip art; see **Appendix B** for clip art sources.

When designing your nameplate, try to keep it simple, clean and bold. Make it something unique that defines your newsletter. If possible, use a tagline to describe the purpose of the publication—*the official publication of (insert Region Name) of the Antique Automobile Club of America*.

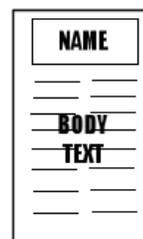


Sample Nameplate

4.2 FRONT COVER

Even if you do not go with the more formal nameplate as described above, it is important that your Region or Chapter name be prominently placed on the front cover. In either case, put a frame around, or a solid line under, your nameplate to set it off from the remainder of the cover page or the beginning of the body copy.

The rest of the front page can serve as a formal cover, or you can begin the body copy (the main text) of your first article immediately under the nameplate, as shown here. In either case, put a frame around, or a solid line under, your nameplate to set it off from the remainder of the cover page or the beginning of the body copy.



If you use a cover page, photos of members' cars, of some major trophy, or of your group at its last outing, make interesting covers. Some clubs have special artwork for the cover that stays the same from issue to issue; others have a different cover each issue, using automotive artwork or clip art appropriate to the season or to the upcoming meeting: a Valentine for February's cover, food art for a covered-dish supper cover, perhaps part of the meet flyer for the issue just before a big meet.

Somewhere on the cover you also need to show the month and year of issue (January 1990, for example), a volume number (Vol. I for the first year, Vol. II for the second year, and so on) and an issue number (No. 1 for the first issue you produce in any year, No. 2 for the next one, and so on). The month and the issue number change each month; be sure to update them!

4.3 MASTHEAD

A masthead is the listing of contributors, writers, photographers, and editors. This information usually doesn't change from issue to issue; just lay it out for your first issue and update it as necessary.

Here is some other information that needs to be in every issue and can be incorporated into the masthead:

- * the publication name
- * the club name (region or chapter name, and national name, spelled out)
- * editor's name, address, and phone number (including area code)
- * a permission statement about copying your material
- * information about the geographical area you serve and where and when your regular meetings are held.

THE STEERING WHEEL

THE OFFICIAL PUBLICATION OF THE
FORT LAUDERDALE REGION A.A.C.A.
Deadline for all material is the 10th
of each month. MAIL ALL MATERIAL TO:

EDITOR: STEERING WHEEL
6153 S.W. 35th COURT
MIRAMAR, FL 33023

CO-EDITORS PAULA HASH 961-4298
 MORM MELDRE 427-4796

HI RATES

FULL PAGE	\$40.00	EIGHTH PAGE	\$8.00
HALF PAGE	\$25.00	BUSINESS CARD	\$5.00
		QUARTER PAGE	\$15.00

ADVERTISING BOB MUELLER 792-5168
MEMBERSHIP COMM. MARY HARRIS 475-1360
JEWELRY CHALLENGE MARY HARRIS 475-1360
SUNSHINE COMMITTEE DEAN HOLL 782-9966

OFFICERS

PRESIDENT TOM HOLT 785-0985
2963 N.E. 22nd Avenue
Lighthouse Point, FL 33064

VICE PRESIDENT MURCE MERRY 594-0887
350 N.E. 42nd Street
Oakland Park, FL 33208

SECRETARY PAUL LASHBROOK 587-9785
8301 S.W. 8th Street
Plantation, FL 33327

TREASURER MARY SUZ MELLORE 978-9837
3828 Coccolino Circle
Coccolino Green, FL 33063

SECRETARY AT LARGE STEVE WICKSWORTH 749-1087
2120 N.W. 87th Lane
Sunrise, FL 33329

BOARD OF DIRECTORS

MURCE MERRY	(Chairman)	491-3782
DAVE SLACKWOOD	1988-89	781-2256
JOE SCHMIDT	1988-89	771-8773
ROGER KASH	1988-89	961-4285
JOE LONBARDI	1988-89	472-1999
TIM BACUS	1988-89	755-8562
LARRY WELPERSON	1988-89	561-5481
DAVE MELLORE	1988-89	427-4708
EM MASCARELLA	1988-89	472-3232

Sample Masthead

- * Each issue also needs to contain contact information for your officers and staff. Your club needs to consider what is best for you and your people to do this. You may consider setting up separate e-mails or a post office box just for this purpose

Or, if you prefer this information may be placed in a separate box in a conspicuous place (the back cover, for example). Separate the masthead from the regular text by placing it in a box or defining it graphically in some way.

NAAP SCORING:	<u>VALUE (+)</u>
# 1—AACA Logo on cover_____	05
#2- Region or Chapter Logo used on cover , Or <u>somewhere</u> in the newsletter _____	05
# 3-Interesting cover /Cover Page Layout (0 to 9)_____	09 max
# 6—Officer contact information _____	05
The following are point deductions if missing: <u>Value (-)</u>	
#4—Cover page does not list Region/Chapter name, and/or newsletter name _____	-15
#5-Cover page does not show a month and a year/ quarter /session _____	-15
Note: see Chapter 7 for complete NAAP scoring sheet	

4.4 CALENDAR OF EVENTS

A calendar of upcoming events will keep your membership informed about what is happening within your Region/Chapter. While the content of the calendar will change with every issue, its format and placement should always be the same so your readers can easily find it.

It is necessary to include the calendar of National AACA car shows and tours as well as nearby Region and chapters, and other local car clubs.

NAAP SCORING:	<u>VALUE (+)</u>
# 9—Calendar of meetings and events for club_____	05+
#10-Calendar includes events of National AACA_____	05
#11-Calendar includes events of nearby Regions/Chapters____	05
Note: see Chapter 7 for complete NAAP scoring sheet	

4.5 ARTICLES

Now that you have plenty of ideas, it's time to get down to the actual writing of the newsletter. Before you begin, remind yourself of the purpose of your newsletter, then be sure each topic you include and every word you write is appropriate to that purpose. The mood and tone of the newsletter comes across as the attitude of the club as a whole, not only to your members, but to everyone else on your mailing list. Bear in mind things like Photos without text, recipes, jokes, and the like are NOT considered articles in NAAP scoring.

Your writing style should be friendly, positive, and conversational. One way to keep your tone chatty is to write as if you were writing notes to your best friend in the club. A massive vocabulary is not a requirement, but good grammar and correct punctuation are. Watch for typos, too; errors take your reader's mind off the content and focus it on your mistakes.

4.6 ADS

To help defray production and mailing costs, your newsletter could sell advertising space. But keep in mind that the main purpose of your newsletter is to keep the membership informed about what is happening in the AACA and is not a yellow pages. Keep the number of pages devoted to advertising to 25% or less of your total number of pages. For example with an eight page newsletter, you should not sell any more than two pages of ads.

$$8 \text{ pages} \times 25\% = 2 \text{ pages}$$

You can either sell regular ads or business card ads. Make sure that you do not lose money when selling ads. Make sure that the revenue collected equals the cost to produce that page.

A. Regular Ads

One full page of advertising could be the cost of one page of your newsletter. For example with an eight page newsletter that costs \$640.00 to produce, a full page ad should sell for \$80.00

$$\$640.00 / 8 \text{ pages} = \$80.00 \text{ per page to produce}$$

Your advertising rates would be as follows:

- * Full page ad-\$80.00
- * Half page ad-\$40.00
- * Quarter page ad-\$20.00
- * One-eighth page ad-\$10.00

B. Business Card Ads

Assuming your newsletter uses the 8½" x 11" format, you can fit 10 regular business cards per page. For example with an eight page newsletter that costs \$640.00 to produce, a business card ad could sell for \$8.00 per business card ad.

$$\$640/8 \text{ pages} = \$80.00 \text{ per page to produce}$$

$$\$80/10 \text{ ads} = \$8.00 \text{ per business card ad}$$

NAAP SCORING:

VALUE (-)

The following points are deducted if -

#24—Over 25% of newsletter pages are commercial advertising _____ -06

Note: see Chapter 7 for complete NAAP scoring sheet

4.5.1 REGULAR FEATURES

To help keep down on the number of new articles and ideas that you need to furnish for each issue, include some regular features.

Look first to your club's leadership: your officers and committee heads. Your club secretary can give you a board report and a notice of the next board meeting; your program chairman can give you details about the next meeting, your technical chairman can arrange for a "Technical Tips" article, and so on.

Here are some examples -

- * Published minutes of meetings
- * Something from the editor
- * A message from the President
- * Report of last club meeting
- * Report of other Region/Chapter activities
- * Annual slate of officers (include nominee profiles)
- * Report of annual meeting
- * Reports on past local events, including those of nearby Regions or Chapters
- * Reports on National AACA rules, judging, changes, library, youth, etc.

NAAP SCORING:	<u>VALUE (+)</u>
#7 Presidential Message_____	10
#8 Message from Editor, Secretary,(not minutes) membership, Activity Director or other officer of Board member_____	10
#12—News from National_____	15
#13-Published Minutes of Meeting_____	5
#14– First Club Related Story_____	20
#15-Second Club Related Story_____	10
#16-First Generic Automotive Story_____	20
#17-Second Generic Automotive Story_____	10
Note: see Chapter 7 for complete NAAP scoring sheet	

4.5.2 MEMBER STORIES

There are plenty of resources for material for a newsletter, but the single source most important to the success of the newsletter is your own club members. But how do you get them to contribute? Ask them--individually. Remember—every member has a story just waiting to be told.

Here are a few suggestions of the type of member stories:

- * Restoration stories (include photos if possible)
- * Winners list-club members who have won awards at meets and displays
- * Tour review-review of a tour they recently participated on
- * Member profile-this is an excellent way to introduce new members
- * Acquisition stories
- * Collector stories-club members who collect automobilia (postcards, spark plugs, literature, license plates, signs, etc.)
- * Travel tales
- * Hard Luck Stories

Always give your contributors credit. For regular contributors, make up a heading "that's all theirs." If your "reporter" says he just can't write, offer to ghostwrite the material for him as long as he gives you the details well in advance of the usual deadline.

Often there are simply not enough member /club related stories available to fill the requirements of your issue. In that case you can fill your issue with generic Automotive stories. Remember that if you use articles from other publications, you **MUST** get permission to use them and you **MUST** properly credit the author and publication that was the source of the article.

In the case where you have more than enough club related articles, credit for those articles will be given in lieu of generic automotive articles.

4.5.3 Generic Automotive Stories

If space allows it is a good idea to include general interest stories. This type of story will add variety and a personal touch and keep your newsletter from becoming cut and dry. Keep in mind, these articles should also inform, educate, and promote.

For example,

- * Vintage fashions-interested club members, other club publications, old ads and magazines, vintage fashion books
- * Technical tips-club members with specific expertise, local vendors, other club publications
- * This day in automotive history
- * Sunshine report
- * Safety tips
- * From the Archives-club and local history (for example, news items or classified ads from an early issue of the club newsletter, stories about the founding fathers, the first accident, etc.)
- * Remember again....Be careful of copyright laws. You must get permission and properly credit anything you use from another source

4.5.4 RUMMAGE BOX

The AACA publication called the Rummage Box is another good source of material. It's published by the Regions Committee to communicate specifically with regions and chapters, and anything in it is available for your use. You can either retype articles, or cut them directly from the Rummage Box and paste them into your newsletter as is.

If you are using the Internet, you will find that the Rummage Box is posted on line at the AACA Website (<http://www.aaca.org>), usually four times yearly. You are free to download anything in the Rummage Box that you find useful for your newsletter. Be sure however to credit that the article came from The Rummage Box.

Also there is another on line Publication, the AACA Speedster that is also a source for articles that can be used.

4.5.5 FILLER

Develop a "filler" file of articles and stories, to fill in odd pages and columns when necessary. If it's non-copyrighted material from another club's newsletter, credit the source in your article. If it's copyrighted material, see Appendix A for how to deal with it.

Never use copyrighted material without permission—even cartoons!!

4.6 DO'S FOR EVERY NEWSLETTER EDITOR

- * DO be enthusiastic; it's contagious!
- * DO list names generously-and spell them correctly!
- * DO be a promoter; promote future events and brag about past event-regardless of the level of participation.
- * DO keep it light and sprinkled with humor.
- * DO keep it simple; long fancy sentence structures and elaborate explanations will lose them in a heartbeat.
- * DO say it again, Sam; repeat important announcements in several spots for the skimmers.
- * DO write to appeal to the entire membership; remember, this is a family hobby.
- * DO proofread again and again. And then do it again!
- * DO publish on time, stick to your deadlines.
- * DO make wise use of your space. All members receive *Antique Automobile* and other publications, so reprints from them are repetitive and may violate, copyright laws. Detailed minutes of meetings (who made the motion, who seconded it are unnecessary.)

4.7 DON'TS FOR EVERY NEWSLETTER EDITOR

- * DON'T use copyrighted material without permission! That includes cartoons from newspapers and magazines, they're copyrighted material too, and their illegal use in newsletters is the most frequent violation of copyright laws. Be sure to read Appendix A to find out how to get permission.
- * DON'T print anything without checking the facts (names, dates, places, etc.).
- * DON'T report everything you know; remember your purpose. Always test material with three questions: Is it true? Is it necessary? Is it kind?
- * DON'T allow the newsletter to revolve around your circle of friends.
- * DON'T use the newsletter for personal means or political influence.

- * DON'T air dirty linen in public.
- * DON'T print an unkind remark.
- * DON'T report, "we had a poor turnout" or "the same few turned out to do the work." Nothing will be gained but much will be lost!
- * DON'T fuss in print, it sounds tacky and unprofessional!
- * DON'T let personal feelings influence your writing.
- * DON'T ever hesitate to edit anything not in keeping with the purpose of your newsletter.
- * DON'T ever print a derogatory remark about another club's event.
- * DON'T print private jokes.
- * DON'T take up space with articles that are of limited interest or that are readily available elsewhere.

CHAPTER 5

GETTING IT READY TO PRINT

Note: This chapter deals with using a computer to get your newsletter ready for print. For information on doing it the cut and paste method (without the use of a computer), please refer to **Appendix C**. Also be aware that much of this section deals with hard copy newsletters although it is worth reading even if you have an electronic newsletter as it contains some tips you may be able to use.

After all the hard work that's gone into getting your newsletter together, it would be a shame if no one read it.

Your material will almost certainly go unread unless you take into account one critical consideration: your readers! Your readers, any readers, can be inattentive, busy, tired, and easily distracted. To keep them with you, you've got to make your material as easy to read as possible.

The single most important thing you can do to make it easy on your readers is to put your body copy in columns. When a single spaced line of text goes the full width of a standard page, the reader's eye has to travel a long way back to the beginning of the next line, and it's frustratingly hard to tell which line is the next one. But columns create shorter lines; that means a shorter distance for the eye to travel, thus less work for your reader.

You can use two columns, or three, depending on your page width and type size; shoot for a line length of 35-45 characters. Leave $\frac{1}{2}$ inch margins on both sides ($\frac{3}{4}$ inch on the stapled side if you're side-stapling), and $\frac{1}{4}$ - $\frac{3}{8}$ inch between columns. Too little space between columns runs the columns together; too much space makes the columns "float." Generally, the computer programs of today will automatically set your margins and spacing for you. Once you choose the spacing you want, it'll always be the same for you.

Another way to make it easy on your reader is to break large chunks of text into short paragraphs. Use dashes, asterisks, or "bullets" (small solid circles) to set off lists of items or statements. We've used bulleted lists frequently in this manual.

5.1 PREPARING THE TEXT

5.1.1 FONTS

Use of the same print (font) style throughout is sometimes recommended, but this is not cast in stone. The occasional use of a different font for a story can help make that story stand out. The same is true of a title header. An unusual font can call out to the reader for attention. It is a good idea to stay with one preferred type style for most or all of your newsletter, but it can add life to your newsletter at the same time when you choose one or two select stories for a different treatment. However, in designing your pages,

it is suggested you limit any excess in the use of different fonts in a single newsletter.

Use a print style (font) that is easy to read. Times New Roman is usually the font of choice for the majority of a newsletter. It is easier on the eyes, especially for those that must squint to see the smaller print. Never use a script style as it is very hard to read, unless simulating a signature is desired for some reason. Script style is just too hard to read in the body of an article. Italics may be used for emphasis occasionally or for "editor's notes", but also should not be used in the body of an article, because they are too hard to read. Examples are as follows;

Arial - This is a block style good for the body of an article

Times New Roman - This is a style often preferred for the body of an article

Times New Roman Italic - This is an example of an Italic and;

Freestyle Script - This is an example of a script style.

There are unlimited computer fonts available. You do not want to use a font so small that your reader can not read it. A font size of "10" is normal. You can adjust up to about a "12" without looking out of place. It's good to be able to adjust between these two figures to fill out a newsletter page and make it look professional. Of course, if a "12" doesn't fill the page, use a graphic or newsletter business card ad to fill in.

This is 10 font type.

This is 12 font type.

This is 14 font type (not recommended)

Never type body copy in all capital letters; YOUR INTENTION (AN HONORABLE ONE) MAY HAVE BEEN TO EMPHASIZE YOUR WORDS, BUT THE FACT IS, IT'S HORRIBLY DIFFICULT TO READ IF THERE'S MORE THAN ONE LINE OF IT, AND IT DISTRACTS THE READER.

5.1.2 COLUMN JUSTIFICATION

You may want to "justify" your columns of text; that means each line of text ends exactly at the right and left margins, like a newspaper column. This is done automatically if you're using a word processor or having your text typeset.

Justified type is not necessarily "better" than non-justified (usually called "ragged right"); it just gives your newsletter a different, more formal look. If you justify your columns, hyphenate liberally (more so than you would ordinarily) to avoid large gaps in the text known as "lakes."

5.1.3 COLOR

If you print your own newsletters, you have the advantage of printing on your own schedule. Ink jet printers have become very reasonable, although the cost of ink refills needs to be taken into consideration. Laser printers are better yet, but generally out of the price range of a small AACA Region. Printing your own newsletter gives you another advantage, Color! From highlighting pages to printing full color pictures of your members and their antique automobiles, the proper use of color can do amazing things for your publication. The results will add interest and positively impress your readers. Depending on the quality of the pictures (megapixels, if you're using a digital camera) you are reproducing, you can almost reach magazine quality productions. If you use a digital camera for your pictures, it is recommended that you use a camera with 4 or more megapixels to ensure that your pictures will be of the highest quality when printed. Just be aware that color ink doesn't go far if you overdo it. The amount of ink you use can change the equation too. Most computer printers are easily adjustable to the amount of ink you can use. Keep in mind that you can overdo it with ink. Large color panels may look nice at first, but can overwhelm with abuse. An example of a full color panel is where the entire interior of a box is colored, as opposed to only the text or border being colored. Color Borders and/or color fonts can produce a look almost as good as full colored panels without the extra expense of heavy ink usage. So, in summary, too much color can hinder your newsletter.

5.2 HEADLINES

Whether your text is prepared on a typewriter, a word processor, or by a typesetter, attractive, catchy headlines for articles encourage your reader to read the text below. You can use the same type style throughout your newsletter, for a uniform appearance; or you can vary type styles to match the "feel" of the articles. You may wish to design special headings, such as using clip art, for recurring features. Look for general-purpose headlines ("COMING SOON!" and the like) in junk mail or magazines; save them in a photo album with the rest of your clip art. As a rule, headings should be no larger than 1/4-3/8 inch. Avoid hand lettering, if possible.

5.3 PHOTOGRAPHS

Photographs are a very important addition to a publication if handled properly. Be wary of making photos too small. If items depicted are too small to be identifiable they simply detract from your newsletter. All pictures should be of equal quality. Color photos are great, but black and white photos are fine as long as they're sharp in appearance. If you use a

professional print shop, you'll need to make sure your proofs are reproducible. Be sure to communicate with the print shop for acceptability of any proofs. Photos look better if they're framed with border tape or a dark line. It's very important to always include a caption to explain the action and identify the subjects. Be sure you give credit to the photographer.

5.4 CAMERA READY COPY

Now that you have all your body copy prepared, and the headlines, artwork, and photographs ready, it's time to assemble this mass of material into a completed and laid out camera-ready form. .

To avoid a cluttered look, allow plenty of what the professionals call "white space" in your layout. White space is the un-printed part of your page, and the careful use of it makes your newsletter attractive and easier to read. The space above the text on this page is "white space."



Sample Borders

Highlight special announcements with borders. Border designs (see **Appendix B** for sources) are available in many sizes and styles. Elaborate border types can add or detract from an article. Use your own sense of what you feel will draw readers to an important article or announcement.

The effective use of clip art gets your reader's attention and can add interest to your page; but don't overdo it, or your cluttered page will look like the clip art equivalent of a ransom note. **Appendix B** contains sources for the kinds of clip art and some samples to get you started.

5.5 PROOF READING

There's nothing more important than proof reading your newsletter. It's very embarrassing to everyone, your members included, to see someone's name misspelled. Misspelled words, missing words, improper words (profanity), or even incorrect grammar can take away from an otherwise perfect newsletter. It's better to have someone, other than yourself, to proofread your newsletter. Another set of eyes will pick out mistakes you have looked at many times and not seen. It's wonderful if you can find a designated proofreader with that special talent. Check with your members. You may be surprised at the talent some of them possess.

5.6 REPRODUCING YOUR NEWSLETTER

Now that your camera-ready copy is finished and has been proofread several times, you're ready to have it photocopied or printed. What color paper should it be on? White is always safe; but a newsletter printed on colored paper stands out invitingly in that pile of bills and junk mail your members

get in the mail every day, and the cost for colored paper is minimal.

Never print on dark paper though, such as dark green, red or blue because the poor contrast between the dark paper and the black ink is extremely hard on your reader. Use light paper colors: canary, buff, ivory, pale blue, pale green, maybe goldenrod. And stick with black ink; colored ink only decreases readability and increases cost. When copying your newsletter for the first time, be sure to run one copy to check the contrast between photos and text, to make sure copy is not too dark or too light. Adjust the copier to a compromise between the photos and text. Also, computer printers are famous for losing text lines, so this is a good time to make sure that has not happened.

Professional offset printing (either at the corner quick-copy or from a bigger outfit) produces a high quality newsletter, but for small quantities it's more expensive than photocopying. Some larger printers may not wish to take on small jobs. Printing prices vary widely; check around.

Mimeograph and ditto reproduction were once common ways to print small newsletters, but with inexpensive photocopying available now on every corner, these older printing methods are obsolete. A used mimeograph machine, available free at or minimal cost to your club, may seem like a great idea for your newsletter; but making the stencils is a hassle and the printed results are only marginally acceptable. Keep in mind that the reason the used machine is available is that the owner has switched to a faster, cheaper reproduction method that produces higher quality results; you should too.

Regardless of how your newsletter is reproduced, if it requires that the camera ready copy leave your own two hands, be specific in your instructions: How many copies you need; How soon you'll need them; Paper color and weight; Ink color; Any folding, collating, or stapling services you need, etc. If your newsletter uses a paper size, weight, or color that's not normally in stock, give your printer some warning each month so that he can order your paper.

CHAPTER 6

SOME COMMENTS ON DISTRIBUTION

6.1 UPDATING YOUR MAILING LIST

Beyond the basic mailing list we discussed in **Chapter 2**, there are some other mailing list issues you may need to address. For example there may be additional names you might want to add to your mailing list.

For those with an electronic newsletter it may sound simple to just get a list of email addresses and in most cases, it is a much easier process. However, many of the points covered here are applicable for electronic newsletters as well as the printed newsletter.

Annually, at dues cut-off time, you'll need to check with your treasurer to find out which members have not renewed. Decide with your board if one "grace" month is in order for members who pass the dues deadline. You may want to develop a "LAST ISSUE - PLEASE DON'T LEAVE US" insert or rubber stamp for these folks. Study your mailing list at least annually. Be sure to correct the list when issues are returned to you as undeliverable.

You may want to exchange newsletters with other regions or chapters. We recommend it. Exchanging lets you see what other regions are doing with their newsletters, and what kinds of club activities they're having success with. Your club president will receive a Newsletter Exchange Roster in the middle of the year. The number of clubs you exchange with is strictly up to you and your board.

The AACA has an Achievement Program for newsletter editors, called the Newsletter Achievement Awards Program (**NAAP**). If you'd like to enter your newsletter in AACA's **NAAP**, you'll want to add the members of the Publications Committee assigned to your region or chapter to your mailing list; see **Chapters 5 and 7** for information on the **NAAP**.

The national hobby publication Old Cars Weekly sponsors a newsletter contest. If you wish to enter, add their address to your mailing list and include cover a letter with your first issue saying you'd like to participate in the annual "Golden Quill" competition. Several of these awards have been won by AACA region and chapter editors.

6.2 ADDRESSING YOUR NEWSLETTER

The least expensive way to address the newsletter is to handwrite the member's name/address on each copy of the newsletter. However, unless the membership is small, this method is time consuming and inefficient. Printed stick-on labels are much better and can be easily produced with a computer and printer. You may also have the ability to produce a mail-merge address list, which will address each newsletter automatically.

6.3 MAILING COSTS

Depending upon the size of your circulation, postage may represent a sizable expense. Sometimes clubs attempt to minimize mailing costs by handing out the newsletters at club meetings. Unfortunately, that may defeat one of your purposes, which is to entice others who otherwise might not make it, to come out to meetings and events.

Postage costs per copy will vary depending upon the size and weight of the newsletter. An 8½" x 11" publication weighing under one ounce, folded, with or without an envelope, can currently be mailed First Class for less than Unfolded which will be almost double.

How to cut down on mailing costs? There are options other than First Class mail and mailing bulk rate might be something for you to consider but you will need to mail at least 200 newsletters that will have to be sorted according to strict guidelines provided by the United States Post Office. Also it can take up to 2 weeks to deliver. Postal regulations are too long, and revisions too frequent, to be considered here. To identify the best options for your club, check with your local postmaster. Or, you can check the US Post Office web site at **<http://www.usps.com>** for the most current information and requirements about using bulk mail.

CHAPTER 7 NEWSLETTER ACHIEVEMENT AWARDS PROGRAM (NAAP)

Now that you have decided on the layout of your newsletter and the content, what is next? Being an editor is a fulfilling and time consuming job. And although your Region or Chapter appreciates your hard work, it is also nice to receive some outside recognition. The answer is to submit your publication to the AACA Publications Committee for enrollment and evaluation in the Newsletter Achievement Awards Program (NAAP).

2007 was first year for this program. It was adopted by the Publications Committee in 2006 at the suggestion of Mark Newbourne of Florida, Editor for the Naples-Marco Island Region. A 30-item form has been developed which provides varying amounts of points toward Merit, Distinction, Excellence and Master Editor Awards. There will be no guessing as to what you need to do, and how well you have to do it, to achieve the desired award. What could be simpler or more fair then that? ***But remember what the lottery people say, "You've got to play to win."*** In other words when you receive your entry letter next year, make certain you return it to enter into the Awards Program. That is Step One.

7.1 ENROLLMENT

Every AACA region or chapter that publishes a newsletter is eligible to enroll in the **NAAP**, which is sponsored by the AACA Publications Committee.

NAAP registration forms are sent each year by national headquarters to the editor listed on the Officer Reporting Form. If you don't have a newsletter, and thus don't have an editor, the form will be mailed to your president. **NAAP** rules and judging criteria are included with the form.

A completed entry form must be returned to national headquarters and the Vice-President of Publications each year. Even if your newsletter was entered in previous years, it will not be entered in the current year unless the entry form is returned.

7.1.1 ELECTRONIC

If you choose to submit your newsletter electronically, the following are instructions for Electronic upload of newsletters :

The link to upload newsletters is:

<https://drive.google.com/drive/folders/oB3kZuP5v8vuZEhmeksOUVI4ekk?usp=sharing>

1. If you do not have a current gmail account, – you must create one (which is free), by following the steps below, if you have an account, skip to step 2
 - a. After clicking on the link above – click on Sign in
 - b. Click on Create Account – follow the instructions online
 - c. On Welcome! Screen click continue to Google Drive – this brings you back to the Shared Newsletters
2. If you already have an account - Click on Shared with me
3. Click on Shared Newsletters
4. Click on the Blue New button
5. Click on New Folder
6. Name folder with region/chapter name – click on create
7. Double click on this folder
8. To upload newsletters
 - a. Drop newsletter (drag and drop your pdf file)
 - b. Or click on the Blue New button on upper left hand corner. Then select file upload and select newsletter file from Windows Explorer - this uploads the file to Google Drive.

For any future or additional publications – click on the link above or sign into your google account and follow steps 7 and 8. If Shared Newsletter is not on screen, click Shared With Me and then Shared Newsletters. Select your Region folder and follow steps 7 and 8 above.

Any questions or problems, please contact:

Pat Buckley – pbuckley@aaca.org – 717-534-1910

Or

Mike Reilly – mreilly@aaca.org – 717-534-1910

7.1.2 PRINTED COPY

A copy of each issue of your newsletter must be mailed to national headquarters as well to several members of the Publications Committee. The name and address of these individuals are printed each year in the Rummage Box, on the AACA editor's discussion forum found on the AACA Website (<http://www.aaca.org>) and are also included in the **NAAP** registration package mailed to your club.

7.2 EVALUATION

The Publications Committee meets near the end of the year to select winners in four categories: Award of Merit, Award of Distinction, Award of Excellence, and the highest award, the Master Editor award. There may be multiple winners in each of the four categories.

Each issue of your newsletter is evaluated on its value to your region, effort, originality, interest, timeliness, plan of presentation, and overall quality by comparing it to a standardized scoring sheet. The most heavily weighted criterion is your effort to serve the needs of your members.

The Publications Committee recognizes that small regions or chapters can't afford large expensive publications filled with photographs; they take that into account, to assure that the smaller publications have the opportunity to compete on an equal footing with the newsletters blessed with larger budgets.

The point system is used to further evaluate newsletters already judged to be in the Excellent category for the Master Editor award.

7.3 NAAP SCORE FORM

COVER: 19 POINTS

<u>ITEM</u>	<u>VALUE (+)</u>
1.AACA logo on the Cover_____	5
2. Region or chapter logo used on cover or somewhere in the newsletter_____	5
3. Interesting cover (0 to 9)_____	9 MAX
4. Cover page does not list Region/Chapter name, and/or newsletter name (-)	15
5. Cover page does not show a month/year/quarter/season_____	(-) 15

ARTICLES: 120 POINTS

6. Officer contact information_____	5
7. Presidential message_____	10
8. Something from editor, secretary (not minutes), membership, activity director or other board member_____	10
9. Calendar: Own club events_____	5
10. Calendar: National AACA Events_____	5
11. Calendar : Other Car Clubs or Events_____	5
12. News from National:_____	15
13. Published Minutes_____	5
14. 1 st Club related Story_____	20
15. 2 nd Club related Story_____	10
16. 1 st Generic Automotive story (can be non club related)_____	20
17. 2 nd Generic Automotive story (can be non club related)_____	10

PHOTOS: 20 POINTS

- i. Use of Photos in Newsletter _____ 10
- ii. Use of captions on Photos (0-5) _____ 5
- iii. Overall Photo Quality (0-5) _____ 5

LAYOUT: 16 POINTS

- iv. 2 or 3 Column Layout _____ 5
- v. Issue submitted for scoring _____ 1
- vi. Number of pages up to 20 (1/2 point per page) _____ 10
- vii. **Maximum number of pages that can contain advertising (over 25% is a deduction)**
_____ -6

OVERAL REVIEW: 20 POINTS

- viii. Overall quality of writing (0 to 15) _____ 15 MAX
- ix. Overall quality of layout (0 to 10) _____ 10 MAX

DISQUALIFICATIONS

- x. **Newsletter contains copyrighted material used without permission-**
_____ Disqualified
- xi. **Newsletter contains foul language, sexual, and racial innuendo**
_____ Disqualified
- xii. **Newsletter contains political comment, other than automobile-related Legislative Reports** _____ Disqualified
- xiii. **Newsletter contains religious innuendo or comment (Except reporting on an event at a religious facility)** _____ Disqualified

If you have any questions contact the VP of Publications.

7.5 SCORES FOR AWARDS

The MAXIMUM SCORE IS 200. Nobody is actually expected to make 200, but it gives editors a point of reference so that they will be able to determine for themselves what the levels of achievement are that they might want to strive to attain.

- Average score for the year 170 - up = MASTER EDITOR
- Average score for the year 132 – 169 = Excellent
- Average score for the year 092 – 132= Distinction
- Average score for the year 045 – 091 = Merit
- Average score for the year LESS than 45 = No Award

To be considered for an award, an editor must publish and mail or electronically submit a minimum of 4 issues a year. Also, 75% of the number of newsletters listed by the editor on the **NAAP** entry form must be published and received by National headquarters.

7.5 eNEWSLETTERS (E-MAILED)

Newsletters that are mailed electronically via email to the Region/Chapter membership may be enrolled in the **NAAP**.

7.6 PRESENTATION OF AWARDS

The awards are presented each February at the AACA Annual Business Meeting in Philadelphia.

At the Annual Chapter Presidents Dinner, certificates bearing the name of the newsletter and the names of the region or chapter president and editor are awarded in the Merit, Distinction, and Excellence categories.

The Master Editor award, is presented at the Annual Meeting's Awards Banquet,

Awards which are not picked up in Philadelphia are mailed to the region or chapter editor.

7.7 ANN S. EADY MEMORIAL AWARD

The Ann S. Eady Memorial Award is a special award presented each year to an editor whose service to region or chapter and to AACA as a whole best exemplifies the spirit of the late Ann Eady, whose work as editor of the Southeastern Region AACA's award-winning Peachtree Parade touched many individuals.



Judging for the Eady award is done by the Nation Publications Committee, and the winner is announced at the Annual Meeting's Awards Banquet.

The following is a list of Ann Eady award winners:

Ann S. Eady Memorial Award

- 1983-Deborah Schrieber_____Genesee Valley Antique Car Society Region
- 1984-Elaine Draper_____San Diego Region
- 1985-Nancy Wright_____Southeastern Region
- 1986-Bernard Schukraft_____Illinois Region
- 1987-Stephen Gambone_____Florida Region

1988-James R. Nowak	Hershey Region
1989-Ed Rouze	Central Alabama Region
1990-Martha Phipps	Minnesota Region
1991-Madelyn G. Borkhuis	Genesee Valley Antique Car Society Region
1992-Betty Fisher	Chesapeake Region
1993-Doris Werndly	New Jersey Region
1994-Valerie L. Wynne	South Jersey Region
1995-Faith E. Williams	Cedar Rapids & Iowa Valley Regions
1996-Ferrell D. Moore	Gulf Coast Region
1997-Ruth A. Valentine	Genesee Valley Antique Car Society Region
1998-Phil Mendola	Wayne Drumlins Antique Auto Region
1999-R.L. Hayward	San Diego Region
2000-Tom Cresap	Antique Auto Musers of Alaska Region
2001-Jan L. & Vernon Kamholtz	Wisconsin Region
2002-Brooke Davis	Hornets Nest Region
2003-John N. Packard	Chesapeake Region
2004-R. Wayne Burgess	Northern Neck Region
2005-Judy Edwards	Brass-Nickel Touring Region
2006-Donna and Bill Dirnberger	Minnesota Region
2007-Robert Haywood	San Diego Region
2008 William & Pat Lytle	Canton Chapter of the Ohio Region
2009 Neal & Marty Sugermeier	Tidewater Region
2010 James & Sharon Claire	Chemung Valley Region
2011 Evelyn Timmins	Gulf Coast Region
Julia Sharon	Gulf Coast Region
2012 Tim Emerich	Hershey Region
2013 Fred Lewis	Oakland-Pontiac Worldwide Region
2014 Jerry Clemmons	Hornets Nest Region
2015 Frances D. Shore	Buzzards Breath Region
2016 Art Briggs	New Jersey Region
2017 C. Richard Larrick	Vernon L. Nash Antique Auto Club Region
2018 Charlotte Dahlenberg	Deep South Region

APPENDIX A - COPYRIGHTS

A newsletter editor has to exercise special caution to protect the club from entanglements caused by copyright infringement. Few clubs can afford the court costs, attorneys' fees, and statutory damages that may be awarded to the copyright owner. A basic understanding of copyright law and its intent will help you avoid complications of this type.

A.1 WHAT IS A COPYRIGHT?

A copyright is the set of exclusive legal rights authors have over their works for a limited period of time. These rights include copying the works (including parts of the works), making derivative works, distributing the works, and performing the works (this means showing a movie or playing an audio recording, as well as performing a dramatic work). Currently, the author's rights begin when a work is created. A work does not have to bear a copyright notice or be registered to be copyrighted.

A.2 WHAT IS A WORK IN THE PUBLIC DOMAIN?

A work in the public domain can be copied freely by anyone. Such works include those of the U.S. Government and works for which the copyright has expired. Generally, for works created after 1978, the copyright lasts for 70 years beyond the life of the author. Works created before but not published before 1978 have special rules. For works created and first published between 1950 and 1978 the copyright lasts for 95 years. For works created and first published before 1950, the copyright lasts for 28 years but could have been renewed for another 67 years.

The following are guidelines for what is and what is not in the public domain. Every effort has been made to provide accurate and up-to-date information. However, the copyright laws are constantly changing and being updated. Always check the United States Copyright office's official website for the most current and accurate information—<http://www.copyrights.gov>.

Copyright Expiration Dates		
Publishing Date	Term of Copyright	Notes
Works published before 1923	Are now in the public domain.	
Works published between 1923 and 1963	Are now in the public domain.	If the term was renewed, they are not public domain.
Works published between 1923 and 1963 and published with a copyright notice	Are protected 95 years from the date of first publication.	The work has been timely renewed.

(Continued on next page)

Copyright Expiration Dates		
Publishing Date	Term of Copyright	Notes
Works published between 1964 and 1977	Are protected 95 years from the date of publication.	Renewal term is automatic.
Works first published before January 1, 1978, and fixed in a tangible form	Normally enter the public domain 95 years from the date copyright was first secured (usually 95 years from the date of the first publication).	Two things should be considered when figuring the time. Every time a new edition is created (especially a new translation or with a new editor) a new work is created; therefore, you count the creation date from the date of the new edition, not the original. The copyright might have been renewed by someone other than the author.
Works first created on or after January 1, 1978 (whether or not published)	Enter the public domain 70 years after the death of the author.	Only if the author is a natural person--as opposed to a corporation. (For corporations, see below.)
Works first created on or after January 1, 1978 (whether or not published), which are created by a corporate author	Enter the public domain 95 years after publication or 120 years after creation, whichever ends first.	

A.3 WHAT IS FAIR USE?

Fair use provisions of the copyright law allow for limited copying or distribution of published works without the author's permission in some cases. Examples of fair use of copyrighted materials include quotation of excerpts in a review or critique, or copying of a small part of a work by a teacher or student to illustrate a lesson.

A.4 IS IT COPYRIGHTED?

To determine if material is protected by copyright, look for the phrase

"Copyright [date] [name of owner]. " The symbol © may be used instead of the word "copyright." In a newsletter or magazine, the phrase normally appears in the masthead (the fine-print box on the first or second page containing the publication name, address, staff, and the like); in a book, the copyright will appear on the back of the title page. The phrase protects all material within the publication.

A specific article, photograph, drawing, or cartoon may have been copyrighted. In that case, the phrase usually appears as a footnote to the article or as part of the caption for the visuals.

You may, without permission, reproduce articles, drawings, photographs, cartoons, and other materials whose copyrights have expired or were never secured in the first place. Such material is referred to as being "in the public domain." (However, the omission of the copyright notice does not automatically throw the work in the public domain.)

"Clip art" is published in the public domain. Works published prior to 1922 are copyright-free and may be reproduced. Those published before 1978 without a copyright notice may be copied freely. Remember that the copyright notice for material in a book or periodical will be located, not on the item itself, but in the masthead or near the coverage.

A.5 ASKING PERMISSION

If you want to use copyrighted material in your newsletter, you must have the owner's WRITTEN permission. There are complicated provisions in the copyright laws related to publication under the provisions of "fair use." Because of the law complications involved in making a determination of fair use, it is recommended that copyrighted material only be used when the owner's permission has been obtained.

Write to the owner (publisher) for permission to reprint the material. When you write, specify the following:

1. Title, author, and/or editor and edition of materials to be duplicated.
2. Exact material to be used (specific amount, page number, and chapter, if possible, include a photocopy of the material).
3. The exact number of copies to be made.
4. How the material will be used.
5. The form of distribution (newsletter, mailing to members, etc.)
6. Whether or not the material is to be sold.
7. Send a sample copy of your newsletter for review.

The request should be made in writing to the permissions department of the publisher, include a self-addressed stamped envelope. Include a copy of your

newsletter for their review. There are also copyright clearance centers that can expedite the process. There is usually a fee involved here and it can, at times, be a very high fee.

Copyright Clearance Center
222 Rosewood Drive
Danvers, MA 01923
USA

Phone: 978-750-8400
Fax: 978-646-8600
E-mail: info@copyright.com
<http://www.copyright.com/>

A.6 USING COPYRIGHTED MATERIAL

When permission to use copyrighted material is granted, place a notation at the end of the reproduced item: "Reproduced with permission of copyright owner".(you need to use the name of the owner specifically)

If you are not sure if the item is copyrighted or not...DO NOT USE IT!!. Why take the risk? Suits for copyright infringement can START at a few thousand dollars and go up from there!!

This will also serve to inform other club editors that this is copyrighted material which they may use if they request permission from the owner. It is the responsibility of an editor to ascertain, from the original publication (in its entirety) that a copyright notice did not accompany the publication. If it is not possible to verify the copyright status directly from the publication, you may obtain a written opinion from copyright counsel regarding the status of the work. At this writing, search fees were quite high as are most legal fees!!

There was an excellent presentation done by Art Briggs a few years back that could be very useful if you are considering using copyrighted material. You may contact Pat Buckley at headquarters for a copy or contact Art directly. .

A.7 SHOULD I COPYRIGHT MY NEWSLETTER?

Your individual club's newsletter need not be copyrighted. Include in your masthead a sentence granting permission to reproduce any material contained therein provided that credit is given to the original publication and its sponsoring organization. You may reprint information from other non-copyrighted newsletters. Always give proper credit in print.

If you have any reason to believe the publication is not the original source of the material, do not reprint it until you have contacted the editor and determined the copyright status. If you publish material that contains someone else's work, you may be liable if your source did not obtain permission to reproduce. Be particularly wary of professional-looking cartoons, drawings, and technical articles.

A.8 US COPYRIGHT OFFICE

For the current rules and regulations regarding copyrights, public domain, and fair use, please refer to the US Copyright office's official website.

<http://www.copyrights.gov>

APPENDIX B - RESOURCES

B.1 THE AACA

B.1.1 THE AACA WEBSITE

Below you will find many suppliers for resource material, but since we're the AACA, why not look to the AACA first for your resource material? Use of National News from the Rummage Box and other sources of information like the Speedster is actually required to receive top points in the Newsletter Achievement Awards Program (NAAP). Also, the material in the Rummage Box should be of interest to your members. Along with the Rummage Box, let us list more AACA sources of interest. The AACA website (<http://www.aaca.org/>) includes:

- * AACA Library & Research website
[-http://www.aacalibrary.org/](http://www.aacalibrary.org/)
- * Editors Manual-listed under Publications on the AACA web site.
- * Forums-AACA General Forum, AACA Judging Forum, AACA Technical Question Forum, and AACA Editor's Forum. Note, although the forum information may **not** be entirely accurate, you'll certainly get ideas or information you can use to improve your newsletter from members across the country.
- * Judges Manual-listed under Publications on the AACA web site.
- * Junior AACA website-<http://www.aaca.org/junior/>. The Junior AACA web site can be an excellent resource for your newsletter as it contains automobile trivia, jokes, coloring pages, automobile history, US automobile patent information among other items that you can easily incorporate into your newsletter.
- * Policy & Procedure Manual—answers most AACA policy and rules questions, as well as giving information on insurance, how to run a National Meet or Tour and more; listed under Publications on the AACA web site.
- * Rummage Box-listed under Publications on the AACA web site.
- * The AACA Speedster.

B.1.2 NEWSLETTER EXCHANGE

Take advice from the experts, read the magazines at the newsstands for layout and editing ideas. But the best advice comes from our own AACA newsletter editors. Exchanging newsletters with other editors is an excellent way to learn and improve.

After your region or chapter president completes the Officer Reporting Form identifying you as the newsletter editor and sends it to AACA National Headquarters, you will be recognized as your region/chapter editor. Shortly after National receives this form, you will be sent a packet of information about the AACA's Newsletter Achievement Awards Program (**NAAP**) and how to enroll. One of the questions on the form is whether or not you would like to participate in the newsletter exchange program. If you say yes, National will later send you a list of other region/chapter editors who have expressed interest in exchanging newsletters.

B.2 SOURCES FOR CLIP ART

For the computer user, clip art is available at many websites for free. By simple performing a "search" for "clip art", a large number of "clip art links" will be displayed from which to choose.

For those that are not computer-savvy, there are numerous books on clip art available through your bookstore or local library.

Dover Publications (<http://www.doverpublicariond.com>) is the best source of inexpensive clip art for the small newsletter. The Clip Art Series includes several must-have books:

- * Small Frames and Borders
- * Graphic Attention-Getters
- * Accents and Attention-Getters
- * Starbursts
- * Banners
- * Thematic Borders
- * Illustrations for Holidays and Special Occasions

These and a number of other useful titles are available by mail, on-line, or at your local bookstore for less than \$5 apiece. The images included in these titles are easily scanned and copyright free. If you do not own a scanner, these titles are also available in CD collections and range in price from \$14.95 to \$19.95.

Dover publications also offers free samples of their clip art via your email address. Sign up for the Dover Sampler on their website and each week they will send you an email with links to free content from books favored by their customers. Download, print, enjoy! While you are on-line, be sure to go the customer service area and sign up to receive a variety of their catalogs to be mailed to you.

Dover Publications, Inc.
31 East 2nd Street
Mineola, NY 11501
<http://www.doverpublications.com>

B.3 OFF-LINE RESOURCES

B.3.1 RECOMMENDED READING

The number of books about desk top publishing is infinite and too lengthy to list here. A trip to either your public library or local book store should be able to furnish you with any number of excellent resource books.

B.3.2 GRAMMAR HOTLINE

If you're weak in the grammar and syntax department and don't have a knowledgeable club member to call on, there may be a "grammar hotline" in your area that provides free answers to short questions about writing, grammar, punctuation, spelling, diction, and syntax. For a free listing of hotline numbers (and there are numbers in most states), send a stamped (First Class postage) self- add # 10 envelope to:

Grammar Hotline Directory
Tidewater Community College
Writing Center 1700 College Crescent
Virginia Beach, VA 23456

B.4 ON-LINE RESOURCES

B.4.1 WIKIPEDIA

One of the best free on-line reference websites is Wikipedia (<http://en.wikipedia.org/>). This is an on-line encyclopedia which contains over five million articles and is growing daily.

Wikipedia is written collaboratively by volunteers, allowing most articles to be changed by almost anyone with access to the website. Wikipedia's articles are released under a license that permits anyone to build upon them. The "GNU Free Documentation License", or "GFDL", one of the many "copyleft" licenses that permit the redistribution, creation of derivative works, and commercial use of content, was chosen for this purpose. As explained on their website, "the license Wikipedia uses grants free access to our content in the same sense as free software is licensed freely. This principle is known as copyleft. That is to say, Wikipedia

content can be copied, modified, and redistributed so long as the new version grants the same freedoms to others and acknowledges the authors of the Wikipedia article used (a direct link back to the article satisfies our author credit requirement). Wikipedia articles therefore will remain free forever and can be used by anybody subject to certain restrictions, most of which serve to ensure that freedom”. Before using any material from this website, you might want to read through their information on their “GFDL.” A link is provided for you at the bottom of the main page.

A word of caution here—because Wikipedia’s main source of contributors are volunteers it is always a good idea to double check the information if you think it is incorrect.

B.4.2 WIKIMEDIA COMMONS

Wikimedia Commons (<http://commons.wikimedia.org>) is a sister website to Wikipedia and is a shared media repository of free content images, sound and other multimedia files.

If you are doing research on a subject in Wikipedia and see a picture in an article, there will probably be a note stating “Wikimedia Commons has media related to: (the name of the subject you’re researching)” and a link for you to access. By clicking on the link, you will be transferred to Wikimedia Commons.

What is great about Wikimedia Commons, unlike most image search engines like Google (www.google.com), is they will tell you if the picture is in public domain or copyrighted. If it is public domain, you will see a message like the following giving you permission to use the image.

*Permission is granted to copy, distribute and/or modify this document under the terms of the **GNU Free Documentation License**, Version 1.2 or any later version published by the Free Software Foundation; with no Invariant Sections, no Front-Cover Texts, and no Back-Cover Texts. A copy of the license is included in the section entitled "GNU Free Documentation License".*

APPENDIX C - CUT AND PASTE METHOD OF NEWSLETTER PRODUCTION



This chapter included sections of the manual that were deleted because of the present computer era of newsletter production.

C.1 PREPARING THE CAMERA-READY TEXT

"Camera-ready" is the term printers use to describe something they don't have to do anything to except photograph and print. If every part of your newsletter is in black print on white paper, in exactly the right size and in exactly the right place on the page, ready to be photographed by your printer's camera (or to be photocopied), it's camera-ready.

Keep your lazy reader in mind even as you put your text into this final camera-ready form. The odds are that you'll be using a typewriter to get your newsletter ready to print. Here are guidelines that will help you produce camera-ready text that will reproduce well, and thus be easy to read.

Use a carbon or film ribbon; cloth ribbons (especially well-used ones!) give you fuzzy, uneven type that will not print well at all.

Use the same type style throughout. If you have several typists using different typewriters that have removable typing elements, invest in matching elements (print wheels, balls, whatever) for each machine.

Use a serif ("SAIR-if") type style if you have any choice at all. Serifs are the tiny lines that cross the ending strokes of most characters. They make reading efficient by helping the eye move easily along the line.

A typical serif type style

A typical sans serif type style

Most typewriter type is fixed-width; each character takes up the same amount of space horizontally regardless of the size of the character. The size of the type is measured in characters per inch (cpi) or "pitch." If your typewriter has adjustable pitch, or if you have a choice of typewriters, use 10- pitch type (10 cpi) if you type all the way across the page (not recommended!), and 12 cpi for two-column or three-column newsletters. Stay away from 15 cpi type (except perhaps in the masthead).

This is 10 cpi type.

This is 12 cpi type.

This is 16 cpi type.

C.2 PHOTOGRAPHS

Photographs are a welcome addition to a publication if handled properly. All should be of equal quality, and preferably from black-and-white originals. Ideally, the printer should produce "half-tones" from these photographs (at added expense). But with some extra care, photographs can be reproduced on a good quality copying machine. Just be sure any text on the page is extra-dark, since the copier's exposure has to be lightened for the photos, and light text is liable to disappear. An overlay sheet for use with copiers is available at graphic supply houses. Photos look better if they're framed with border tape or a dark line. Always include a caption to explain the action and identify the subjects. Be sure you have permission from the participants to use the photo.

C.3 THE PASTE-UP

Now that you have all your body copy prepared, and the headlines, artwork, and photos ready, it's time to assemble this mass of material into completed camera-ready form for the printer. This step is called "the paste-up."

Professionals use card stock mounting boards for this step. These are somewhat expensive and not readily available in all areas.

One alternative to mounting boards is good quality blue-lined graph paper with a quarter-inch or eighth-inch grid pattern. If you'll be photocopying your newsletter, copy a page of this paper first on the machine you'll be using, to make sure that the light blue lines don't show. A long metal edged ruler will help you check to be sure your text, headlines, and artwork are "square" with the grid lines on the paper. If you use plain white paper to paste up on, try using a sheet of clear or translucent grid paper (CLEARPRINT is one brand) laid over your paste-up to check alignment.

Before pasting up an item, trim it with an X-Acto knife with a #11 blade, cutting on a "self-healing" cutting mat or a piece of glass.

Use a metal-edged ruler if you need a guide. The X-Acto knife is also handy for lifting copy when you need to move it. You can also trim with a pair of scissors--but the X-Acto knife is handy and neat; just be sure to replace the blade the instant it shows signs of dullness, or it will damage what you're trying to cut.

Glue sticks, rubber cement, artist's spray adhesive (Spra-Mount), or wax can be used to stick your copy, headings and art into position.

Experiment to find out which method you're most comfortable with. The glue stick doesn't let you reposition things as easily as the other methods. With a little experience, you'll determine how much rubber cement to use (not as much as you think). A waxer is an electrically-heated gadget that

applies a thin coating of paraffin to the back of what you want to paste down. Waxed items can be easily repositioned.

C.3.1 WHITE SPACE

To avoid a cluttered look, allow plenty of what the professionals call "white space" in your layout. White space is the un-printed part of your page, and the careful use of it makes your newsletter attractive and easier to read. The space above the text on this page is "white space."

C.3.2 BORDERS

Highlight special announcements with borders. Border tapes are available in many sizes and styles. Be careful with borders. Elaborate border tape designs can sometimes detract from your content. Preprinted cut-and-paste borders are also available, from clip-art publications, or you can make your own borders on the typewriter, using the * or ©, key. You can use a similar repeated row of typed characters (or a length of plain narrow border tape) to indicate the end of an article, like this:

©©©©©©©©©©©©©©©©©©©©©©©©

Or

You can also use a fine-point pen or felt marker to draw separation lines and boxes. Experiment with different pens on your particular paper; marker ink frequently bleeds and gives you a fuzzy line. Always use black ink; blue ink doesn't always photograph well. Light blue non-reproducible markers can be used to write notes to the printer on your paste-up. Test a copy first to be sure the light blue won't be reproduced by the equipment.

C.3.3 CLIP ART

The effective use of clip art gets your reader's attention and can add interest to your page; but don't overdo it, or your cluttered page will look like the clip art equivalent of a ransom note. **Appendix B** contains some on-line and off-line sources.

C.4 REPRODUCING YOUR NEWSLETTER

Now that your camera-ready paste-up is finished and has been proofread several times, you're ready to have it photocopied or printed. What color paper should it be on? White is always safe; but a newsletter printed on

colored paper stands out invitingly in that pile of bills and junk mail your members get in the mail every day, and the cost for colored paper is minimal.

If you copy the newsletter on the office copying machine, or use a professional photocopier, run one copy of your paste-up first. Check it to see if any of your paste-up lines show. If they do, go over these areas lightly with white-out.

Professional offset printing (either at the corner quick-copy or from a bigger outfit) produces a high quality newsletter, but for small quantities it's more expensive than photocopying. Some larger printers may not wish to take on small jobs. Printing prices vary widely; check around. Is there a printing trade school in your area that could print your newsletter each month as part of student training?

Mimeograph and ditto reproduction was once a common way to print small newsletters, but with inexpensive photocopying available now on every corner, these older printing methods are now obsolete. A used mimeograph machine, available free at or minimal cost to your club, may seem like a great idea for your newsletter; but making the stencils is a hassle and the printed results tend to be only marginally acceptable. Keep in mind that the reason the used machine is available is that the owner has switched to a faster, cheaper reproduction method that produces higher quality results; you probably should too.

Regardless of how your newsletter is reproduced, if it requires that the paste-up leave your own two hands, be specific in your instructions; stating how many copies you need, how soon you'll need them, paper color and weight, ink color, any folding, collating, or stapling services you need, etc. If your newsletter uses a paper size, weight, or color that's not normally in stock, give your printer some warning each month so that he can order your paper.

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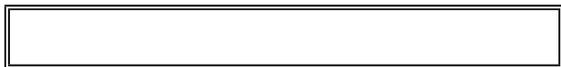
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