

NEWSLETTER EDITOR

Responsible for the writing, production and distribution of a daily newsletter at the National Specialty. Recruits and oversees specialty reporters. May also offer e-mail subscriptions and/or cds featuring newsletters and photos from the specialty.

Qualifications

- A highly motivated, enthusiastic, and detail-oriented individual who is effective at follow-up.
- Good writing, communication and PC skills.
- Familiarity with desktop publishing software, downloading digital photos, transmitting attachments via e-mail required; knowledge of burning cds optional.
- Ability to apply the following basic management skills: (e.g. setting priorities, making decisions, being resourceful and solving problems quickly and efficiently, meeting deadlines, dealing effectively with people).

Time Commitment

This is at least a one-year assignment, with a busy period occurring at the beginning to identify sources to produce newsletter. Very high/intense level of activity during the week of the Specialty. There is also a two-week period after the Specialty when letters of appreciation and reports should be sent.

Time Line

Upon Accepting the Assignment

- Familiarize self with the following chapters of the BMDCA Specialty Manual: Committee Chair, Finance, Newsletter Editor, noting all details of the position description, relevant deadlines and BMDCA Policies (bold and underlined text).
- Investigate cost-effective methods to produce newsletter, including but not limited to locating nearest 24-hour copy center, investigating wireless “WI-FI” and high-speed capability at host hotel/show site, local copier lease dealers, etc.
- Work with the Show Chair to develop the preliminary budget.

At least One Year Prior to the Specialty

- Plan on attending preceding year’s specialty if possible to learn from current Newsletter Editor and make contacts for your event. If unable to attend, contact past Chair to gain knowledge of what worked well, what didn’t, etc. If copier is leased, contact Hotel Liaison to confirm location where it can/will be stored.

Six Months Prior to the Specialty

- Finalize decision whether subscriptions/cds will be offered. Adjust budget and advise Show Chair and Specialty Treasurer accordingly.

Three Months Prior to the Specialty

- Outline content for each issue. Advise Welcome Bag Chair of content if first issue will be developed for inclusion in welcome bags (to avoid duplication).
- Recruit specialty reporters.
- Purchase authorized budgeted equipment and supplies.

Week of the Specialty

- Oversee newsletter operations, including gathering content, editing materials, proofreading, managing production and distribution (including e-mail subscriptions if offered)/
- Trouble-shoot problems as necessary.

Within Two Weeks of the Specialty

- Fulfill order requests for cds (if offered) and **submit payments to the Specialty Treasurer within 10 days of receipt on the Cash/Check Submittal Form.** (See Chapter 6 Attachment A-3.)
- Send issues to BMDCA Historian.
- Email candid photos and/or mail a cd to the Specialty Webmaster for inclusion in the photo gallery on the Specialty website. NOTE: Permission must be obtained from the photographer in advance.
- Send thank you notes to reporters and other volunteers.
- Submit a completed report to the Show Chair (see Committee Chair Attachment A-1 in Chapter 2).

Key Statistics for Historical Data:

1. Number of copies made each night
2. Number of Subscriptions / Price
3. Number of CDs / Price
4. Total Printing Cost
5. Number of Sponsor Ads (if offered)
6. Best Location for Distribution

NOTES