

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 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 the new computer world we're

in, you may surprise yourself and your regional 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 can not emphasize one fact strongly enough: No other single element will affect the mood, the health, the 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.