

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 Editor's Manual emphasizes the information needed not only by the "soon-to-be" or new editor, but also long-time editors as well. This is because, with the introduction of the new Newsletter Awards Achievement Program (NAAP) beginning in 2007, most long time editors will find many new items of interest 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 light of the new NAAP program.

We have now entered the age of desktop publishing, and the state of the art for newsletters is in constant change. Some of the time-worn rules of a few years ago are being supplanted by innovative techniques of communication. We will address the basics, but also cover the many new ways available to an editor to produce a professional looking publication.

Once you, as an editor, have mastered the basics, you will be able to explore the newer techniques available to you in the computer world.

In a survey of AACA region and chapter presidents and editors, one thing stood out. The AACA regions and chapters that were strongly supported by their members also happened to be clubs with strong local newsletters. The regional newsletter is the "heart" of your region, so let's try to put a little flair in it to make it the best that it can be.

We solicit any recommendations you might have for ways to improve this manual: corrections, additions, redirected emphasis on particular subjects, and the like. 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.

The AACA and the Publications Committee wish to take this time to express a special thank you for the dedication and hard work performed in revising this Manual to R. Wayne Burgess of Virginia, Judy Edwards of North Carolina and June Peterson-Crane of Texas who served as the members of the 2006 Editors Manual Review Sub-Committee. We are confident you will find a high percentage of the information you will need to produce a high quality and interesting newsletter for your members in this Manual. In addition, we wish to thank all those who have gone before in the production of the Editor's Manual and it's previous revisions.

Earl D. Beauchamp, Jr.

Vice President – Publications, 2006

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