NEWSLETTERS & DIRECTORIES IN THE DIGITAL PROCESSING AGE

A session to discuss creating effective communication products that inform and motivate your club members

Editor? Or "Communications Director"?

- If you have the job of "Newsletter Editor," you are often doing much more:
 - Maintaining e-mail lists and member rosters
 - Shot-gunning out e-mail announcements
 - Perhaps also serving as Webmaster
 - Keeping historical records
 - Publishing and distributing the club's annual Directory
- Share duties to ease the burden:
 - Ask for input Assign tasks, find members who enjoy writing articles
 - Reprint articles from other sources (with permission)
 - Designate talented club members to be "associate editors"
 (photographers, artists, data collectors, poets, recipe contributors, etc.)

Why have a newsletter?

- Serves as dependable means of communication among club members.
- Used as an effective leadership tool (by officers, rally hosts, and caravan organizers).
- Promotes events, makes announcements, spurs action.
- Satisfies legal requirements (officially publishes business meeting minutes, election results, notifications).
- Aids recruiting ("tablewarmer") and welcomes new members.
- Keeps a record of your club's history as it happens.

WHAT GOES INTO YOUR DIGITAL NEWSLETTER?

(AND WHAT WILL YOUR READERS GET FROM IT?)

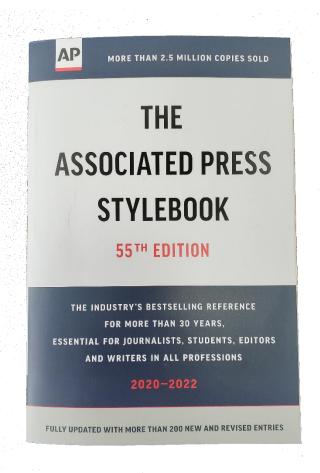
THREE COMMON ELEMENTS OF DIGITAL NEWSLETTERS:

- -ARTICLE/STORY/REPORTING TEXT
- -PICTURES AND GRAPHICS
- -HYPERLINKS TO MORE INFO (DIGITAL EDITIONS)

Preparing newspaper text in the digital age

Getting words onto paper and screens

- MS Word, WordPerfect, Pages, other word processors
- Copy and paste from an e-mail or text message
- Scan and convert
- Hand-written or dictated, then typed into digital form
- Transferred from other digital sources
- Regardless of the sources of articles, please have a purposeful and consistent <u>style</u> throughout your newsletter!



Including photos & graphics

- Most common sources
 - Members send you jpg files
 - Resolution counts: file size should be 125 kb or larger, but less than 1 MB.
 - Scan photo prints or artwork
 - Search "Google Images" for "free" stock photos and art
 - Buy commercial clip art (some may come with your software)
 - Assign a photo buff to cover a club event and send you jpg files and captions
 - Improve photos by enhancing them using Adobe Photoshop or other photo processing software (more on this later)

Now the fun part...layout!

Employ combination of technology and art

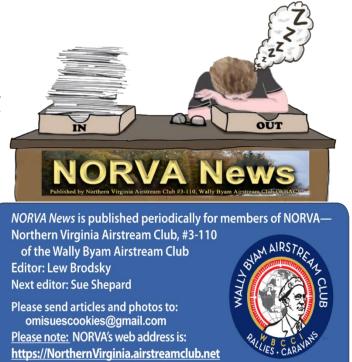
- Software choices
 - Adobe InDesign (Mac & PC Web based)
 - PageMaker (PC, if you can find it)
 - Pages (Mac)
 - MS Publisher (PC & Mac)
 - QuarkXPress (PC & Mac)
 - Whatever word processor you have
 - Mailchimp
- Not an artist or designer? Find someone in your club who
 is to help or use a template to avoid design angst! Most
 layout programs come with sample newsletter templates.
- Find a newsletter you really like and pattern your pages similarly.



Layout (continued)

Your newsletter should have:

- Nameplate (or Flag) on front page
- Headlines and attention-getting text
 - Banners
 - Decks and kickers
 - Pull quotes
- Table of contents
- Masthead ————
- Cutlines (captions)!
- Folio (includes page numbers) each page after front page



Layout (continued)

- Body text
 - Choose a consistent font (Times Roman, Helvetica, Arial are most common)
 - Use columns (2 or 3) justified or ragged right
- Make tasteful use of color! (body text is usually black)
- Use boxes and rules to delineate content and add interest
- Caption (cutline) photos unless they explain themselves
- Give bylines to contributors and credit for photos
- Include working hyperlinks websites & e-mail addresses
- Include white space and avoid clutter

LET'S TAKE A LOOK AT A FEW WBAC NEWSLETTERS

NORCAL News (The Poppy?) Silver Penny The Navigator

Newsletter distribution in the digital age

- E-mail with attached pdf file (preferably, less than 4 MB)
 - Design for primary viewing/reading on home computer or laptop?
 - Or, design for viewing on a smart phone?
- Hard copy and USPS mail
 - Technology-challenged seniors?
 - It can serve as a "table warmer" to be viewed by prospective members
- Consider your audiences
 - Internal your unit/club membership
 - External members of other Airstream clubs, dealerships, advertisers, others in position to help your club.
- Post it as a retrievable on your website
- Put a record hard copy in a binder
- Assemble each year's editions on a CD-ROM, DVD, or in the "Cloud" for historical storage.

Newsletters

GROUP DISCUSSION

Contact information:

Lew Brodsky

Membership Director, Directory Editor

NORVA Airstream Club #3-110 (Northern Virginia)

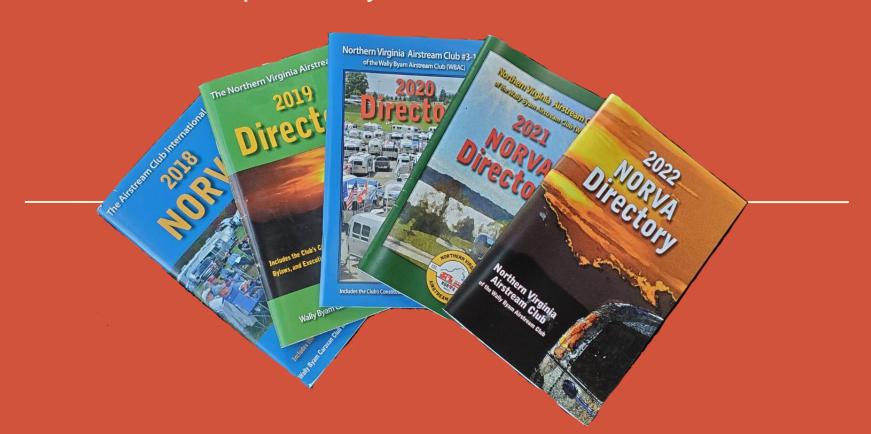
LBrodsky@cox.net

703-451-0122 (home)

703-338-4620 (mobile)

DIRECTORY!

An annual snapshot of your club and its members.



Basic considerations

- Required by your club's bylaws?
- Who is responsible: Newsletter editor? Membership Director?
 Webmaster?
- Content: Expected and required?
 - Membership listings
 - Legal documentation (include or link?)
- Hard copy or electronic?
 - Privacy considerations
 - Restricted distribution and <u>Page One "Warning"</u>
 - Costs of production & distribution must be considered
- Production timing
 - "Distribute by" date?
 - Impact of floating membership renewal dates
 - Set deadlines for production phases

Assembly instructions

Where to start?

Sortable spread sheet membership roster (Excel, Quattro, Numbers)

В	С	D	E	F	G	Н	1		K	L	M	N	0 P	Q	R	S
	FOR	R OFFICIAL	USE ONLY IN CONDUCTING NORVA AI	RSTREAM CLUB BUS	SINESS -	DO NOT DISSE	MINATE THIS INFORM	IATION OUTSIDE N	<u>DRVA</u>	This Update	e: July 2, 2022	Member	"Type": R	regular, A	=affiliate, L=	Life member
MEMBERSHIP RO	STER - NORTHERN VIRGI	NIA A	IRSTREAM CLUB (NOR	VA), #3-110	- W/	ALLY BYA	M AIRSTREA	M CLUB (V	VBAC)					*Star =Y	ear member	eligible to receive red star indicating 5-year membeship anniv
			•	⊤ ″				,		n/a-not applicable; n/p=not provide		Rig: T=trailer, A=Class A, B=B Van, BC=Basecamp				
Last Name(s)	First Name(s) V	WBCCI#	Street Address	City	St 2	ZIP Code	Home or work pho	ne Cell male	Cell female	E-mail male	E-mail female	Join Yr 1	ype Rig	*Star	Renew by da	te Notes
1 Anderson			8569 Fairfax Street	Manassas	VA :		n/a	703-409-2673	703-508-7090	douganderson2@comcast.net	smanderson48@comcast.net	2017		2022	31-Dec	
2 Arnold			25 Cottage Drive	Massapequa	NY		516-541-5792	n/p	n/p	ywhyy@aol.com	barbarnold25@gmail.com	2020		2025	31-Dec	Home club: Metro NY #2-72. Joined as affiliates Dec 2020
3 Arnold	Dick & Jane		7100 Courthouse Road	Spotsylvania	VA 2	22551	n/p	n/a	540-729-2095	pwft1980@hotmail.com	ianea40@gmail.com	1991	L T	2021	31-Dec	Not listing Bridgewater address
4 Arnold	Scott	7953	7100 Courthouse Road	Spotsylvania	VA 2	22551	540-582-5261	540-809-9200	n/a	rsafireguy@yahoo.com	n/a	2016	R T	2021	31-Dec	
5 Baker	David & Cathey	1429	2221 N. Trowbridge	Mesa	AZ 8	85207	n/p	480-590-6599	703-303-7334	davidbaker146@gmail.com	n/a	2011	R T	2021	31-Dec	
6 Bartelt	Mary	12958	PO Box 2039	Appomattox	VA 2	24522-2039	n/p		434-352-8936	thebees@lynchburg.net	n/p	2007	A T	n/a	31-Dec	Home club: Virginia #3-109. Richard died in November.
7 Bell		9608	11217 Taterwood Drive	Austin		78750-2535	512-250-1208	512-565-8568	512-560-8027	donbellir@aol.com	mlwbell@aol.com	1988	A/L T	n/a	31-Dec	Home club: Texas Highland Lakes 9-172
8 Bevis	John & Beverly	3829	205 McHenry Street, SE	Vienna	VA 2	22180	n/a	703-203-6114	703-209-3136	johnbevis@bevislawoffices.com	bevisbeverly@gmail.com	2019	R T	2024	31-Dec	·
9 Brink	Gary J. & Lynn	29944	PO Box 788	Keswick	VA 2	22947	434-296-1708	908-347-5354	n/p	thebrinks@comcast.net	gbrink1776@gmail.com	1979	A T	n/a	31-Dec	Home club: Virginia #3-109
IO Brodsky	Lew & Cathy	2585	6829 Ridgeway Drive	Springfield	VA 2	22150-3025	703-451-0122	703-338-4620	n/p	lbrodsky@cox.net	cbrodsky@cox.net	2001	R T	2021	31-Dec	
11 Brownfield			1126 Dryden Lane	Charlottesville	VA 2		434-981-0045	n/p	n/p	ed.brownfield@gmail.com	roberta.brownfield@gmail.com	2015	A T	n/a	31-Dec	Home club: Virginia #3-109
12 Burger			1513 Judd Court	Herndon		20170	n/a		703-304-1411	brentburger714@gmail.com	burgerbit4@verizon.net	2019		2024	31-Dec	Ĭ Š
13 Carlig		6439	13207 Oak Ridge Trail	Palos Heights	IL (n/a		312-405-1349	dacarlig@gmail.com	kcarlig2@gmail.com	2000		n/a	31-Dec	Home club: Northern Illinois #5-38
14 Carmichael			2203 Turtle Hill Circle	Midlothian	VA 2		n/p	804-245-1710		2212TJC@gmail.com	clcknits@aol.com	2005		2020	31-Dec	
15 Carter		2497	16900 Wild Senna Place	Moselev		23120	n/p		813-395-1008	ncart@outlook.com	vcart@outlook.com	2022		2027	6-Feb	Affiliate with Club# 109
16 Chlebo & Gifford			2101 E. Maxwell Street	Pensacola	FL :		n/a		703-969-0165	pchlebo@yahoo.com	siffyt@hotmail.com		B T	2025	31-Dec	Moved from Lorton to Pensacola but renewed for 2021
17 Clift			215 Locust Avenue	Colonial Beach	VA 2		n/a		540-604-3004	cliftrd@gmail.com	hdclift@gmail.com		B T	2024	31-Dec	New home address 13 Dec
18 Colburn		10903	404 W. Market Street	Leesburg	VA :		n/a		703-867-2520	davecolburn@gmail.com	lisacolburn@gmail.com		R T	2024	4-Jan	New Hollie address 25 Dec
19 Colby		4366	43660 Spinks Ferry Road	Leesburg	VA		n/a		571-353-0025	colby22611@yahoo.com	colbynorma@ymail.com		B T	2021	31-Dec	Rejoined after absence 7-year absence 2013-2019
20 Cooper & Winnie		4192	4800 Fillmore Avenue, Apt. 1358	Alexandria	VA :		n/a		518-221-8463	jeffreyacooper@yahoo.com	n/p		R T	2021	31-Dec	Home phone disconnected.
21 Cox			3238 Norfolk Lane	Falls Church	VA :		703-573-5848		703-973-7354	not working!	n/p	1995		2020	31-Dec	Late renewal in 2019
22 Culp & Macmain-Cage			560 N Street, SW, N311	Washington	DC :		n/a	423-637-9744		robert.a.culp@gmail.com	n/a	2022		2027	13-Feb	Late renewarin 2015
23 Daly		3458	19227 Skyfield Ridge Place	Purcellville	VA :		n/p	n/p	703-728-7028	bsdaly@reagan.com	ta2dmom@reagan.com		R T	2023	31-Dec	Xfer to NORVA from DC Club
24 Dunkelberger & Garvey		1906	7397 Orkney Grade	Mount Jackson	VA 2		n/p		703-765-2284	jeffdunk@gmail.com	caitlin@garveydunks.net	2019		n/a	31-Dec	Xfered to Spirit of VA 149 for 2021. Became NORVA affilia
25 Fisher			22 Jennifer Lynne Drive	Brunswick	MD 2		n/p n/a		301-834-2652	richiefisher@live.com	amyllf2@gmail.com	2019		n/a	24-Jun	Home Club DC 170
26 Formoso		9731	10000 Winnepeg Court	Burke	VA 2		703-503-9731		702-930-4048	ipformoso@gmail.com	bformoso@me.com	2022		2027	3-Apr	Home Club DC 170
27 Gaspard		5340	2136 South Oakland Street	Arlington	VA :		n/p		703-489-7970	bradleygaspard@gmail.com	janetgaspard3@gmail.com		R T	2026	4-0ct	
28 Gregory			3767 59th Ave., Circle E	Ellenton		34222-4382	941-723-7281	n/p	n/p	chuck.joyce.gregory@gmail.com	joycelengregory@gmail.com	1985		2020	31-Dec	
29 Harrell		8788	45335 Scotch Neck Road	Hollywood	MD 2		n/a		301-785-2371	fisheye1987@gmail.com		2021		2026	31-Dec	
30 Hasty		14189	14204 Franklin Street	Woodbridge	VA 2		n/a	n/a	571-437-8087	n/a	pris.harrell@gmail.com danaieanhastv@vahoo.com	2009		2020	31-Dec	Member 2009 to 2013. Rejoined 2020
30 Hasty 31 Henderson & Demadaler		5712	4272 Grapewood Drive	Warrenton	VA 2		n/a n/a					2009		n/a	23-Nov	Home Club Spirit of Virginia #149
31 Henderson & Demadaler 32 Hendricks			4272 Grapewood Drive 8904 Stratford Lane	Alexandria	VA 2			n/p 804-931-3757	703-220-3558	Capt.Kirk@erols.com	mary.ann.h@erols.com	2021		n/a 2025	23-Nov 31-Dec	Home Club Spirit of Virginia #149
							n/a			rex.r.hendricks@gmail.com	pearllover48@gmail.com					
33 Herndon			2650 Radstock Road	Midlothian		23113	n/a	n/a	804-572-5780	n/a	stephherndon@gmail.com	2021		2026	31-Dec	
34 Heuer		1927 6888	189 Dogwood Lane	Nellysford	VA 2		n/a		434-981-2626	gheuer@umich.edu	Iheuer@umich.edu	2021		n/a	31-Dec	Home Club: Spirit of Virginia #149
35 Hicks & Kehrle			204 Uhler Terrace	Alexandria	VA 2		n/a		210-627-0265	redleghicks@gmail.com	n/p	2019		2024	31-Dec	
36 Hitchcock 37 Holt			727 Kennedy Drive	Winchester	VA 2		n/p	914-671-0807	n/p	dr.robert.hitchcock@gmail.com	lois.hitchcock@gmail.com	2020		2025	31-Dec 13-Jun	
			8943 Hollymeade Drive	Lorton			n/a		703-362-9023	stevenlholt8181@gmail.com	sheila@titlewrite.com					
38 Hoosier		6814	3448 Holly Springs Rd.	Amissville		20106-1791	540-937-3527		540-270-9791	n/a	hoosierw@sprynet.com	2003	R T	2018	31-Dec	
39 Jones		1515	3704 Washington Woods Dr.	Alexandria	VA 2		703-780-6597		703-244-6384	thunderhorse16@yahoo.com	n/a	2000	R T	2020	31-Dec	
10 Kaczmar			8110 Gallant Green Dr.	King George		22485	n/p	540-903-7061	540-903-7059	steve.kaczmar@gmail.com	dskaczmar@gmail.com		R T	2021	31-Dec	
11 Kim			10310 Henderson Road	Fairfax Station	VA 2		n/p		703-867-1144	skim86@msn.com	younglanlee@msn.com	2022		2027	28-Feb	
12 Knutson			913 Sweet Gum Court	Frederick		21701-9149	n/a		301-788-5617	rsknutson@comcast.net	ksknutson50@gmail.com	2013		2018	31-Dec	
13 Kohrs			4305 Wakefield Drive	Annandale	VA 2		n/a		713-398-2719	kohjus@me.com	n/e	2022		n/a	1-Jan	Home club: Top of Georgia #3-32
14 Kropp			214 Winchester Beach Drive	Annapolis	MD 2		n/a	n/a	703-254-3679	n/a	allysa.kropp@gmail.com	2017		2022	31-Dec	Xfer from MAL status Jan. 2020
15 Langenwalter			7911 Bressingham Drive	Fairfax Station	VA 2		n/a		571-241-6965	langeki@mac.com	langecr@me.com	LULL	R T	2027	12-Mar	
6 Lay & Walteros			24475 Ozark Way	Aldie	VA 2		n/a			hernando.walteros@gmail.com	madelyn.lay@gmail.com	2021		2026	5-Jan	
7 Lundblad & Alderson			8947 Brewer Creek Place	Manassas	VA 2		n/a	571-214-9333	703-403-6095	wlundblad@gmail.com	laraalderson@hotmail.com	2022		2027	13-Jun	
8 Luther		4312	4 Davis Road	Auburn	MA (508-752-8974			bobcar1970@verizon.net	n/a	2003		n/a	31-Dec	WBAC Life Members, Home club: New England Club # 1-0
9 Matricardi	Ed & Nancy	5380	8425 Forrester Blvd.	Springfield	VA 2	22152	n/a	703-626-1708	703-232-2727	ed@edmatricardi.com	nancy.davis6@gmail.com	2017	R T	2022	31-Dec	New address for 2022 (Daughter's house)
O McBroom	Jackson & Mary Ann	4795	1661 River Ridge	Williamsburg	VA :	23185	757-345-0060	757-746-6535	n/n	itmcbrm@aol.com	n/p	2012	R T	2022	31-Dec	

Assembly instructions

Other software needed

- Sortable spread sheet membership roster (Excel, Quattro, Numbers)
- Photo editing program (Photoshop, AfterShot, InPixio, Apple Photos)





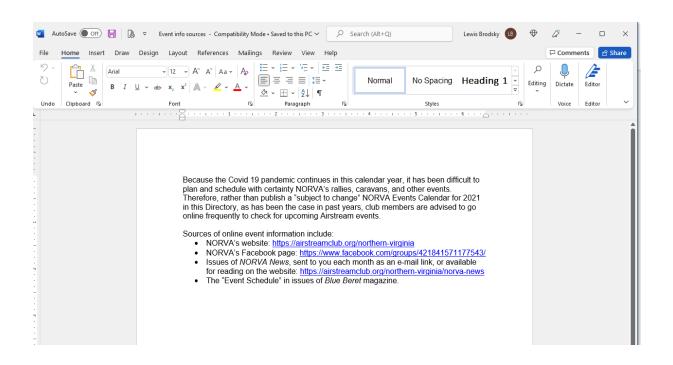




Assembly instructions

Other software needed

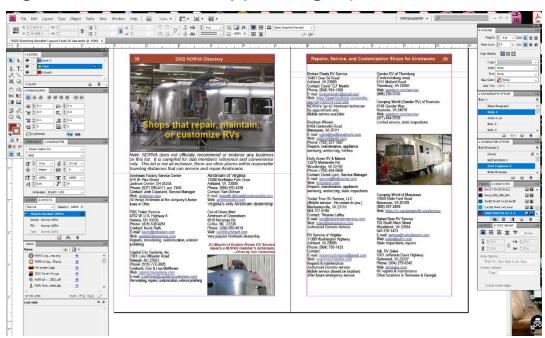
- Sortable spread sheet membership roster (Excel, Quattro, Numbers)
- Photo editing program (Photoshop, AfterShot, InPixio, Apple Photos)
- Word processing compatible with layout software (Word, Pages)



Assembly instructions

Other software needed

- Sortable spread sheet membership roster (Excel, Quattro, Numbers)
- Photo editing program (Photoshop, AfterShot, InPixio, Apple Photos)
- Word processing compatible with layout software (Word, Pages)
- Layout software with ability to prepare for commercial printing (InDesign, MS Publisher, Apple Pages)



Inside pages (NORVA example)

- Table of Contents
- "Do not share outside of club" warning
- Officers' photos and contact info
- Members sorted by Last Name and Big Red Number
- Member listings with photos
- International and Region 3 officer listings
- Member birthdays and anniversaries (month and day only)
- Club presidents historical listing by years when they served
- Where to find the club Constitution, Bylaws, and Executive Board Policies
- Explanation of WBCCI "dba" names
- List of Airstream repair shops (local and within a day's drive)
- Travel tips
- WBCCI Headquarters staff contact page with photos
- Exclusively Airstream Park list
- Wally's Creed
- Inside back cover ad from sponsoring firm



GROUP DISCUSSION

Contact information:

Lew Brodsky

Membership Director, Directory Editor

NORVA Airstream Club #3-110 (Northern Virginia)

LBrodsky@cox.net

703-451-0122 (home)

703-338-4620 (mobile)