



# NEWSLETTERS & DIRECTORIES IN THE DIGITAL PROCESSING AGE

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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?)

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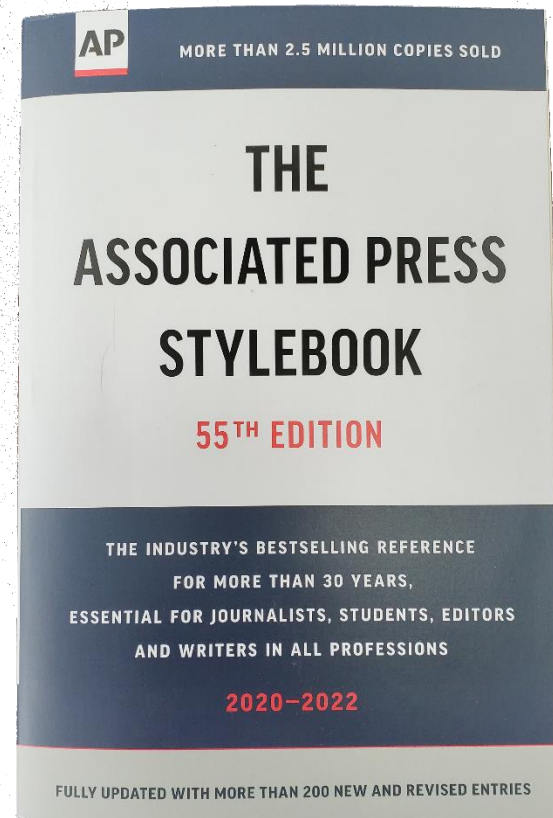
THREE COMMON ELEMENTS OF DIGITAL NEWSLETTERS:

- 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 style 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

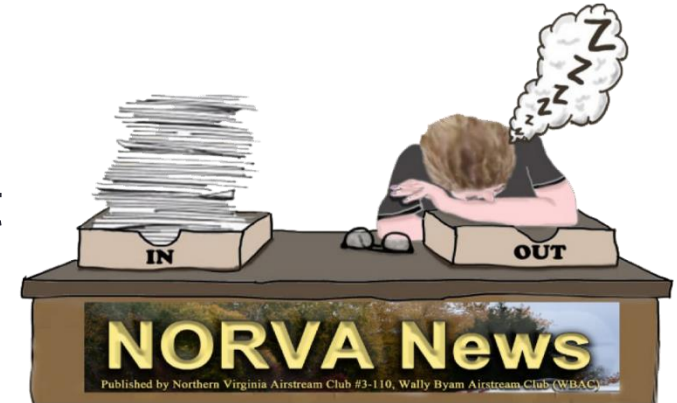
- Software choices
  - Adobe InDesign (Mac & PC – Web based)
  - PageMaker (PC, if you can find it)
  - Pages (Mac)
  - MS Publisher (PC & Mac)
  - QuarkXPress (PC & Mac)
  - Whatever word processor you have
  - Mailchimp
- Not an artist or designer? Find someone in your club who is to help or use a 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



NORVA News is published periodically for members of NORVA—  
Northern Virginia Airstream Club, #3-110  
of the Wally Byam Airstream Club

Editor: Lew Brodsky

Next editor: Sue Shepard

Please send articles and photos to:  
omisuescookies@gmail.com

Please note: NORVA's web address is:

<https://NorthernVirginia.airstreamclub.net>





# 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

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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

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Contact information:

Lew Brodsky

Membership Director, Directory Editor

NORVA Airstream Club #3-110 (Northern Virginia)

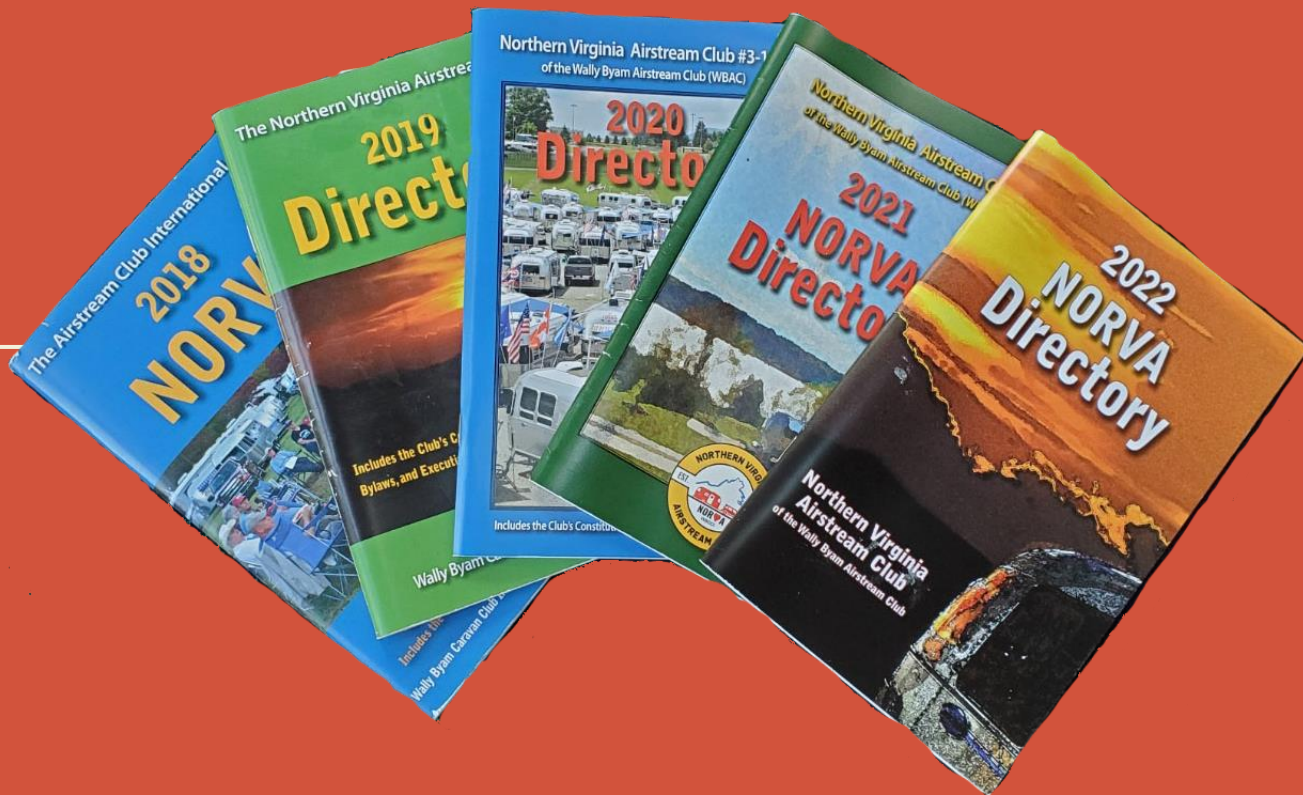
[LBrodsky@cox.net](mailto:LBrodsky@cox.net)

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 Page One "Warning"
  - Costs of production & distribution must be considered
- Production timing
  - "Distribute by" date?
  - Impact of floating membership renewal dates
  - Set deadlines for production phases





## Directories

# Assembly instructions

## Other software needed

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



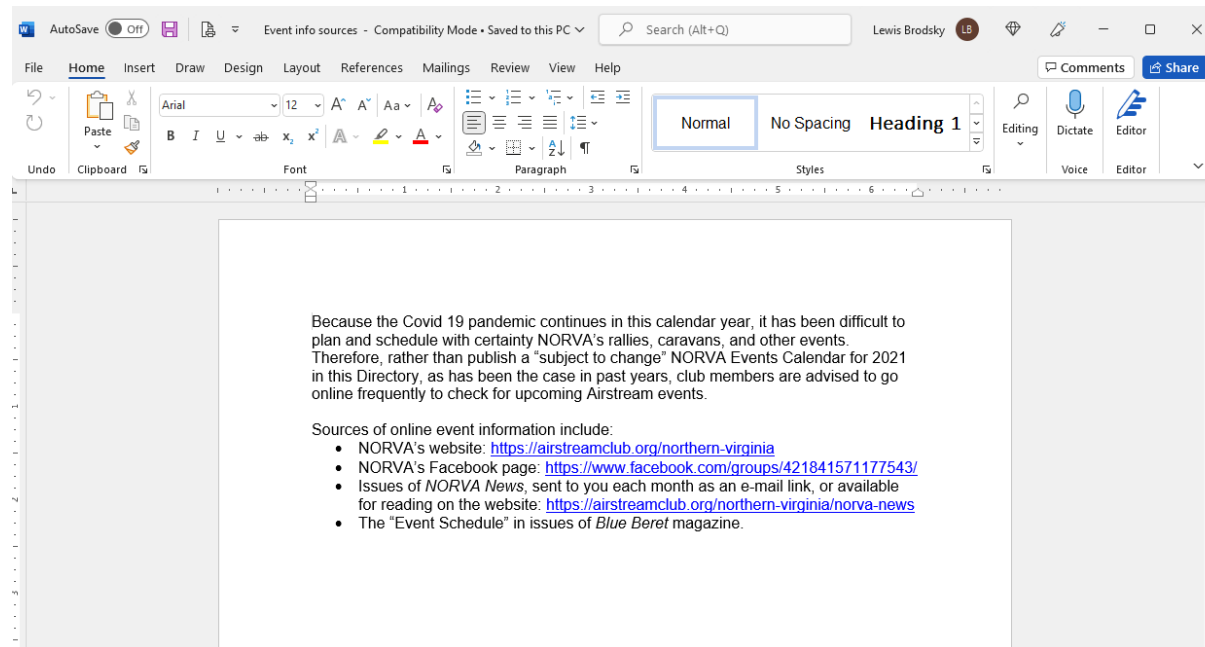


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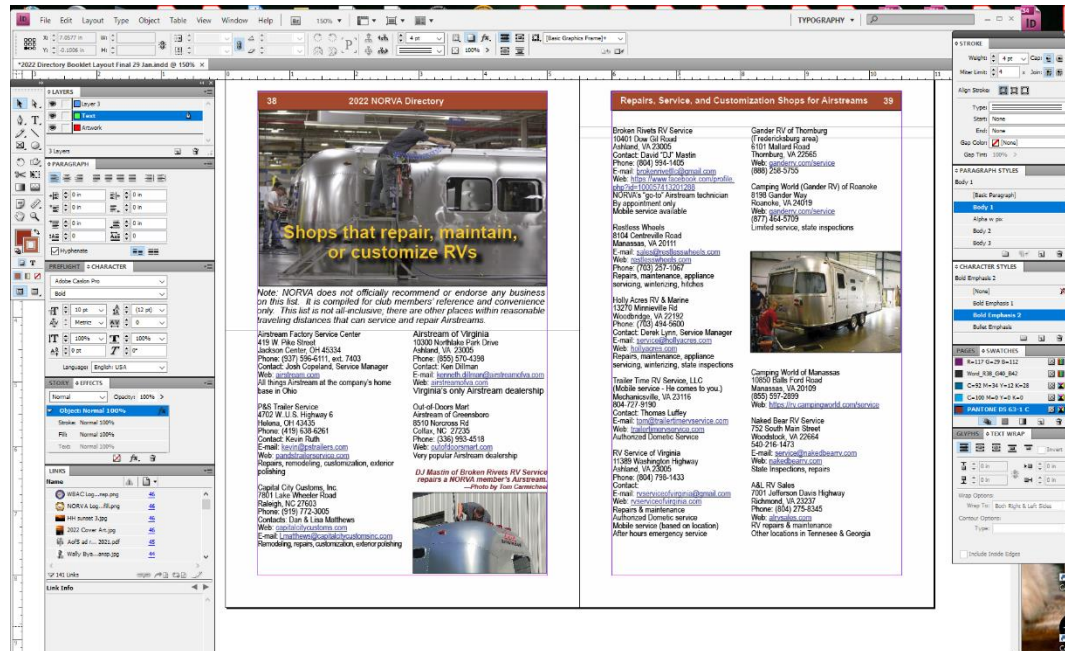


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- Photo editing program (Photoshop, AfterShot, InPixio, Apple Photos)
- Word processing compatible with layout software (Word, Pages)
- Layout software with ability to prepare for commercial printing (InDesign, MS Publisher, Apple Pages)



## Directories

# 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



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