

Newsletter Editor Responsibilities

Part One

As the appointed editor of the Northern California Airstream Club's newsletter, the Poppy, you are expected to

- Collect newsworthy items of interest to Club members.
- Distribute at least nine newsletters to Club members and others as appropriate.
- Provide the Webmaster with a redacted copy.
- Generate stories of past and future events at the Club, Region, and International levels.

The information above is from the Bylaws of the Northern California Airstream Club. Other documents provide more detail:

Part Two

In addition to the items in Part One, you are expected to

- Be aware of the Newsletter Planning Guide found on Airstreamclub.org
- Be directly responsible for the content of the Poppy.
- Use software that meets your needs as well as the needs of the membership.
- Be familiar with the Constitution, Bylaws, Handbooks and Guides that affect your responsibilities.
- Ask for submissions from contributors 10 days in advance of the copy deadline. Specify the type of preferred file. State the goal of distribution is the first of the month.
- Be familiar with typical newsletter content: president's message, "what's inside", editor's column, messages from the registrar, rally chair, and sunshine, a NorCal activity schedule, new member listing, key contacts including appropriate web site addresses, number of club and affiliate memberships, birthdays and anniversaries, announcements of future events, and reports with photos of past events.
- Be familiar with the sources for the above content that may not be obvious: the Rally Chair provides the NorCal activity schedule; the Membership Chair provides the number of Club and Affiliate memberships, birthdays, anniversaries, and new member listings; the President and/or the Directory Chair provide the key contacts; appropriate rally hosts provide information about future events and reports with photos of past events.
- Be aware that matters relating to club business of NorCal, Region 12, and the International Club may be addressed in the Poppy. Examples include proposed constitutional amendments, elections, etc.
- Communicate with the Directory Chair regarding current e-mail addresses.
- Use bcc to distribute the Poppy in PDF format via bunched e-mails and/or use of web based or cloud storage.
- Ensure that the NorCal activity schedule includes Region 12 sponsored activities and the International Rally in each issue of the Poppy.
- Ensure that the contact information of new members and key contacts are redacted from the version displayed on the NorCal website.
- Coordinate with rally hosts and the rally chair regarding details of a future rally including parking fees, meals, activities and tours that will appear in the registration form. Forward completed information to the NorCal Webmaster when it is ready.
- Feel free to include information submitted by members that may add to the interest of the Poppy such as recipes, maintenance tips, cartoons, etc.

- Be aware that traditionally combined issues are distributed for January/February, June/July and November/December.
- Be willing to send electronic messages to members about changes in plans, new events, or other information that cannot wait until the next issue of the Poppy.
- Include Region 12 president, Club presidents and newsletter editors in Region 12, and newsletters@airstreamclub.org in the distribution list.
- If possible, attend the International Rally to participate in workshops for sharing and learning about newsletters.
- Archive all issues of the Poppy on the NorCal website and on the NorCal thumb drive.
- Suggest improvements of this document to the Constitution and Bylaws Chair.

Revised November, 2023