

# OAMR Newsletter Manual

## Introduction

These instructions are broken into two parts – the general process for preparing each newsletter and the special processes associated with different quarterly editions. The general process covers those routines used for every newsletter while the quarterly processes covers information unique to certain editions. All articles should be prepared and edited using the OAMR Newsletter Editing Guide Stylebook as reference (Attachment No. 1).

## General Process

Each edition of the newsletter should include the following process:

1. Set deadline.
2. Assign committee articles and photographer for OAMR events.
3. Gather articles and photographs.
4. Create outline and position advertisements.
5. Format and position articles and photographs.
6. Proofread.
7. Create electronic file and deliver to printer.
8. Review and approve printer proof.
9. Request database from Membership Chair.
10. E-mail final file to OAMR Internet Chair.
11. Prepare for mailing.
12. Mail.
13. Announce posting to website via e-mails.
14. Update e-mail addresses in database.
15. E-mail updated database to Membership Chair.

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1. **Set deadline** – Contact your printer to determine how many days the printing process will take. Working backwards from your mailing date, allow 3-4 days to prepare for mailing, about one week for printing, and the time you need to put together the actual layout of the newsletter to determine your article submission deadline. Depending on your printer, it usually works out to no more than two weeks before your mailing date. No less than two months before your deadline, send an e-mail to [oamr@oamr.org](mailto:oamr@oamr.org) announcing the deadline date. Remind the membership to also submit digital photos from regional meetings and other special events such as IIMC Conference. If possible, plan each newsletter deadline immediately after you become Chair and put your deadline for the next newsletter in each edition.

2. **Assign committee articles and photographer for OAMR events – IIMC**  
automatically sends press releases to the newsletter chair announcing recognition for new Certified Municipal Clerk and Master Municipal Clerk status. Members achieving special status such as MMC should have special recognition such as an in-depth article with photos. Whenever possible, use newsletter committee members to write special articles such as these. One or more photographer(s) should be designated for the following OAMR events: Annual Conference, Mid-Year Academy, and Executive Board meetings. Also try to obtain a photographer for the IIMC conference.
3. **Gather articles and photographs –** Refer to special process instructions for specific articles that should be submitted for each edition. Approximately two weeks prior to deadline, send an email reminder of the deadline to those who still need to submit items.
4. **Create outline and position advertisements –** Create a rough outline for the entire edition. Position forms such as conference registrations and scholarship applications so they do not conflict. Position advertisements in differing positions from the prior edition.

The following articles should appear in every edition:

President's Message – From President

Region Reports\* – From region directors

Committee Updates\* - From committee chairs

IIMC Region IX Report – From region directors

IIMC Certifications

New Member Profiles

Page of Executive Board and Committee Chair names and contact information

Tickler List of Articles

\*If there is info to pass on to the membership (not required from every region/committee)

The following should be included if space allows:

Calendar of Upcoming Events

Next Newsletter Deadline

5. **Format and position articles and photographs –** Use Verdana type font (formatting guide is posted to the OAMR website). Use larger type for headlines. Bold-face and Italics should be used to create variety. Articles can be condensed or lengthened by using more or less space between paragraphs.

Photographs should be edited in a photo software program (i.e. Microsoft Office Picture Manager) to crop and adjust contrast. Photos with strong contrast will reproduce best. Photo subjects should be correctly identified and captions written that include professional designations (CMC, MMC) if space allows.

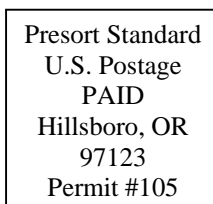
Following the outline, position articles, photographs, forms and advertisements.

If using Publisher as template, pasting in Adobe files makes them fuzzy. Either request the files in Word (preferable) or combine the files in Adobe.

Proofread – When everything is positioned, print a draft copy. Proofread carefully. Pay special attention to correctly spelled names and professional designations (CMC, MMC). Review articles to make sure deadlines in articles match deadlines on corresponding forms. Look at both layout (is it visually pleasing?) and article content. E-mail a pdf copy of the newsletter to committee members with instructions to proofread and return corrections as soon as possible.

6. **Create electronic file and deliver to printer** – Check with printer to ensure electronic file containing newsletter is in the format needed. Printers may require a pdf file (Adobe) and may require embedded formats. Deliver electronic file to printer.
7. **Review and approve printer proof** – Request a proof from printer. Review, make any changes needed and approve for printing.
8. **E-mail final file to OAMR Internet Chair** – Add bookmarks to document and set them to automatically open (File/Properties/Initial View tab/Navigation tab/”Bookmarks Panel and Page”). E-mail final electronic (pdf) version of newsletter to OAMR Internet Chair and request it be posted on OAMR website as soon as possible.
9. **Request database from Membership Chair** – The Membership Chair maintains the master Excel database file of all member and nonmember information. This database should be requested just prior to preparing the newsletter for mailing.

Using Word mail merge, print mailing labels in zip code order. If more than 200 copies are to be mailed, add bulk mailing permit information for host city to upper right corner of last newsletter page (see sample below). If less than 200 copies are to be mailed, make sure bulk permit information is deleted from last newsletter page.



10. **Prepare for mailing** – After newsletters are printed, tape each copy closed with mailing seals. Use two seals (or pieces of tape) on each copy, taping the right hand side closed on the top and bottom. This ensures compliance with postal requirements. Apply mailing labels.

Bulk -- If you are mailing more than 200 copies, consult local post office to ensure the following instructions are current and meet their requirements for bulk mailing:

Pick up from local post office two small white mail bags, bag labels for 97300 Salem OR Std Flts and 970 Mxd Portland OR Std Flts Wkg, stickers for “3” “S” and “M”. Keeping newsletters in zip code order, put in white bag with 97300 Salem label all newsletters mailed to recipients whose zip code begins with 973. Put “3” sticker on top copy in bag. Put all remaining Oregon zip code copies (in zip code order) in second white bag with 970 Mxd Portland label. Put “S” sticker on top copy. Rubber band all newsletters with out of state zip codes and put “M” sticker on top copy. Put this bundle in second white bag on top of stack.

From US Postal Service website (<http://pe.usps.gov>), print mailing form 3602-EZ Postage Statement – Standard Mail – Easy and Nonautomation Letters or Flats – Permit Imprint. Complete form with host city’s bulk permit information. Newsletters are Presorted Letters and Flats under 3.3 oz, Entry Discount: None, Presort Discount: Basic Flat. Enter total number of copies mailed and multiply by rate for total postage cost. Request check in this amount payable to Postmaster from host city’s accounts payable or use your city purchasing card.

Prepare mailing report to submit with Form 3602-EZ. Mailing report should include: Permit No., Mailing Date, Zip Code Breakdown with totals for 973, Oregon Other, and Multi-State.

Non-Bulk -- If fewer than 200 copies are being mailed, take one copy of newsletter to post office and request cost for individual mailing, unless your city has a machine that can calculate postage. Order via host city’s accounts payable department, sufficient postage to complete the mailing. Put required amount of postage on each copy in upper right corner of last page.

**11. Mail** – Deliver newsletters to post office for mailing.

IIMC recipients should be reviewed and updated before each edition for changes. The current IIMC President and Region IX Presidents from Alaska, California, and Washington should each be receiving mailed newsletters. Lifetime members, new members, advertisers and members requesting a hard copy will also get mailed newsletters.

**12. Announce posting to website via e-mails** – After Internet Chair provides notice that the newsletter is posted to the website, using the Excel database list, create e-mail lists using the following process. E-mail lists should be divided into three Groups: Non-member Cities, Counties, All Others (Members, IIMC, Advertisers, etc).

Copy each Group into a separate Excel document. Create a Word mail merge document using “catalog list” criteria. Merge field should be “E-mail” followed by “;”. Merge to a new document. This will create a Word document of e-mails for that group. Eliminate any “None” or “No e-mail” entries. Copy the e-mail list to a new E-mail. In the e-mail text, include a link directly to the newsletter posting and information about the articles in that edition (See Attachment No. 2). The e-mail to Non-member Cities should include a message to consider membership in OAMR. The e-mail to Counties should include a message that this is a courtesy notice to keep County Clerks up-to-date on OAMR happenings.

Review any undeliverable e-mail messages and correct the Excel file database before sending back to the Membership Chair.

- 13. Submit bills to OAMR Treasurer** – Submit bills for printing and postage to OAMR Treasurer as soon as possible after each edition is produced. Also submit for reimbursement as needed for supplies (mailing labels and mailing seals).

## **Special Quarterly Processes**

Referring to the matrix in the Newsletter Committee Job Description, there are certain tasks only associated with particular editions.

**Fall Newsletter** – The fall newsletter is prepared as soon as possible after the Annual September Conference.

One of the first tasks for the fall newsletter is updating the Executive Board and Committee Chair lists. Update these as much as possible prior to the September Conference. Once updated, this list is published in every edition for the year. It is typically positioned on the inside back cover. It should be proofread very carefully for accuracy of e-mails and phone numbers.

The fall newsletter is especially challenging because it includes a large number of photos from the Conference, including group photos. The Newsletter Chair should assign a member or members of the committee to take all of the digital photos at conference (including region photos, honored guests, past presidents, new board and miscellaneous shots of events/seminars). Each photographer is then responsible for transmitting the photos with captions to the chair. The task of accurately identifying everyone in the photos is a substantial and time consuming job. Region Directors may be of assistance in identifying photos. In addition to group photos and random photos, the photographer should take several photos each of the Recorder of the Year and President's Award of Distinction recipients.

The following officers and committee chairs should provide articles for the fall edition (in addition to the standard articles):

President – Committee Chairs and Members list

President – Board Meeting Agenda (if the edition will come out prior to the next meeting)

Immediate Past President – Background/nomination information on Recorder of the Year and President's Award of Distinction Recipient

After completion of the fall edition, a CD should be burned of all photos and provided to the Historical Preservation Committee Chair.

The fall newsletter is mailed and e-mailed to members, advertisers and IIMC partners.

## **Winter Newsletter**

The winter newsletter should be mailed and posted the first week of January. The article deadline should take into account potential delays in printing due to the holidays.

The following officers and committee chairs should provide articles for the winter edition (in addition to the standard articles):

Education Chair – Mid-Year Academy information including article, criteria, and scholarship application

Scholarship Chair – Mid-year Academy scholarship article, criteria and application form;  
Professional Development (Northwest Clerks Institute) scholarship article, criteria and application form

Nominating Committee Chair – Board position article and nominating forms

The winter newsletter is mailed and e-mailed to everyone on the Excel list in their requested format. Non-member cities/ports/transit districts should receive a reminder in their e-mail message that they recently received membership application materials in the mail (confirm this statement with the Membership Chair first).

### **Spring Newsletter**

The spring newsletter should be mailed and posted the first week of April.

The following officers and committee chairs should provide articles for the spring edition (in addition to the standard articles):

Scholarship Chair – Annual Academy and Annual Conference scholarship criteria article and forms

Nominating Committee Chair – Board Candidate Profiles and Absentee ballot form in the event of a contested race

Second Vice President/Fundraising Chair – Raffle trip article and fundraising news

First Vice President/Annual Conference Chair – Conference update article

Professional Growth and Development Chair – Municipal Clerks Week article and sample proclamation and information on the Northwest Clerks Institute

The spring edition is e-mailed and mailed to everyone on the Excel list in their requested format.

### **Summer Newsletter**

The summer newsletter should be mailed and posted by the first week of July. The summer edition should include photos from Mid-Year Academy. If possible, photos from IIMC Conference should also be included.

The following officers and committee chairs should provide articles for the summer newsletter (in addition to the standard articles):

President – Announcement for September Annual meeting; President's Award and Recorder of the Year criteria and application forms

First Vice President/Annual Conference Chair – Annual Conference article and registration form

Second Vice President/Fundraising Chair – Fundraising update article

Scholarship Chair – IIMC Scholarship criteria and application form

Professional Development Chair – Wrap up article from NCI Director

By-Laws Chair – Any proposed bylaws changes

The summer edition is e-mailed and posted to everyone on the Excel list in their requested format. Annual conference information and registration form are hard copy mailed to all members and potential members as a separate mailing.

### **Other Newsletter Committee Responsibilities**

**Public Relations** – The Newsletter Chair should designate a member of the committee to act as Public Relations Coordinator for OAMR.

- **Press Releases** – The PR Coordinator should issue press releases to local newspapers when members of OAMR receive honors at the Annual Conference. These should include acknowledging members elected to Board positions, Recorder of the Year and President’s Award of Distinction. Any other special honors received by members throughout the year that promote the professional image of City Recorders should be announced with press releases.
- **Municipal Clerks Week** – Included in the spring Newsletter should be an article on the event and a sample proclamation. In April, the PR Coordinator should distribute to the membership a link to the IIMC website information to use in promoting Municipal Clerks Week through their local Council and media.

**Advertising** – A member of the Committee should be designated to invoice and track newsletter advertisements. An advertising order has been posted to the OAMR website. In January, bills should be mailed out requesting payment for the year. As payments are received, the Newsletter Chair should be notified and checks forwarded to the Treasurer.

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| Full Page    | \$200 |
| Half Page    | \$150 |
| Quarter Page | \$100 |