



# **OAMR**

# **Newsletter**

# **Manual**

**Approved 2/25/05**

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## Introduction

These instructions are broken into two parts. The general process covers those routines used for every newsletter while the quarterly process covers information unique to certain editions. All articles should be prepared and edited using the OAMR Newsletter Submission Guide and Newsletter Editing Guide Stylebook as a reference.

## 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 send to Newsletter Committee to review.
8. Review and update draft newsletter with Committee recommendations.
9. E-mail final file to OAMR Internet Chair to put on OAMR website.
10. Mail to those who request a hard copy.
11. Announce posting to website via e-mails.
12. Submit bills to OAMR Treasurer.

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1. **Set deadline.** Give yourself at least three weeks to put together the actual layout of the newsletter. Determine your article submission deadline based on that. 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 and post it on the website.
2. **Assign committee articles and photographer for OAMR events.** IIMC automatically sends press releases to the Newsletter Committee Chair announcing recognition for new Certified Municipal Clerk and Master Municipal Clerk designations. 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 Board meetings. Also try to obtain a photographer for the IIMC Conference.
3. **Gather articles and photographs.** Refer to special quarterly process instructions below for specific articles that should be submitted for each edition. Approximately two weeks prior to deadline, send an e-mail 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 different locations from the prior edition.

The following articles should appear in **every edition**:

- President's Message – from President
- Board Meeting Updates\* - from President
- Region Reports\* - from Region Directors
- Committee Updates\* - from Committee Chairs
- IIMC Region IX Report – from IIMC Region Directors
- New IIMC Certifications
- New Member Profiles
- Board and Committee Chairs contact sheets

\*If there is information 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
- Recorder's World

5. **Format and position articles and photographs.** (Newsletter Submission Guide is posted to the OAMR website). Use Gill Sans MT type font. 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. Or, you can create a PDF document then save as a JPG image, if you have the Adobe Professional version.

6. **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.
7. **Create electronic file and send to Committee for review.** E-mail a PDF copy of the newsletter to Committee members with instructions to proofread and return corrections as soon as possible.
8. **Review and update newsletter with Committee recommendations.** Review and make any changes needed and approve final version for publishing.
9. **E-mail final newsletter 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.
10. **Mail to those who request a hard copy.** After newsletters are printed, mail in 9x12 envelopes.

11. **Announce posting to website via e-mails.** After Internet Chair provides notice that the newsletter is posted to the website, send e-mail to [oamr@oamr.org](mailto:oamr@oamr.org) and to honorary and retired members and to non-member distribution lists.

Send any e-mail updates to the Membership Chair.

12. **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 envelopes).

### **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 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 and/or an Update
- Immediate Past President – Background/nomination information on Recorder of the Year and President's Award of Distinction recipients
- First Vice President – Summary of fundraising efforts at last conference; information on next year's conference and conference award for the conference to be held in two years.

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

Press Releases: The Public Relations 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 recipients.

Notice that the fall newsletter is available to view on the OAMR website is e-mailed to the OAMR membership and honorary and retired members.

### **Winter Newsletter**

The winter newsletter should be mailed and posted the first week of January.

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

- First Vice President – Roommate matching information for Mid-Year Academy
- Education Committee Chair – Mid-Year Academy information including article, criteria, and scholarship application
- Scholarship Committee 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
- Professional Growth and Leadership Development Committee Chair – Municipal Clerks Week article and sample proclamation and information on Northwest Clerks Institute

Notice that the winter newsletter is available to view on the OAMR website is e-mailed to the OAMR membership, honorary and retired members, advertisers/sponsors, and non-members.

### **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 Committee 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 Leadership Development Committee Chair – Municipal Clerks Week article and sample proclamation and information on the Northwest Clerks Institute

Notice that the spring newsletter is available to view on the OAMR website is e-mailed to the OAMR membership, honorary and retired members, advertisers/sponsors, and non-members.

### **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 of Distinction and Recorder of the Year criteria and application forms
- First Vice President/Annual Conference Chair – Annual Conference article and registration form; committee sign-up information
- Second Vice President/Fundraising Chair – Fundraising update article and community support project article
- Scholarship Committee Chair – IIMC Scholarship criteria and application form
- Professional Growth and Leadership Development Committee Chair – Wrap up article from NCI Director
- Bylaws Committee Chair – Any proposed bylaws changes
- Audit Committee Chair – Audit report that was approved by the Board at Mid-Year Board meeting

Notice that the summer newsletter is available to view on the OAMR website is e-mailed to the OAMR membership, honorary and retired members, advertisers/sponsors, and non-members.

### **Other Newsletter Committee Responsibilities**

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

**Advertising.** A member of the Committee should be designated to solicit, 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 Committee Chair should be notified and checks forwarded to the Treasurer.

<b>Rates:</b>	✓ Full Page \$200	✓ Quarter Page \$100
	✓ Half Page \$150	✓ Eighth Page \$50