

## **Job Description**

### **NEWSLETTER EDITOR & NEWSLETTER GUIDELINES**

The TAA's monthly newsletter, **ARTLINE**, is printed 10 times during the year (September-June). We start printing the first issue in late August for the September issue and our last printed newsletter is the June issue, printed in May.

The newsletter needs to be in our members' hands the first week of the month. (See time frame below.)

Editors responsibilities are to design layout, collect articles and have the newsletter ready for our printer in a timely manner so that he/she will be able to print and deliver to the mail coordinator on time (before the end of the month). Editor is also responsible for the content and the spelling and grammar in the entire newsletter. Editor needs to communicate with the printer, photographer and mailing coordinator and the president to assure that they will be able to print and deliver the newsletter by the specified date given by the mail coordinator. Design should be consistent with our website and brochure.

#### **Artline Guidelines of Content:**

**Classified Ads** should be art related and non-political. Examples to include: items for sale, personal instruction and specific classes.

#### **Announcements for Kudos:**

This is a spot where members can announce openings, shows, awards or other special recognition. Members can send picture(s) of work with an announcement or info. Kudos is a chance to spotlight members' achievements, but should not become advertising. Information about classes given by member or other news unrelated to honors should not be mentioned here, but possibly as a personal or business classified ad.

#### **Nonmember Announcements:** (based on free space)

The newsletter will announce shows, exhibits and openings that are free and open to public, at no cost.

TAA newsletter may print announcements of openings or simple press releases, but for photos to be printed and additional information given, current ad rates will apply for nonmembers.

Classes or presentations that are free and open to the public are not classified advertising and we are happy to print them free of charge. Press releases from other art organizations and galleries may be printed if there is space available.

Editor of newsletter may encounter issues that need to be clarified and become part of a permanent guide for the TAA newsletter.

## **PRIORITIES AND CONTENT OF TAA NEWSLETTER:**

- I. On left side: Board Listing & Executive Officers and Volunteers. (Please place Ad Rates somewhere else).
- II. Cell phone number needs to be listed with TAA website address and mailing address; P.O. Box.
- III. Letter from the President should include photo. (front page)
- IV. TAA events; past and future
- V. Kudos (members only)
- VI. Paid classifieds
- VII. Call for Artists; abbreviated version with contact information.
- VIII. Classes or presentations – those that are free and open to the public.
- IX. Press releases from other art organizations and Galleries.

## **WHEN YOU DESIGN THE NEWSLETTER:**

Please double check the information and then print one issue to check the design and look of the newsletter before you forward it to the president.

## **IMPORTANT DATES TO REMEMBER AND TO FOLLOW:**

- ✔ **15<sup>th</sup> of each month** is the last date for submission articles, kudos (cut of date).
- ✔ **20<sup>th</sup> of each month** – send finished newsletter for final check to president and possibly other editors.

President of TAA may finish these steps for you if there is a press for time and the newsletter is behind schedule. If not approved, the **Artline** is sent back to the editor for further processing.

- ✔ **22<sup>nd</sup> of each month** – approved newsletter goes to printer for printing in PDF files

**CHECK WITH THE PRINTER THAT HE RECIEVED and ASKED WHEN WE CAN EXPECT IT.**

- ✔ **Inform the mailing coordinator and membership chair and webmaster** – newsletter is in print by email and attached **Artline**.
- ✔ **By 25<sup>th</sup> of the month – Printer** needs to have the newsletters out, on the way to the mailing coordinator.
- ✔ **No later than 26<sup>th</sup> of each month,** the newsletter should be in the hands of mailing coordinator.
- ✔ First of the next month, the newsletter should be on the way to members.

From this point on, the mailing coordinator will have the responsibly of getting the newsletter into our members hands in first week of the month.