

Newsletter Editor's Job Description

The Itazuke Alumni Association newsletter is periodically issued to provide communications to alumni members. The published newsletter is an 8-page MS Word document in a brochure format. Newsletters do not have a set schedule although there are usually two per year. Content of the newsletter predominantly comes from Facebook posts, inputs by the IAA President or Reunion Committee, or emails the Editor has received.

- After the biennial reunion, normally held in October, a newsletter is published 3 – 4 months later to distribute the Business Meeting minutes and any other items of interest out of the reunion.
- A second newsletter in that non-reunion year is issued about a year prior to the next reunion. This newsletter contains interim activities that alumni have shared (such as meetups of small groups of alumni), news about meetings of the Board, and preliminary information about the following year's reunion.
- Early in the reunion year, a newsletter will be sent with detailed information about the upcoming reunion, with the Reunion Registration form as well as instructions for making hotel reservations.
- About 2 1/2 months before the reunion, a newsletter is produced to include nominations and voting criteria, and procedures in preparation for the Business Meeting.

For each newsletter, the Editor will produce a draft version and circulate it to Board and/or Reunion Committee members for review. Any changes are then incorporated into a Final version in MS Word, and also saved as a PDF version for mailing. Mailings are handled in two ways:

- The PDF file is sent to the IAA Secretary who maintains the IAA Database. The Secretary e-mails a copy of the newsletter file to those alumni who have a valid e-mail address in the database.
- The Secretary sends a database listing to the Editor for those alumni who have requested a HARDCOPY newsletter. The Editor uses the MS WORD Mail Merge tool to print labels for mailing. Avery 8162 1 1/3 x 4" labels work the best.
- The Editor produces the HARDCOPY newsletters (either by sending to a printing agency or by printing at home depending on the volume). Newsletters are folded in half so the return address is on the outside, and two tabs are applied to keep the pages sealed. Post Office rules say that these tabs must be affixed to the top edge spaced 1" from each side. NOTE: I find using the same address labels cut into 1" length work about the best and are much cheaper than tabs you can purchase. Apply the address label and a regular mail stamp to each newsletter and mail. Some alumni are overseas and international stamps are required for these.

Often, mailed newsletters are returned as they cannot be delivered as addressed. Our newsletters request a forwarding service, so if the Postal Service has a forwarding address, they will affix that to the newsletter and return it to the Editor. The Editor will then send a new newsletter to the forwarding address and also send this information to the Secretary so the IAA Database can be updated. At times there is no forwarding address. In this case, the Editor supplies that information to the Secretary so the database can be updated accordingly.