

## **GUIDELINES FOR THE NEWSLETTER COMMITTEE**

The Itazuke Alumni Association newsletter is periodically issued to provide communications to alumni members. The published newsletter is usually an 8-page or less MS Word document. Newsletters do not have a set schedule, although there are usually two to four, per year. Content of the newsletter predominantly comes from Facebook posts, input by Board Members, the Reunion Committee, or from emails submitted by IAA members to the Newsletter Committee.

In order to be good stewards of the voluntary dues paid by IAA members, the Board provides the following guidelines for the Newsletter Committee:

- The Newsletter Banner needs only to be on the first page of the newsletter. Doing so will preserve space for substantive information. Numbering the subsequent pages will help identify them as part of that newsletter.
- The newsletter should be eight pages or less, printed double-sided in order to keep postage costs to a minimum.
- In order for articles to appeal to the greatest number of alumni, topics should be about:
  - (a) Itazuke Dependent School, its predecessor or successor;
  - (b) Itazuke Base or Brady/Hakata Annex;
  - (c) Itazuke Dependent School alumni who are currently members of Itazuke Alumni Association; or
  - (d) The upcoming or immediately past reunion.
- Articles about non-members of Itazuke Alumni Association should only be included if they cover one of the above topics rather than the broader topics of Japan, Overseas Brats, military brats, military life in general, or any other non-Itazuke topic. However, articles by non-IAA members that the Committee deems of interest to IAA members can be identified by web address or a few comments.
- 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 news of interest arising from 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 containing detailed information about the upcoming reunion, including the Reunion Registration form as well as instructions for making hotel reservations.

- For each newsletter, the Editor will produce a draft version and circulate it to the Board and Newsletter 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 emails a copy of the newsletter file to those alumni who have a valid email 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. NOTE: The number of newsletters actually mailed is a low enough number (15-20) that envelopes could be hand addressed.
- The Editor produces the HARDCOPY newsletters (either by sending to a printing agency or by printing at home depending on the volume). If there are few enough pages to fit into a number #10 envelope, the newsletter can be mailed in this manner. Otherwise, if the Committee prefers, newsletters can be 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: Using the same address labels cut into 1" length work about the best and are much cheaper than purchased tabs. 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 return service, so if the Postal Service has a forwarding address, they will affix that to the newsletter and return it to the Editor. The Committee may want to create a stamp reflecting the return service request. 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.