

Tillamook County Master Gardener's Association Procedures

2.18

Subject: *The Thymes*

Purpose: Procedures to guide preparation of *The Thymes*, the TCMGA monthly newsletter.

Task 1 Deadlines: The current deadline is the 20th of each month. Check that your deadline allows sufficient time to assemble an issue and have it e-mailed a couple of days prior to the first of the following month (e.g., e-mail the March issue on February 26). If the deadline must be changed then publicize that change.

Task 2 Filtering: We don't believe in "censoring" received content. Contact the Board of Directors if you have a questionable submission. Review submissions to determine if there is any inappropriate content. Content to be filtered:

- Announcements about TCMGA members who are ill. This was specifically banned at the board meeting in 2010.)
- Content containing obscenities, racist terms (unless your name is Samuel Clemens) or other vulgarities. Ask yourself if your grandmother might be offended.
- Submissions not horticulturally and/or master gardener association related.

Task 3 Collecting Content: Prioritize content based on subject matter. You wouldn't want to publish an article on stamp collecting and leave out someone's submission on how they were able to grow cumquats on the beach.

Articles should be submitted electronically as an attachment in .doc, docx or .txt format. As you collect items place them into a folder labeled for the coming month. As each item is added to the newsletter move that item into a separate, backup folder. Doing this ensures that every item is used, but a safety copy is kept. Moving each item as it enters the newsletter results in that month's folder ending up empty. This ensures that every submission has been processed.

Task 4 Creating the Issue: Begin creating the new issue by opening your template file in your publishing software. Your template should have all of the content that is repeated from month to month. The month and year fields on the front page should say something like, "month, year". Immediately do a "Save As", renaming the template file as the current issue and specifying the destination folder. Don't forget to change "month, year" on the front page to the actual month and year of the issue! Add all the items you've collected to the places you have decided in the newsletter, creating your own "headlines" as you go.

Task 5 Assembling the issue:

- *Fonts:* Almost always use the same font for all items with the same function. For

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example, use one sans serif font for headlines and a serif font for all content. Use boldface for headlines and sometimes for specific data items such as addresses or phone numbers.

- *Columns:* Suggestion: you may use a two-column two text box for larger articles.
- *Page Composition:* Distribute photos and clip art and text blocks in positions that make the content appear "balanced". Zoom out often to see how the overall composition appeals to your eye.
- *Colors:* Throughout the issues text should almost always be the same "color" (usually black) on a common background (usually white). Too many different colors are distracting.
- The previous Newsletter editor will provide sample set-up examples.

Task 6 Proof Reading: Ask someone you know who is very good at English usage, grammar, punctuation, etc, to proof read each issue.

Task 7 Publishing

- Publish in email format.
- The final edition is saved to .pdf format.
- Research your software program instructions for guidance if the file size needs to be reduced for email distribution.
- Several software programs are available to reduce image sizes without a reduction in quality.
- Email the completed Thymes to the Communications chair for distribution at tillamookmastergardener@gmail.com.

Task 8 Recording:
Print one copy; punch three holes and insert into the Thymes three ring binder in MG office.

- Record the time used to the newsletter on the Volunteers Reports Home Page (extension.oregonstate.edu/mg.vrs)

Knowledge, Skills and Abilities Required:

Have a computer and be computer literate.
Be available monthly to publish the Thymes.
Must know how to use Microsoft Publisher (or equivalent) software