

# NEWSLETTER COMMITTEE CHARTER

## DEERLAKE VILLAGE COMMUNITY ASSOCIATION

### Purpose:

- To provide a service for Deerlake Village residents by creating, editing, and publishing a monthly newsletter, *The Deerlake Diary*.

### Goal:

- To keep residents abreast of events occurring within the Deerlake Village Community.

### Membership:

- Editor, appointed by Board of Directors
- Proofreaders and people to assist with folding as appropriate

### Responsibilities:

- Set up layout of the newsletter
- Gather monthly notices, articles, and calendar activities from the chairperson for various events that they are conducting or reviews from prior events
- Obtain an article from the DVCA President summarizing the work of the board at quarterly meetings and regular work sessions
- Procure monthly reports from the various committee chairs who have had activities meriting inclusion in the *Diary*
- Report changes in resident contact information and coordinate with the chair of the *Membership Directory* on updates so that our database is current and so that the *Membership Directory* may be mailed out twice yearly with the July and December newsletters.
- Coordinate review of the draft with proofreaders and board president prior to finalization of the *Diary*
- Send pdf of newsletter to the printer by e-mail allowing three days for printing
- Arrange for labeling and tabbing the newsletter for mailing
- Fill out post office form (PS Form 3602-EZ, available online) with numbers and cost of newsletters sent to Brevard and out-of-town owners
- Take the newsletters to the post office the morning of the last day of the month so they arrive in owners' and renters' mailboxes on the first of the following month. Newsletters must be sorted into the following three groups depending upon where owners receive their mail. (a) Addresses in Brevard, including Deerlake (Zipcode 28712). Sort newsletters by street name alphabetically and by numerical street address sequentially. (b) Addresses **outside Brevard** nonetheless having Zipcodes beginning with 287XX. These Zipcodes include cities such as Etowah, Flat Rock, Lake Toxaway, Penrose, or Pisgah Forest. Identify this group with a number "3" sticker. (c) Addresses out-of-the-area or out-of-state are identified with an "MS" sticker. This group includes **non-287XX** Zipcodes in North Carolina such as Asheville, Charlotte, Hendersonville, or Hilton Head, and all out-of-state Zipcodes
- Extra copies of the *Diary* are given to the Secretary of the DVCA. Two copies are kept for binding. Two sets of *Diaries* are bound every three years to maintain a historical record of the community. One copy is placed in the clubhouse for community use; a second copy is placed in

the locked basement files of the Association. Any remaining extra copies may be provided to the Welcome Committee for new residents or eventually recycled.

### **Meetings:**

- No meetings required

### **Annual Budget**

Expenses for labels and tabs to be submitted to the Treasurer for reimbursement. Expenses to be charged to Account 1100, Administrative Supplies & Postage.

### **Addendum: Skills List/Job Description for Editor of the *Deerlake Diary***

- Well-organized and able to execute tasks on a set timeline. Comfortable with following up with contributors after submissions as changes are requested and made (or not).
- Strong Word or Pages capability so that incoming text can be formatted for consistency for publication. (Even if the current template is not used going forward, there will still be formatting requirements.)
- Knowledge of document layout requirements and ability to handle problems with layout when they arise. Ability to stick to a consistent text size, format, and sequence for the articles so that the reader is not disadvantaged. An example is setting all headlines in 14 pt. bold type so the headlines stand out from the articles. All body copy is 11 pt. Times New Roman spaced at 1.5 and paragraphs are separated by 6 pts. Double spaces follow periods. Maintain an annotated, already printed copy with examples of font sizes and other layout highlights.
- Possess sufficient writing skill to edit submitted text for clarity, meaning, and general grammatical correctness.
- Good spelling, punctuation, grammar, syntax knowledge, and proofreading skills
- Ability to interact with UPS staff to ensure timely newsletter turnaround and to resolve any issues that might arise such as insufficient print runs or poor quality printing.
- Creativity so that the newsletter includes some photos and editor or guest-produced articles to make it more interesting
- Ability to say “no” when the need arises, for example, when someone wants to publish something not normally published in the Diary such as ads for sale items, etc.
- Roughly 10 hours of availability per month to produce the newsletter, which includes the solicitation and follow-up for articles from various committee members; formatting and layout; review and finalization of the newsletter; label production; drop off of the newsletter for folding and pick up from same; drop off and pick up of newsletter at UPSP; preparation of mailing forms; and drop off at the post office. Some months take less time than others when there are few articles submitted.

This NEWSLETTER COMMITTEE CHARTER was approved by the DVCA Board of Directors on the 13th day of September 2018.