The Rocky Mountain Region Publication – The *Callboard*

Publication Policies & Procedures

Approved (9/4/2011) and Issued / Posted (9/4/2011)

Mission Statement:

To publish the news for the Rocky Mountain Region to include relevant NMRA news, while also promoting the hobby of model railroading.

Ensure that the publication is handled in a manner that is BOD approved and is consistent from issue to issue. Ensure that we meet the needs of the readers and that we have a methodology for its content. It is guidance by which we can ensure continuity from Editor to Editor.

Publication Philosophy:

BY-LAW IX OFFICIAL REGION PUBLICATION:

Sec. 1 The Official Region Publication shall be published quarterly in February, May, August and November. The May issue shall include candidate resumes. The Official Region Publication shall be sent to all NMRA members residing within the Rocky Mountain Region. Ballots shall be included with the issue immediately preceding any election, whenever possible, to avoid duplicate postage. The Official Rocky Mountain Region Publication shall also be posted on the Region's Website.

Sec. 2 The Region Board of Directors may establish subscription fees.

Sec. 3 Individuals who paid life membership dues to the Rocky Mountain Region shall receive the Official Region Publication by their choice of delivery, (mail, E-mail or Website) at no charge.

Advice to *Callboard* editors:

Producing the Region publication takes time and effort. It is an informative outlet, but there are things to watch out for. In a large group such as our region you will find people submitting things not in accordance with the guidelines for producing this publication. A politely worded "Thank you but cannot use it" will preclude their thinking it may still be under consideration.

There are different ways to evaluate content for the Region's newsletter. These are:

- Hands-off Method. Let them send you information and publish what you receive.
- Strategic Method. Find those members that are motivators in the organization, those that are achieving results and encourage them to share their success in writing.

The Strategic Method will get you the most information. Articles are plentiful, but a how-to build a flatcar doesn't increase membership activity. The focus of the newsletter is to be on people and their RMR/NMRA-related activities, not model trains in general.

There is a Submissions document called "*Submitting Articles to the Callboard*" to utilize as guidance.

Definitions:

- Board / BOD – the Board of Directors of the Region.
- Region – the Rocky Mountain Region of the NMRA.
- NMRA – National Model Railroad Association
- RMRNMRA http://groups.yahoo.com/group/rmrnmra/ the established region's Yahoo group.
- *Print Edition Callboard* – typically four double sided pages – news only, mailed to members who subscribe for a printed edition
- *Electronic Edition Callboard* with extra color pages
- *Website Edition Callboard* with extra color pages, uploaded to the RMRNMRA Yahoo group.
- *Extra Edition Callboard* – print and electronic when requested by the Board. Usually for late-breaking news.

Schedule of Publication:

- Issued quarterly: The first day of - February (Winter), May (Spring), August (Summer) and November (Fall)
- The publication is to include the Print, Electronic, and Website versions.

Publishing:

- **Electronic** – furnish a PDF file to the Electronic Publication Manager to distribute.
- **Website** – furnish a PDF to the website manager for uploading to the website.
- **Print edition** – using the mailing list from the Mailing Address Manager, print, label, and mail. Tender the receipt to the Treasurer.
- **Extras** – as instructed by the BOD who agrees to fund print mailed extras.

Complimentary Copies:

- Complimentary copies are to be PDF versions that go to key people for informational purposes.
- Jim Zinser, is the current Region & Division News editor for the NMRA Magazine. He uses bits and pieces from Region/Division publications and puts them in the National magazine. His email address is: divbizcar@wowway.com

Issue Features by Quarter:

- Winter - February – Call for elections, Convention Additions
- Spring – April/May – Election issue & Ballot,
- Summer - August – Election Announcements, Spring Board Meeting Coverage, Convention Summary & Contest Awards,
- Fall - November – Convention Issue, Fall Board Meeting Coverage

Newsletter Content:

Feature Articles:

- Front Cover, Feature Item
- Feature Article(s)
- Convention Information and Coverage (as scheduled)
- Election Speeches, Ballot and Coverage (as scheduled)
- Board Meeting Coverage (as scheduled)
- Contest Coverage (as scheduled)

Magazine Recurring Items:

- Table of Contents
- Next Board Meeting Date/Time
- Next Convention Date/Time
- Callboard Publication Information Strip
- Officer, Board, Division Superintendent, and Chairman Directory (key contacts)
- Region Calendar
- Deadline for next issue submissions
- Mailing content half page (to include return address)

Standard Departments & Columns:

- Ramblings From the President – Region President's Column
- Editor's Ink – Callboard Editor's Column
- Treasurer's Report
- Region News (meeting dates, meeting minutes)
- Division Roundhouse – Division Reports

- Division Superintendents: a separate file to include
- 100% NMRA Club Reports
- Achievement Program Report – AP Chair
- Membership Report – Membership Chair
- Apologies if and when warranted

Non-standard Departments & Columns:

- Boy Scout Chairman Report
- Historian Chairman Report
- Youth Chairman Report
- Education Department Report
- Company Store Chairman Report
- Legal Counsel Report
- Member Aid Chairman Report
- Regional Model Train Club Listing

Other Items:

- Train shows and Region/Division Events
- Advertising
- Requests for Volunteers
- Nearby Region Conventions

Advertising: See the separate "Advertising Policy"

Print Edition, Special Information:

- The Print Edition is normally to be 4 pages, copied front-and-back. News only, stapled and mailed to members who subscribe to the printed edition
- The last page has a half page mailing section for placing address labels and stamps.
- The copies are to be made from a gray-scale PDF that is taken (or emailed) to Kinko's/Fed Ex for printing. The number of copies needed will reflect the Mailing Address Spreadsheet's number of addresses, plus about five extra copies. Have them first print you a sample copy to ensure everything is correct with the print they will produce.
- Apply mailing labels and stamps. Mail them at the post office.
- During Convention or Election issues, Convention/Election information is to be included in the print version.
- Include the President's and Editor's columns.
- No paid advertising is to appear in the print edition.

Organization of Files:

Organization of files is critical to the magazine. Set up your files by edition to receive information during the quarter before publication. Name that edition's file to coincide with the issue to be published. Such as, "May 2011" or similar. In the edition's file, create sub-files for each topic to be included. Place reference informations in these sub-folders.

- **Content File** – this is a Word document in which you accumulate information that is to be included in the edition. Label the file to reflect the edition identification. This is your main working document for collecting news and information. In this document you are to have the following sections.
  - Publication check list
  - Error Corrections from past edition
  - Carryover news, articles, information

- ▪ Reminders
  - o **Advertising File** – for advertisements going in to this issue.
  - o **Articles File** – filler articles and small items, some of which may carry over to the next issue.
  - o **Columns** – President's Column, other chairmen, and the Editor.
  - o **Convention File** – if there is a convention to inform members of.
  - o **Division Reports File** – include reports ordered by division number
  - o **Edition** – the Publisher files, back ups and PDF version for publication of the main documents – print, electronic and website
  - o **Elections File** – if there is an election to occur
  - o **Expenses** – include a copy of the Expense file for the issue and all the receipts
  - o **Feature Articles** – the main articles that are intended to be published in this issue
  - o **Misc** – anything else you need to keep track of
  - o **NMRA News** – information from the InfoBlast
  - o **Photos** – photos intended for inclusion in the issue.
  - o **Special Reports** – any special one-time reports and announcements of interest.

Publication Team Members:

- • **Editor** – oversees the construction and publication of the Callboard. The Editor is the Chairman of the Region Publication Committee and answers to the President.
- • **Assistant Editor** – Interviews, news gathering, feature news articles, proofreading.
- • **Mailing Address Manager** – develops and maintains the print mail address database
- • **Electronic Publication Manager** – emails the PDF version to the subscribers
- • **Website Manager** –uploads the PDF version onto the RMR Yahoo group website.
- • **Graphic Artist –** provides graphics, icons

Publication Team Responsibilities:

- • Attempt to procure a wide variety of material so as to be of wide interest
- • Liaison with authors and the President for the production of articles by each deadline
- • Ensuring that Callboard contains a balanced view on issues
- • Editing views expressed to avoid any libel or copyright issues
- • Announce the quarterly deadlines

Software (desired):

- • **Microsoft Publisher -** used to produce the Callboard, all editions
- • **Adobe Acrobat -** used to produce the PDF versions for electronic mail and the website
- • **Photo editing software**

Submissions:

- • There is a separate Submissions document called "*Submitting Articles to the Callboard"* to utilize in guiding submission content and format.
- • Once or twice a year it is advisable to email this document to all group members.

Special Inclusions to consider:

Election Issue:

- • There are instructions as to the ballot design in the By-Law. The Nominating Committee counts the ballots prior the Spring BOD Meeting, so the Callboard is to go out timely.
- • Ballots are to have check boxes by the candidate names, and blank lines for write-ins, along with the address they are to be returned to.
- • The Nominating Committee Chairman will provide the return mail address.

- The Nominating Committee Chairman will furnish you with their "speech" or campaign copy. You can spell check them but cannot change their grammar.

Convention Issue:
- The Convention Chairman is to provide the information on the upcoming Convention
- The Fall Edition is the main Convention Issue announcement, the Winter is the "booster" edition with updates.
- It is the Callboard's job to assist in promoting the event. Graphics work and permission to use photos must be provided.
- Items to include in the Convention Issue:
  - Host of the event
  - Dates, location, and times
  - Costs involved
  - Registration form
  - Host hotel and specifics such as cost, with contact information
  - Banquet details and the cost
  - Sites to see nearby, as an encouragement to attend.
  - Railfan trips and excursions if they exist
  - Clinics scheduled to be presented
  - Guest speakers
  - Train show, should it exist
  - Non-rail events
  - Contacts for Convention personnel.

Final Report:
- The Final Report is a report issued to the President and Treasurer after each edition is published.
- It includes a financial report of monies spent, issues surrounding the printing or publishing if any and requests for reimbursements.
- Any other information that needs to be conveyed to the Region including feedback on issues, errors, corrections, etc.

Annual Report:
- An Annual Report is to be sent to the Board prior to the Fall Board Meeting per By Laws, Sec 5 g.
- The Annual Report is to include the issues published during the year, key features and issues and a financial summary for the year.

Finances:
- Each mailing costs about $260, at 2011 levels. (As the comparison)
- Front the money, you will be reimbursed.
- Scan or copy your receipts (have a receipt for each cost incurred) and include the copy with the Final Report (sent to the Treasurer) for reimbursement. A check usually comes within a week.
- Budgeting is required and next year's proposal is due for presenting at the Fall Meeting.