

3.10 NEWSLETTER

Committee Charge:

The Newsletter Committee prepares and distributes a quarterly newsletter, *MLGSCA Link*.

Listed below are general procedures for the Newsletter Committee.

I. COMMITTEE MEMBERSHIP AND RESPONSIBILITIES

- A. The President appoints two co-chairs of the Newsletter Committee. The co-chairs have complete responsibility for overseeing the writing, production, and distribution of the newsletter.
- B. The co-chairs will name an unspecified number of committee members. If the President does not receive a sufficient number of volunteers from the Committee Interest Form, the co-chairs and/or President will recruit additional members.
- C. An effort should be made to have representation from various types of libraries (e.g., academic, hospital, corporate) and geographic regions within MLGSCA. Suggested areas include Tucson, Phoenix/Scottsdale, San Fernando Valley, East LA (USC), West LA (UCLA), Long Beach, Orange County (UCI), San Diego, Fresno, Bakersfield, Riverside, and Loma Linda.
- D. Send a list of the committee members to the President prior to the Transition Meeting.
- E. Committee members are responsible for editing articles, soliciting ideas/articles from others, proofing, and other duties as requested by the co-chairs. The committee members primarily contribute to "About Our Colleagues."
- F. Committee meetings are held at the discretion of the co-chairs. Most matters are handled via e-mail or telephone. Create two e-mail distribution lists: 1) Newsletter Committee Members and 2) Advisory Council members.
- G. At the end of the year the co-chairs should write a "thank you" letter to each Newsletter Committee member documenting his or her participation. Documentation may be necessary for membership in MLA's Academy of Health Information Professionals (AHIP).

II. FINANCES

A. BUDGET:

An annual budget is prepared and submitted to the Treasurer after the Advisory Council's Transition Meeting (usually held in June). The budget should be based on the previous year's expenditures (contact treasurer). The yearly budget figures include the previous July newsletter issue produced by the previous co-chairs.

B. EXPENSES

Expenses include, but are not limited to:

1. New/upgraded software (e.g. Microsoft Publisher, Adobe Acrobat)
2. Hardware (e.g. digital camera, memory sticks)

A payment form should be requested from the Treasurer to process invoices. Credit applications required by a vendor should be forwarded to the Treasurer for processing.

III. GOALS AND OBJECTIVES

Goals and objectives are due after the Transition Meeting. Goals and objectives should be organized into sections and correspond to the goals and objectives of MLA which are outlined in MLA's Strategic Plan.

IV. GENERAL DESCRIPTION:

A. FREQUENCY:

The newsletter is issued quarterly: October, January, April, and July, on the MLGSCA Web site as an Adobe Acrobat file with live links.

B. LENGTH:

Issues will vary in length (generally a maximum of 20 pages).

C. DEADLINES:

Deadlines for contributions to the newsletter are set and announced to the membership and the Advisory Council at the beginning of the year. The 10th of the month prior to the issue date is recommended (i.e. September 10, December 10, March 10, and June 10). For the January issue a December 1st deadline may be more appropriate. One deadline reminder is sent to the MLGSCA email distribution list 10 days before the deadline (usually September 1, December 1, March 1, and June 1).

D. SUBMISSION FORMAT:

Only electronic submissions via e-mail are accepted. Exceptions are at the discretion of the co-chairs. The best method for e-mail submissions is to send them as an attachment. Attachments can be MS Word (.doc), .rtf, or .txt format. If submissions are sent in other formats (e.g. by fax or mail), the contributor will be asked to resubmit via e-mail.

E. SUBMISSION – STYLE MANUAL:

The style manual records decisions on the style and spelling, such as email vs. e-mail, and provides consistency throughout the newsletter. Contributors should follow the style manual below and proof submissions.

1. Style

- Use two-letter state abbreviations in addresses, i.e. CA, IL. (However, if a state name appears in the name of an institution, spell it out.)
- Submitted by: Name, Title (Optional), Institution
- “For additional information, contact Name, Title (optional), telephone, fax, e-mail address.” Use “contact,” NOT “call” (since in this computer age you don’t “call” an e-mail).
- Addresses: Jane Doe, General Hospital, 123 Elm St., Apt. 3, Los Angeles, CA 90033, 213.222.3456, fax 213.222.6789, username@usc.edu
- Underline http addresses
- Use italics for titles of publications or journal titles
- For references follow the *Journal of the Medical Library Association*, except add periods after author's initials.

2. Spelling/Format Suggestions

- \$85 NOT \$85.00 (use decimal only if used in table format)
- 1996/97
- 1997 (not '97 or 97)
- 9:00 – 10:00 a.m. NOT 9 –10 a.m.
- AMA, AOA, APCE, MLA
- AZHIN (Arizona Health Information Network)
- California State University, Fullerton Library
- CE
- CGI (Common Gateway Interface)
- continuing medical education, continuing nursing education
- DOCLINE
- e-mail (capitalize "e" only when it begins a sentence)
- IAIMS
- IBM PC
- Internet
- JCAHO (Joint Commission on the Accreditation of Healthcare Organizations)
- Joint Meeting
- Macintosh
- MEDLINE
- Membership Coupon
- MLA (Medical Library Association)
- MLGSCA (Medical Library Group of Southern California and Arizona)
- MLGSCA/NCNMLG Joint Meeting
- NCNMLG/MLGSCA Joint Meeting
- P.O. (Post Office)
- UCLA Research Library
- UNIX
- Web-based

- World Wide Web

F. PRODUCTION:

Allow plenty of time: approximately 25 hours for editing, typing, and layout; approximately 15 hours for proofing ‘final’ copy, converting to .pdf format and coding links; and approximately 3 hours for responding to e-mail and telephone questions. Set deadlines so that the newsletter arrives to the members in a timely fashion (within the month). The first issue generally takes incoming co-chairs much more time than subsequent issues. The following items are sent as separate mailings and are not routinely included with the newsletter:

- Ballots and ballot information (Nominating Committee)
- Membership renewal forms (Membership Committee)
- Program/CE flyers (CE/Program Committee)

G. NEWSLETTER LAYOUT

The initial issue sets layout precedence and can be used as a template for subsequent issues. Make a copy of the first issue and save under the name of the next issue, deleting articles that will not be repeated. Retain headings and byline information for columns that remain the same (such as President's Column). Keep advertisements that will run again. Advertisements can be submitted in the form of .jpg, .gif or .pdf files. If the advertisement copy does not include lines or borders, add a 1 pt. line box around it. The MLGSCA logo currently in use is borrowed from the MLGSCA Web site. After conversion to .pdf format, all URLs in both the text and advertisements should be marked up to allow one-click access by readers.

1. Layout (Microsoft Publisher 2002 Deluxe used for layout; Adobe Acrobat 7.0 Professional is used to produce Web-ready .pdf file):
2. Document Setup: 8.5” x 11”, all margins 0.5. Page numbering is placed outside the margin of page in header. Spaces between paragraphs should be .5 of a single space.
3. Font name and sizes: (Be consistent from issue to issue)

	Font	Size
Page Header – “Volume/Issue” & Page Number	Tw Cent MT	7 pt.
Page Footer – MLGSCA Link / Web address	Tw Cent MT	9 pt.
Features box – “Features”	Tw Cent MT Condensed	10 pt.
Features box – text	Arial	8 pt.
Volume/Issue/Month/Year	Tw Cent MT Condensed	11 pt.
Newsletter Name – Organization Name	Tw Cent MT	12 pt.
Newsletter Name – “MLGSCA Link”	Tw Cent MT	48.5 pt.

H. EDITORIAL POLICY

Edit with an eye toward reader understanding, clarify where necessary, and cut excess words. Always run a spellchecker before printing a draft. Committee members should assist with proofing the drafts. Four to five drafts are usually necessary before reaching the final draft.

I. FORMAT

1. First Page

- a. Change tagline volume (yearly in October) and issue number (quarterly)
- b. Change month (October, January, April, July)
- c. Change “Features” box to reflect articles to be highlighted
- d. Change the MLGSCA President’s picture (annually in October)
- e. President’s Column (about 500 words)

2. Second Page (Masthead)

- a. Table of Contents
- b. Editors
- c. Submission information, including deadlines
- d. Publicity contact information for potential advertisers
- e. List of advertisers in the issue

3. Body of newsletter

- a. MLGSCA related stories (usually pages 3-8), for example:
 - i. Budget Report (October)
 - ii. Slate of Candidates (January)
 - iii. MLGSCA Midyear Report Summary (January)
 - iv. MLGSCA program reports (Fall program – January; Spring Program – July)
 - v. Call for MLGSCA Award Nominations (October, January)
 - vi. MLGSCA Award Winners (April)
 - vii. MLGSCA Joint Meeting Information (October, January)
 - viii. MLGSCA Joint Meeting participation (April)
 - ix. Recruitment Corner (all issues)
 - x. About Our Colleagues (all issues)
 - xi. In Memoriam (if applicable)
- b. MLA related stories, for example:
 - i. MLA sponsored grants, fellowships, and awards (October)
 - ii. MLA satellite teleconferences
 - iii. MLA Annual meeting preview (April)
- c. Positions Available
 - i. There is no charge for placing a job announcement in the newsletter. However, in accordance with MLA policy passed by the Board in 1990, all job ads placed in any MLA publication shall include a salary minimum or salary range.

4. Last Page

- a. Advisory Council Members
- b. Calendar of Events
- c. Membership contact information for change of address
- d. Organization Information

V. PUBLISHING

- A. The finished Adobe Acrobat file is to be sent to the MLGSCA Webmaster for publication on the chapter Web site; contact him/her for transmission details.
- B. MLGSCA does not distribute the newsletter in print. The .pdf file of the newsletter can always be sent via e-mail to anyone unable to access it from the MLGSCA Web site.

VI. REPORTS AND RECORDS

- A. The newsletter co-chairs attend MLGSCA Advisory Council meetings and business meetings, present a verbal committee report, and provide the secretary with a written copy. If you are unable to attend either find a committee member to present the report or ask the President to make the presentation. The first Advisory Council meeting is called the Transition meeting since outgoing chairs meet with incoming chairs to exchange information and files. The incoming co-chairs should also give the outgoing co-chairs submission information (masthead for July issue) and deadlines for upcoming year.
- B. MLGSCA Directory Review
Review newsletter description in the MLGSCA Directory and make necessary changes at request of Membership Chair.
- C. MLGSCA Manual
Revise newsletter section of the MLGSCA Manual prior to the Transition Meeting.
- D. In June the co-chairs prepare the Newsletter Committee Annual Report. One copy should be sent to the President and another to the Archivist.
The Annual Report should include the following information:
 - List of committee members
 - Number of issues produced
 - Dates of issue
 - Number of pages
 - Summary of contributions received by issue date
 - Software program name and version used
 - Budget figures
 - Suggestions for the next co-chairs
- E. The co-chairs shall maintain a file and pass it along to the incoming newsletter co-chairs. It should be weeded so only a representative number of items are forwarded on. The file should include:
 - Newsletter Committee section of the MLGSCA manual
 - Tips/tricks for incoming co-chairs
 - Sample MLGSCA newsletters in .pub and .pdf formats on a CD-RW.