

Newsletter Questionnaire Summary for TAQG – Meeting 3-29-2016

Guild Name CPQG, Dallas, Ellis Co, Garland, Kaufman,

1. Issues/year? 12,12, 11, 12, 12
When does it come out relative to meetings? 1 wk before = 2, 2 wks before =2, Fri before,
Is the newsletter posted on the website? 4 X Public area? 3 X Passworded area? 1 X
2. How is the newsletter distributed? Personal email list 4 X Distribution web service _____
Who? Emailed in batches or mailed (with SASE) to members. We include info about guild officers but no contact information is included. Google Groups.
Does the announcement use a link to the website? 2 X Or a file attached to email? 3 X
Any printed copies? 3 X Mailed? yes=3, no=1,
At meeting? yes=3 B&W or color? B&W=2, Color=2
How is the cost of printing/mailing covered? Copies are budgeted. Member provides SASE
3. Do you distribute the TAQG Newsletter? Yes = 3, no = 2 How? emailed
4. What Newsletter editing program? MS Word 4 MS Publisher _____ Apple Writer _____
Other? _____ What? _____
Who proofreads the newsletter? Editor, Committee of 6, none, Pres+1mem, member
5. Portrait or Landscape layout? P=5
How many columns? 2, 2 left narrow, 1, 1, 2
What size font for body text? 10 or 12 Will change font/spacing to fit articles where I want them, 11,12, 10-11,
6. Newsletter viewing: Webpage (HTML) _____ PDF 5 Other _____
Are external Hyperlinks active? Sometimes, yes
7. How far ahead do you plan newsletter articles? 1 ½ weeks, monthly=2, Future events at least 3 months as a minimum, we have 12 month calendar that gets updated and modified monthly
How do you get writers to contribute on time?

Nag them at board meeting and reminder emails, At our annual meeting I passed out to each board member the deadline for each month. At our monthly meeting I remind everyone when the next deadline is and at the monthly board meeting I remind the board members.
8. Where do you get newsletter artwork? Clip art, free online sites, photographs, Images free online
Do you verify that artwork is copyright free? _____ How?

Use Creative Commons images, I assume if it is free and online, there is not a copyright issue. Only go to free sites, and download, get a lot of spam that way, but ... at least I know it's OK.
9. What things do you try to increase readership interest?

Timely articles.
From my journalism 101 class, if you want people to remember something in the newsletter, dates, events, retreats, etc. mention it at least 3 times. IE, calendar of events, president column, and program column. I also add pictures, photos for what we are going to do for workshops. Our newsletter is digital, so size, space and postage for printing and mailing isn't an issue.
I bold members' names, try to have colorful pictures to break up text...little quotes and quilt related hints, etc. Includes dates and times of upcoming events of interest.
10. Editor hours/issue 3-4, 15-20, 20-30, 20-30, 6-8,
When are your deadlines?

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days before distribution = 4, 17, 3, 10, 5

Does the editor have a backup or editor-in-training? Previous editor = 2, no=2

What is your policy on broadcast emails (sending all members a message) beyond newsletters?

Broadcast emails are sent.

Only rarely Do it only if info was not available at time of publication of the email. Usually at the discretion of the president and newsletter editor

Only if the president approves

11. Is the following content included in your newsletter?

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|----|--------------------------------------|----|------------------------------|
| [4 |] Meeting place & time | [3 |] Guild info and contact |
| [4 |] Upcoming program | [3 |] Committee reports |
| [4 |] Volunteer opportunities | [2 |] Board minutes |
| [4 |] Meeting minutes | [3 |] Treasurer's report |
| [4 |] Workshops | [2 |] Retreats |
| [2 |] Raffle Quilt | [4 |] Quilt Show |
| [|] Book reviews | [|] Local shop reviews |
| [1 |] Educational articles/quilting tips | [|] Website reviews |
| [4 |] Calendar of coming guild events | [4 |] Calendar – external events |
| [4 |] Sponsors/Advertising | [2 |] Other |

All committee chairs are reminded via email to contribute articles one week prior to deadline. Librarians may share books that are appropriate for monthly speaker's topic, may be the author, etc. I don't do book reviews or quilting tips. We promote Show / volunteering or maybe a vacancy in a Guild office. Guild Info is elsewhere on website. Other – try to use a lot of photos of workshops, quilts, etc. Regular column from curator of Texas Tech Museum We include info about guild officers but no contact information is included Sunshine and Shadows, Block of the Month

Is there any info not already covered, that we should know?