

T I P S F O R P R O D U C I N G C H A P T E R N E W S L E T T E R S

The below comments are from actual IECA Chapter Leaders

- **Carol Davis (Pacific Northwest):** The PNWIECA discussed this issue last night during our board conference call. Our newsletter lately has been expensive. More than we are comfortable spending so we have decided to make it simpler with colored paper rather than colored print and to have teasers with details on our web page. Meaning that the complete article will be shown on the web page and a headline and directions to the website will be on the newsletter. This should reduce our printing costs and mailing costs.
- **Robert Connelly (Mid-Atlantic):** At this time we are still committed to mailing 2 newsletters a year, winter and summer editions. It is by far our largest annual expense. We feel this is the best way to ensure exposure and let folks in the Mid-Atlantic area know what we are up to. We use the summer edition to distribute our conference registration package. There have been leaner years where we just mail the winter edition to our MAC membership to reduce expense. Our newsletter is always available on our website. We established a non-profit mail permit this year to help reduce expense. We have considered PNW's approach to reduce mailing but who's to say they will read it. We think if it lands on their desk, we have a better chance.

--- Robert R. Connelly II, CPESC
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Mountain States Chapter Newsletter content

A chapter newsletter will be published in December. It was decided that the newsletter will include two articles about the May 2003 post-fire conference, a statement from a participant of the May 2003 conference, a Chapter Chatter column, an upcoming events column, a chapter member profile, a column of the restoration efforts in the Rattlesnake Fire burn area and business card advertisements. Past business card advertisers will be contacted by various meeting attendees for approval of advertisements and for changes in information within the advertisements. Janet will contact Christy Lowe for a membership

profile and the Rattlesnake Fire article. Marvin Courtnage will attempt to produce an article on a sediment and erosion control project.

Sandra Lanz (Australasia) We feel the Newsletter is one of our most important tools in increasing our profile and to service our Chapter members. It can also be quite expensive.

Following is the process we follow when putting together our Newsletter:

1. We use MS publisher as this is a fairly standard program and came with the overall software package the Chapter bought. This means no extra outlay for specialised software.
2. We have a standard A3 folded style. This gives us 4 pages to fill. We have developed a standard format so it is easy each time just to fill in the blanks rather than having to re format each time. Saves time.
3. We are able to email the finished newsletter to the printer so no time is spent travelling to the printer. (Only when we have to pick up the hard copy).
4. To help save costs we have colour on the out side pages and black and white on the inside.
5. We have started to look for sponsors of the Newsletter. This covers the printing and mailing costs. Sponsors have their logo printed on the front cover of the Newsletter and are acknowledged as sponsors.
6. To help with postage we also try to include other information, like membership renewal forms, conference registration forms etc.
7. The newsletter is also found on the Chapter website.
8. The cost works out at \$Aus1.22. This is for A3 double sided, colour outside, B/w inside, folded to A4 then to D1 to fit into envelopes. We have 450 printed.

I hope this all makes sense and I am not stating the obvious. I do like Carol Davis suggestions about the teasers in the Newsletter to take people to the Chapter website.

Regards from down under. --- Sandra Lanz

Other ideas generated from chapter leaders:

- Find a commercial printing house
- Consider going black and white
- Sell ads to cover the costs

Sample Chapter Newsletters

Western Chapter: <http://www.wcieca.org/newsletter/index.htm>

Mid-Atlantic: http://macieca.tripod.com/6160Newsletter_07.pdf

Great Rivers: <http://www.greatriversieca.org/Newsletters.asp>

Australasia: http://www.austieca.com.au/pdf/April_Newsletter.pdf

Useful Information

This link takes you to some great info on creating newsletters: ***Creating Newsletters*** by Michael D. Barnes, Ph.D:

<http://www.byu.edu/health/Syllabi/302/Newsletters1.html>