



League of Women Voters of New Mexico Job Description – *La Palabra* Editor

Roles:

Publish an informative, attractive newsletter that will keep members up-to-date about League of Women Voters of New Mexico activities, that may be used as a public relations tools, and that is a historical record of League’s accomplishments.

The editor of *La Palabra* is a member of the Communications Committee, but need not be a board member.

Responsibilities:

La Palabra, a newsletter for the League of Women Voters of New Mexico, is usually published four times per year.

Produce newsletter:

- Develop the content for each issue of *La Palabra* by working closely with the President and through discussion with the board members
- Collect articles from board members and others
- Produce a newsletter that is information but also has eye appeal
- Arrange for proofreading of each issue including the President, who will have final review of each issue
- Ensure that final editing changes are made in the issue

Oversee printing and mailing of newsletter:

- Develop a production and publication schedule for each issue
 - Arrange printing schedule with printer and follow up to ensure printing deadlines are met
 - Arrange mailing schedule with mailing company and follow up to ensure that distribution is completed
- Obtain electronic labels list from membership chair, and add approximately 30 copies to be retained by the LWVNM office (perhaps 40 for League Day issue)
- Deliver the final copy to printer electronically
- Arrange with printer to forward correct number of printed copies to mailing company corresponding to the labels list, and to deliver the remaining copies to the LWVNM office
- Deliver the labels list to the mailing company electronically
- Follow up with mailing company to ensure distribution is completed

Arrange to make any additional distribution of the issue, as needed.

RECORDS CHECKLIST

DOCUMENT	COMMENTS
Copies of all issues	

Production specifications	Sufficient detail to maintain consistency of appearance when new editor takes over
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ACTIVITY SCHEDULE

General Obtain a copy of minutes from each board meeting
 Obtain an annual calendar of activities
 Monitor expenses related to printing and distribution
 Participate in budget planning for publication of *La Palabra*

Production

Two weeks prior Discuss publication schedule with president
 Assist president to develop table of contents and identify authors
 Notify printer of proposed schedule
 Notify mailing company of proposed delivery date of issue for distribution
 Request labels files from membership chair and communications committee

Deadline date Receive articles from board members, including Presidents' reports
 Receive articles from non-board member contributors
 Obtain accurate information about hotel and meeting arrangements for special events:

- League Day at the Legislature (January)
- LWVNM Council (May of even-numbered years)
- LWVNM Convention (May of odd-numbered years)
- LWVUS Convention (June of even-numbered years)
- LWVUS Council (June of odd-numbered years)
- Election information

Post-deadline date Produce issue (3-5 days)
 Follow-up on any pending articles or content
 Proof read issue (2-3 days)
 Make changes (1 day)
 Submit final copy of issue to printer, verifying expected printing schedule
 Review proof copy and return corrections to printer
 Alert mailing company that issue is with printer
 Follow up with printer and mailing company to ensure that issue is distributed

RESOURCE OUTLINE AND SPECIFICATIONS FOR PRODUCTION

Printer: Business Printing Services, Inc.
Leonard Baca
505- 266-4011
Email: printing@bpsabq.com

Mailer: MailQuick Inc.
Mickey Riley
505-255-6795
Email: milq@aol.com

Bulk Mail Information:
Non-Profit
Organization
U.S. Postage
PAID
Albuquerque NM
Permit No. 1442

Specifications for Production (2007-2010):

- Printed on 60 lb offset white paper
- Produced by Publisher Software
- Font: Garamond
- Major Headings – 14 pt all caps, bold
Ex: **LOCAL LEAGUE NEWS BRIEFS.**
- Secondary Headings – 12 pt, bold, upper and lower case, bold Ex: **Santa Fe**
- Major Articles are 12 pt, bold, upper case, shaded
- Text: 11 pt, justified
- Space between paragraph - 1 space unless space is limited
- Top of page text should begin 1-1/4 ruler width from top
- Space between columns – 1 ruler width between columns
- Signatures on the bottom of the article - Lucinda Calligraphy – 9 pts.