

How to Produce the OC Scroll Newsletter

NOTES:

1. Inputs are due to the editor by the Monday evening ten days before the meeting to allow time to finish the newsletter and get it mailed out approximately one week before the meeting, and no later than the Saturday before the meeting.
2. Limit the newsletter to 7 or 8 letter size pages. This will keep you at the one stamp postage limit and you can easily fold the newsletter in thirds for mailing.
3. The file used to create the newsletter is generated using Microsoft WORD.
4. Final output required: Hardcopies for snail mail recipients; a pdf version for sending to Kinkos for printing (PRINT); and one pdf version for emailing to members (EBOOK).
5. It's a good idea to create a mail list for printing mail labels – see instructions below – then each month, ask the designated bean counter for any new names.
6. Often you will need to type up the meeting minutes – the OCSSA secretary will either email them to you or give you handwritten notes - the minutes are very helpful in producing a newsletter. Send the minutes to Larry Viestra (webmaster) for posting on the website.

Standard Operating Procedures for Producing a newsletter

1. Use the previous month's Microsoft Word file (for example: July2007-The Orange County Scroll.doc) as the starting point for the current newsletter.
2. Update the file with the current information and save with a new name.
 - a. Prepare photos as necessary, such as cropping or resizing, before inserting into the file.
 - b. Inserting photos into a blank table often allows easy placement of captions.
3. When finished with the newsletter file, save it as a .doc file. Preview the file one last time and then save it again.
4. Create a PDF file using free software such as a package called PRIMOPDF which can be downloaded from <http://www.primopdf.com/>. It installs as if it were a printer; therefore, anything you can print, you can convert to PDF. From MS Word, select File, Print and then choose PrimoPDF as the printer. On the PrimoPDF menu, select the PDF setting "Print" for creating a file for Kinkos, or Ebook for creating a file for emailing, then click on the "three dots" to give it a path/filename, when ready to create the pdf file, select OK.
 - a. Note – create an EBOOK pdf file to send thru email – it usually creates a file that is about 1Meg file for an 8 page newsletter.
 - b. Note – create a PRINT pdf file for printing – it creates a large file that has better resolution than the Ebook version.
5. Email the EBOOK pdf version to Larry Viestra (webmaster) for posting on the web and to OCSSA President (or designee) for distribution to email recipients.
6. Print the hard copies. I opted to send the files to Fedex Kinkos for printing. They do a good job and you don't have to buy a new printer cartridge every week. To print the file at Kinko's, follow these directions:
 - a. Set up an account at <https://printonline.fedexkinkos.com/>, then log in and download your PRINT pdf file to their website following their

Notes on Producing the OC Scroll Newsletter1.doc

instructions. Print the hardcopy file at the Kinko's closest to your home using the PRINT pdf file.

- b. Print 20 to 25 copies, as needed for your hardcopy snail mail list (Current cost is about \$15 for 25 copies of 4 pages printed double sided.)
 - c. Set the Print options: collated, double-sided, not stapled, using recycled paper.
7. Allow at least 4 hours for printing. Pick up the copies from your neighborhood Kinko's.
 8. Mail labels can be produced using Microsoft Word – see the instructions on the package that comes with the labels.
 9. Prepare the hardcopies for mailing:
 - a. Attach mail label
 - b. Attach postage stamp
 - c. Use scotch tape in at least two places at the ends so that the mail sorter doesn't eat the newsletter.
 - d. Drop them in the mail box at your local post office.