

Publications Committee Standard Operating Procedures

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August 26, 2008

Goals:

1. Publish three issues of the Section newsletter per calendar year.
2. Publish biennial membership directory.
3. Acquire advertisements for membership directory and newsletter.
4. Maintain section website.
5. Provide annual budget to treasurer.
6. Provide annual report for fall conference.

Schedule:

January	Remind committee chairs, board members and committee members of report deadline for the spring issue of Wise Water Words January 15. The spring issue has to carry the legislative report from the Water Utility Council.
February	Provide DVD with Wise Water Words layout and graphics to printer February 1. Prepare mailing labels. Sort for bulk mailing and deliver to post office.
April	Remind committee chairs, board members and committee members of report deadline for the summer issue of Wise Water Words April 15. The summer issue has to carry the status of Nebraska Unicameral action from the preceding 60-day session. This report is provided by the Water Utility Council.
May	Provide DVD with Wise Water Words layout and graphics to printer May 1. Prepare mailing labels. Sort for bulk mailing and deliver to post office. Provide list of people attending the National AWWA Annual Conference and Exhibition to engineering firm members.
Note:	The April and May tasks move to May and June when the Nebraska Unicameral has a 90-day session.
July	Remind committee chairs, board members and committee members of report deadline for the fall issue of Wise Water Words July 15. As per bylaws, nominations committee report has to be printed in the fall issue. Renew domain name (awwaneb.org) for website from Network Solutions. Account number 23683410. Expiration date: July 30, 2015. Cost: About \$12-\$15 per year.
August	Provide DVD with Wise Water Words layout and graphics to printer August 1. Prepare mailing labels. Sort for bulk mailing and deliver to post office.
October	If the membership directory publication year, begin final review of directory for publication. Solicit advertisers for the directory. Renew web hosting services for website from Network Solutions. Account number 23683410. Expiration date: October 12, 2012. Cost: \$375 for five years. Prepare report of annual activities for fall conference business meeting. Prepare upcoming year budget request for treasurer.
November	Take photos at the fall conference for publications. Prepare a fall conference photo report for the website.

	If the membership directory publication year, provide DVD with layout and graphics to printer November 15.
December	Solicit advertisers for upcoming Wise Water Words. If the membership directory publication year, prepare mailing labels, secure mailing envelopes, sort for bulk mailing and deliver to post office.
Ongoing:	Website, membership directory and mailing label updates. Send member address changes to National AWWA as they occur.

Policies and History of the Publications Committee:

1. Editor (paid freelance writer and graphic designer) solicits vendors for advertising revenue, bills vendors for advertising and keeps record of advertising income and publication expenses.
2. Editor requests columns from chair, director and committee chairs. Editor edits reports from committees as needed.
3. Editor collects articles from other sources for fillers. If published, contacts authors for permission to publish.
4. Editor takes photos at the annual conference for publication; also requests head shot photos for chair and director columns.
5. Other members may submit stories and photos for publication (i.e. golf tournament, construction projects).
6. We do not publish feature stories from vendors promoting their products, however we would publish articles from members where vendor products are used.
7. The four-color publication is put together on a Mac using InDesign and Photoshop. We introduced the four-color production in 2007. The newsletter was produced in two colors (black and blue) from 1996-2006. Prior to that, it was produced in black and white.
8. One version of the publication is put together using RGB photos. This file is used for a pdf on the Section's website.
9. When the publication is posted on the Section website, an e-mail is sent to Section members who have e-mail addresses, telling them the publication is posted. Nearly all members want hard copies (paper copies) of the publication. There are less than 10 members who require only the on-line publication.
10. Another version of the publication is put together using CMYK photos. This file is provided to the printer to produce paper copies.
11. The printer provides a proof of the publication to the editor for review before the issue is printed.
12. It usually takes three weeks once the publication is given to the printer to print to the mailing of the hard copy (printed version).
13. The editor prepares mailing labels from member list that is maintained and updated by the editor. We do not use the national AWWA member address list because we have found it is not always current.
14. The publication includes "change service requested" notice in the mailing label area, so if an address changes, the post office notifies the editor. Cost is 75 cents for each notice the post office sends. Cost is picked up by a utility member.
15. Editor puts labels on publication, sorts copies as per U.S. postal service regulations for bulk mailing and publication is delivered to the post office. We use a bulk mailing permit provided by one of the member utilities.
16. Publication is produced three times a year -- spring, summer and fall.
17. Cost for each issue runs approximately \$11,000-\$12,000 a year for three issues. This includes cost for editor, printing and mailing. The spring 2008 issue was sent to 400 people, including Nebraska state and national legislative leaders. I order 500 copies and the remaining copies are given to the Membership Committee chair for recruitment activities.
18. Annual advertising income for the newsletter runs in the \$5,000-\$6,000 range. We have been using advertising income to supplement the cost of the newsletter since the fall of 1997.
19. We also produce a hard copy of a membership directory every other year. The directory lists members' addresses, phone numbers, e-mail addresses, Section by-laws, library, committee goals, etc.
20. The directory is put together much the same way as a newsletter with the editor securing all of the advertising and information. The directory is not a self-mailer so a member utility provides envelopes with the bulk mailing permit for postal service delivery. The directory costs approximately \$8,000.
21. The directory is posted on the Section website. The on-line version is updated whenever the editor receives changes. Lately, we've been receiving updates every three to four weeks.

22. Editor also maintains the Section website at no charge. Cost to host the website runs about \$100 a year.

Attached is a current ad order form.

Ad order form for 2009 publications

Price is for one issue. Your ad also will appear in the publication when it is posted on our website: www.awwaneb.org. Paper circulation: 500, including all U.S. and state legislative representatives.

Whenever possible, please submit advertisements electronically on a CD. Preferred document formats are: (1) Photoshop (psd file; layers included) or (2) pdf (high resolution). Publication is produced in InDesign CS3 for Mac.

- Wise Water Words, Spring issue, 2009 (deadline for copy, January 15, 2009)
- Wise Water Words, Summer issue, 2009 (deadline for copy, April 15, 2009)
- Wise Water Words, Fall issue, 2009 (deadline for copy, August 1, 2009)

Size	One Color: Black ink or Pantone 293 Blue ink (please specify)	4-color
Business card size (3 1/2 x 2 3/8 inches):	_____ \$150 each issue	_____ \$275 each issue
1/4 page (3 1/2 x 4 7/8 inches):	_____ \$300 each issue	_____ \$400 each issue
1/2 page (7 1/4 x 4 7/8 inches):	_____ \$400 each issue	_____ \$500 each issue
full page (7 1/4 x 10 inches): <i>full page not available on back page inside cover or back page</i>	_____ \$600 each issue	_____ \$700 each issue

(Please print)

My name: _____

My company: _____

Address: _____

City, state, zip: _____

Phone: (_____) _____

e-mail: _____

Amount enclosed: \$ _____

Ads must be prepaid. Make check payable to the Nebraska Section AWWA. Please make a copy of completed order form for your files. Send with ad copy, artwork and dummy layout to: **Mari Matulka**, Metropolitan Utilities District, 1723 Harney St., Omaha, NE 68102; phone: 402.504.7150; fax: 402.504.7020; e-mail: mari_matulka@mudnebr.com.

*Acceptance of advertising by the Nebraska Section AWWA does not constitute endorsements of the advertiser, its products or services, nor does **Wise Water Words** make any claims or guarantees as to the accuracy or validity of the advertiser's offer.*