

IEEE Milwaukee Section Newsletter Committee Recommendations for Management of the Newsletter

Larry Hause, Bill Henning, and Val Werner met on September 3, 2003 to discuss the IEEE Newsletter format, input, and publication dates. Three recommendations listed below resulted from this meeting.

1. Historically, the Chapter Chairs had a hard time meeting the deadline for meeting announcements in the Newsletter. When the Program Chair was an independent position, the individual in this position would coax the Chapter Chairs to provide information needed for the meeting announcements. It is recommended the position of Program Chair be separated from the Vice Chair position and be made an independent position once again. The sole responsibility of the Program Chair would be prompting, prodding, and persuading the Chapter Chairs to assemble their meeting agendas, speakers, and meeting announcements in time for the Newsletter timetable, which is described later.
2. The Newsletter should be published four times per calendar year. The funding for printing and mailing would come from advertisement revenue. The person managing the Newsletter Advertising would solicit advertising and coordinate with the Newsletter Editor. The Program Chair would insure that Chapters holding meetings would get their announcements, and any other Chapter information that needs to be conveyed, to the Newsletter Editor by the dates on the timetable shown below. The dates are drop-dead dates. No items received will be published if received after the date. The Chapter Chairs are solely responsible for the wording that will go in the Newsletter. An email should be composed containing a meeting announcement with the following parts:

- Chapter name
- Chapter Chair name
- Title of Presentation(s)
- Presenter(s)
- Date, Time (if held at a Section meeting, this is not necessary)
- Location (name, address) (if held at a Section meeting, this is not necessary)
- Description of Meeting
- Biography of Presenter(s)

No special formatting should be used, as it won't be transferred into the Newsletter. The Newsletter Editor will copy the Chapter email information, paste it as plain text into the Newsletter, and format the text to insure consistency throughout the Newsletter. The Newsletter Editor will scan the information for obvious errors, but will not correct grammar, spelling or wording without first consulting the author. The Newsletter Editor will decide on the best arrangement and layout of Chapter Announcements, Section information, and advertising. It will be created using Microsoft Word software. When it is complete, it will be sent to the IEEE Milwaukee Webmaster. The Newsletter editor will work with the Webmaster to ensure timely printing and mailing of the Newsletter.

Timetable for Newsletter

| What | On or Before |
|---|---|
| Chapter emails announcements to Newsletter Editor | Monday, 3 rd Week of January, March, September, October |
| Newsletter Editor emails Newsletter to Webmaster | Friday, 3 rd Week of January, March, September, October |
| Webmaster emails Newsletter to Printer | Monday, 4 th Week of January, March, September, October |
| Printer mails Newsletter | Wednesday, 4 th Week of January, March, September, October |
| Newsletter delivered to members | 1 st Week of February, April, October, November |

In addition, no postcard mailings will be done by the Section. A Chapter can use its funding for a postcard mailing but it will need to do all of the work.

3. It is recommended that software to create PDF format files be purchased (approximate cost of \$200-\$300.) It will be used by the Webmaster to convert the Newsletter, in Word format, to PDF for use on the IEEE Milwaukee web site and to send to the printer. The use of PDF will allow the Newsletter to be displayed on the web exactly as it appears in print, greatly reducing the amount of time the Webmaster currently uses to put the Newsletter on the web site.