

*Carol Lite -- submitted
as part of record
of July 1983 meeting*

FSGW NEWSLETTER

Production notes

PRINTER: C-K Lithographers
Hyattsville, Md.
779-1020
Contact: Barbara Foresta

POSTAL PERMIT: First Class Permit No. 3201 (Single piece rate)
Note: This permit does not have to be renewed annually, and we do not have to make an annual payment.
Treasurer has records of permit.
We can mail up to a 10-page newsletter for 20¢ postage.
We do have to make a monthly deposit into the postal permit account. This can be done at any post office*(but make sure they know to call the deposit in right away, and always get a receipt). Each month, get a check from the treasurer for the estimated amount of mailing (no. of newsletters to be mailed x 20¢ + about \$50 extra). Check should be made out to Postmaster, Washington, D.C.
* deposits must be made in a D.C. post office

ORDERING
NEWSLETTERS:

Each month's newsletter copy should be accompanied by a cover letter to C-K with information on how many pages are attached, how many of these pages are to be reduced, how many photos are enclosed, and any special production instructions. Also included in this letter should be the desired date and place of delivery, and the number of newsletters desired.

The number of newsletters should be broken down into the number you want folded for mailing (#10 size), and the number you want delivered flat (8½ x 11).

To determine the number for folding #10 size, get an estimate from the membership chairman of the total mailing and add about 100.

To determine the number of flats needed, make a list of FSGW events for the month where newsletters should be distributed. In general, I have ordered:

- house concerts - 50 newsletters each
- programs and regular concerts: 100 newsletters each
- big special events: 200-300 newsletters each
- Washington-Folk Fest.: 700-1000 newsletters
- FSGW dances: 100 newsletters/month
- Library of Congress: 100 newsletters/month
- House of Musical Traditions: 25 newsletters/month (folded is best)

If you order using this basic formula, you'll have enough left over for open sings, Sacred Harp, and other needs.

C-K will pick up and deliver free in D.C. and suburban Maryland. There is usually a charge (and a time delay) for pickups/deliveries in Northern Va.

Normal turnaround time for getting Newsletters printed is 4 working days, including pickup & delivery days. Any shorter turnaround time requires advance clearance with C-K, especially when the shorter time coincides with a holiday.

SUPPLIES: Have on hand (plus or minus, depending on your own needs) for production and mailing of newsletter:

1-line stick-on correction tape
graph paper ($\frac{1}{2}$ " squares) for layout
non-photo blue pencils
proportional scale for photo cropping
liquid paper correction fluid
Kroytype machine and typediscs
Kroy tape (order from Visual Systems*- see below)
mailbags (get from any post office)
staples
electric stapler
rubber bands
clip art (3 books belong to FSGW)
zipaline tape (borders and rules)

* As long as we order our Kroy supplies from Visual Systems, they will service our machine without charge.

NEWSLETTER
FORMAT:

Pages are typed on $8\frac{1}{2}$ x 11 paper, using FSGW letterhead for page 1.
Pages for reduction are typed on 11 x $14\frac{1}{4}$ " paper

Printer requires minimum $\frac{1}{2}$ " margins on all sides of all pages

The last page (p. 8 or 10) of every newsletter consists of membership application and mailing face. It does not have to be retyped every month--only if it wears out or if membership rates change. NOTE: stat of permit indicia is the only one we have, so be sure to rescue last page from artwork envelope each month.

New volume begins in SEPTEMBER! and goes through August. Issues (as approved by Board motion) currently are:

September (Vol. __, No. 1)
October (Vol. __, No. 2)
November (Vol. __, No. 3)
December (Vol. __, No. 4)
January (Vol. __, No. 5)
February (Vol. __, No. 6)
March (Vol. __, No. 7)
April (Vol. __, No. 8)
May (Vol. __, No. 9)
June/July (Vol. __, No. 10) --covers all of June & 1st half of July
August (Vol. __, No. 11) --covers last half of July & all of August

continued---

EDITORIAL NOTES

DEADLINES: Strongly suggest that they be the same date every month (with the exception of August issue, which has to be different). The 15th has worked well.

EDITORIAL

POLICY: Editorial policy (by tradition rather than Board decree) has been to give first priority to FSGW news (concerts, dances, programs, sings, Getaway announcements, board meeting business, newsletter deadlines, classified ads, pleas for volunteers, etc.)

Second priority goes to local non-FSGW events

Last priority goes to out-of-town events (including Bluemont & Baltimore)

CLASSIFIED

ADS: These are a real pain. Biggest problem is making sure people adhere to the 3-ads-per-issue, 3-issues-per-year limit. The easiest way to keep track is to start a list of advertisers in September & add to it each issue. It's a good idea to print the rules every time.

REGULAR

ITEMS: Certain announcements should run each month. These are:

FSGW hotline number (on front page & elsewhere if room)
newsletter deadline & address for copy
Board meeting highlights (this was voted by the Board as something to include as a matter of policy)
Board meeting announcement (including notice that any member may attend)
upcoming FSGW events list when available
rules for classified ads (these were determined by the Board and should not be changed without Board OK)

OCCASIONAL

ITEMS: It's a good idea to run the following three or four times a year (more if you have room or see a special need):

names and phone numbers of current Board members
newsletter editorial policy
FSGW's no-taping policy for concerts
info. on FSGW tape archive and procedure for obtaining tapes
announcement about materials for FSGW archive (& location?)
general plea for volunteers

IN GENERAL: All newsletter items should include a phone number for further information

--Kathy Westra Hickerson
Publications Chairman, 1981-1983