



## WSBASections

### Section Newsletters – Detailed Production Schedule

The following guidelines are provided to ensure the efficient and timely production of section newsletters which are produced through the WSBA. The desktop publishing, printing and mailing of section newsletters is done by outside vendors. **Section newsletter editors should allow an average of three weeks between the time newsletter content is initially submitted to the WSBA and mailed to your members.**

- **WSBA Section Newsletter Contact – Melina Lambuth**, Education and Outreach Department  
(V) 206.733.5934 | (F) 206.727.8324 | [melinal@wsba.org](mailto:melinal@wsba.org)
- **Desktop Publisher – Ken Yu**, Quicksilver  
(V & F) 206.523.5255 | [k.yu@earthlink.net](mailto:k.yu@earthlink.net)

#### Pre-Submittal

The section newsletter editor should inform Melina Lambuth, WSBA, and Ken Yu of an upcoming newsletter at least one week prior to submitting the initial copy to Ken for desktop publishing. At this time, please indicate if the newsletter is an e-newsletter. A section may choose to use own desktop-publishing tools. If this is the case, please start with step 1a.

#### 1<sup>st</sup> Draft

1. The section newsletter editor directly e-mails the newsletter content to Ken Yu, desktop publisher, in electronic format (Word) with a memo listing the articles and order of placement in the newsletter. As appropriate, additional information to include:
  - Date to be completed and mailed if there's an atypical time factor for a particular issue.
  - If the issue includes time-sensitive information.
  - Any photos and/or graphics, or hyperlinks in the case of an e-newsletter.
  - If additional copies are needed above the quantity to be printed for the section's membership.
- 1a. For e-newsletter: If not using the services of Ken Yu, please submit the first draft directly to Melina Lambuth at WSBA for review.
2. Review of drafts:
  - Following completion of a first draft, Ken emails it to the editor for his/her review and edits.
  - Simultaneous with the section editor's review of the first draft, it is routed for a review conducted by Margaret Morgan, Associate Director of CLE; the WSBA's general counsel for any potentially sensitive content; and by the Chief Communications Officer, Debra Carnes for a grammar and word usage check.
  - For e-newsletter: Melina will draft a message to be broadcasted to section members announcing the publication of the latest issue.

#### 2<sup>nd</sup> and/or Final Draft

1. After changes have been made on the first draft, Ken emails a second version to the editor for review and any additional edits. The second draft usually becomes the final version.
2. When final edits have been made, the editor confirms final approval/completion of the issue with Ken.
3. For e-newsletter: Melina will post newsletter on the Section's website. If the website is administered by the section, please make sure it is available to members on the website and a link has been sent to Melina.

### **☑ Printing and Mailing**

Following editor final approval of the newsletter, Ken sends the e-file to the WSBA's outside printing vendor which also handles the mailing. Editors should allow five to ten working days for the newsletter to be printed and mailed. Newsletters are sent bulk rate unless otherwise requested by the section, taking three to five days for delivery after being mailed.

-OR-

### **☑ E-newsletter Dissemination**

After the final draft has been received by WSBA, Melina will ensure that the final broadcast message containing a hyperlink to the web- posting of the newsletter is sent to members of the Section. Please note that due to the restrictions of WSBA's broadcast system, a newsletter may not be placed in the body of the message or sent as an attachment.

### **☑ Related Notes**

- Jobs must be complete when initially submitted, containing all articles to appear in the newsletter.
- The editor should consult the [WSBA Print Style Guide](#), before editing articles. Editors are also encouraged to send the guide to contributing authors as a reference guide.
- It is the responsibility of the editor to review and edit all articles for the newsletter prior to submitting content to Ken Yu, as well as approve the final version.
- If there are two or more editors, it is the senior editor's responsibility to communicate with others involved. Only one draft should be returned to Ken for changes.
- For any date-sensitive material, please indicate when submitting the initial copy.
- Any section officer information listed in the newsletter should be current at the time of submittal and *not* formatted; only provide details to appear in the newsletter.
- For photos, please submit the original photo or as a .JPEG or TIFF file.
- Newsletters containing 12 or more pages will require an envelope for mailing.
- For general questions regarding section newsletters, please contact the WSBA newsletter contact (information above).