

BET AVIV PROCESS

Responsibilities of the Observer Editor

1. General

- 1.1 The Bet Aviv Observer is published 5 times a year on the 1st of the following months: January, March, May, August- September, and November.
- 1.2 Changes to the format, content or process are welcome and encouraged.

2. Solicit Newsletter Articles

2.1 Solicit articles for the newsletter approximately two weeks before the next issue is to be published:

- Send a message to the congregation through Bet Aviv announcements to solicit congregational news (see Appendix A)
- You may find it helpful to identify messages for the newsletter with a prescribed subject (e.g., For the Newsletter)
- The Sisterhood has a coordinator who will collect Sisterhood news and forward it to you at once.
- You may be able to suggest articles to committee chairs by being aware of current issues when you attend board meetings.
- At times of sparse contributions, you may need a second solicitation (e.g., summer times are slow)

2.2 Regular articles are submitted by the following:

- Rabbi submits an article
- Cantor submits the Cantor's Corner
- President submits an article
- Streams of Life come from members
- Membership News is submitted by the Membership Chair
- Men's Club is submitted by the Men's Club Chair
- Sisterhood news is submitted by the designated liaison
- Donations may be submitted by the Donations Chair or solicited as a donations report from the Administrator

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- Adult Education Programs are submitted by the Adult Education Chair
- Shabbat services can be gleaned from our website calendar
- Shabbat Host Chairs will submit a list of Shabbat Hosts for the next two months (they may compile the list for a year and submit it to you at once). Each newsletter includes the Shabbat Hosts for the two months the newsletter covers (e.g., November and December)
- Keep the list of committee chairs in the Observer each month for a handy reference to members. Geri Epstein will notify you with changes to the list.
- Federation news comes directly from Federation news and e-mails.
- Calendars of upcoming events can be obtained by from our website calendar.

2.3 Special Articles May be One-time or Seasonal

- One-time articles will be submitted as warranted. Publish these where it makes the most sense. Articles of this nature in the past have been published on using the website, establishing Bet Aviv Memorial Boards, or attendance at the URJ Biennial
- Seasonal articles can contain information about upcoming events such as the Hanukkah party, new membership dinner, the Scholar in Residence Program, Sisterhood Shabbat, the High Holidays or Passover Second Seder. These articles would typically be accompanied by an order form, so they would use more than one page.

3. Create the new issue of the Observer

- 3.1 A format for the newsletter has been established that works well. Feel free to offer suggestions for improvement or new articles. See Appendix B.
- 3.2 As you receive articles, using the template for the newsletter or a previous issue, cut and paste new articles under the appropriate headers. Be sure to run spell check on the articles as sometimes contributors forget to do so. Also check the spelling of member names against the membership list, as there is nothing worse than seeing your name misspelled in print.
- 3.3 Once all the articles are in the newsletter, then review the copy for typos, spelling and white space. Send the completed newsletter in Word to someone else for a

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final review as sometimes programs change between the deadline for submission and the publication date.

- 3.4 Make any updates to the Observer based on comments received.
- 3.5 Send the final version of the Observer to the Communications Director for congregational distribution.
- 3.6 Send the Newsletter to the person in charge of hard-copy distribution
 - The Hard-Copy Administrator may give the newsletter a final review and send you comments
 - The Hard-Copy Administrator will have the newsletter printed for US Mail distribution
 - The Hard-Copy Administrator maintains a list of people who have requested a hard-copy of the newsletter.
 - The Hard-Copy Administrator will fold the newsletters, affix postage, and mail the newsletters to hard-copy subscribers

4. Website

- 4.1 Review the Newsletter page on our website <http://www.betaviv.org/aboutus/NEWSLETTER/> at least once a year to recommend updates, additions, or changes.

5. Skills Needed

- 5.1 Computer skills with a software package to create the newsletter
- 5.2 Layout skills to format the newsletter in a pleasing manner
- 5.3 Persistence to tactfully solicit articles when they are slow to be submitted
- 5.4 Willingness to accept that errors will happen and not be offended when someone points them out to you.
- 5.5 A dedication to delivering a quality newsletter.

6. Previous Coordinator(s):

- Les and Barbara Poris
- Lesley Robinson
- Jack and Joan Moskowitz

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7. Documents Produced

7.1 Bet Aviv Announcement Solicitation of articles (Appendix A)

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Appendix A.

Bet Aviv Solicitation of Newsletter Articles

Howard & Linda Feldmesser lhfeld@verizon.net [bet aviv announcements]

Dear All,

It's time to start thinking about the March 1 Bet Aviv newsletter. The deadline for articles and information to be included is February 10. Your getting everything to me by that date is greatly appreciated.

We all would like to share in the joy of your simchas, so please send details related to marriages, births, and accolades.

Thank you for your help in creating another good issue of The Observer.

Lesley Robinson
Editor