

KENT THYMES NEWSLETTER GUIDELINES

MEMBERS

Editor, Graphic Artist, Circulation Volunteer, Proofreader, President, Vice Presidents, Committee Chairs, contributing members

PURPOSE

To provide information to all Kent Garden Club members on activities within the organization and/or KGC activities in the community, as well as news and activities pertaining to NGC, MGC and the Central Region. To educate about the environment, and to make members aware of the organization and history of the club. To coordinate with other club media resources, such as website and Facebook.

SPECIFICS

Kent Thymes is a publication exclusively for the use of members of Kent Garden Club. The Editor coordinates with the President on newsletter content. The Editor solicits articles for the newsletter from the President and Committee Chairs well in advance of the newsletter publishing deadline. Deadlines are extremely important and adherence is a must to avoid delay of important information reaching members.

PROCESS

The newsletter publishing schedule will be determined by the Board in coordination with the newsletter Editor. A monthly newsletter (10 issues) is the current established standard. Quarterly publication has been an option in the past. A membership approval vote to change the schedule is not required, but preferred.

The Editor will generally receive these types of articles:

- Articles on horticulture education, environmental issues, floral design and landscape design, as per KGC constitutional goals.
- Informational articles concerning KGC programs, activities and events.
- Informational articles regarding members
- Information about members (new addresses, etc., birthdays, illnesses, accomplishments)

GUIDELINES

The name Kent Thymes has been selected by members for the newsletter and used over a period of many years. If another name is preferred it should go to the Board for approval, and to members for ratification. The position of Editor should be a Standing Board position so she has an overview of the organization and can determine which articles are applicable.

- All articles to be submitted for the newsletter should go to the Editor to determine what has priority, what can wait, what is missing from an article or could be included, what is being communicated correctly or incorrectly, and who would have seniority over a specific topic or activity. She designates the lead article. She communicates with members if a story is deleted, changed, or amended to the space available.
- The Editor submits the draft of articles to the President for acceptance, sends Word copy to the graphic artist with articles, photos, captions, and headline.
- After layout, the editor makes adjustments and sends it to the President for final acceptance and emailing.
- The President also emails finished copy to the printer with designations as to paper, size, color, and amount.
- The Editor also must proofread all articles for accuracy in grammar, content, and spelling.
- The graphic artist will lay out the articles according to a standard set by the Editor. The layout should be branded, should include the club's website address, be attractive, articles

should be brief (preferably 300-500 words) and have catchy headlines. The club logo must be prominently displayed.

- Articles about MGC should display the MGC logo. Articles about NGC should display the NGC logo.
- Articles written by members should have a byline, and should be documented when there are
- references to other material
- Every effort must be made not to plagiarize material. The Editor will
- pay attention to copyright issues.
- Kent Thymes is distributed to members via email and is available on the KGC website, www.kentgardenclub.org. Members who do not have email addresses or have special requirements to receive printed copies will receive the newsletter via USPS.
- Calvin College is KGC's preferred printer. The Editor or a Circulation Volunteer will pick up any printed editions, pay for them and distribute them. Printing jobs totaling less than \$25.00 must be paid for at the time of pick up. Ask for a receipt of payment. Mailing requirements and restrictions should be verified with the US Post Office. Typically, the newsletter is folded in half and taped on three sides. Newsletters are taken to the Post Office to be individually weighed for first class postage. Ask for a receipt of payment. All costs from the print shop and post office are paid in cash and the Remittance Form is filled out, receipts attached and submitted to the Treasurer in a timely manner for repayment.
- The Editor coordinates with the Membership Chair to add all new members into the email distribution mailing list throughout the year.
- The Editor supplies the Awards Chair with three hard copies of Kent Thymes for NGC/CR/MGC awards submission. She supplies the Club Historian with one copy for the scrapbook.
- The Editor will ask the KGC webmaster to include the newsletter in the club's website under Member's Only.
- The President emails copies to members, to District IV Director, MGC President, and MGC First Vice President. She also emails a copy to the Editors of MGC's Thru the Garden Gate and NGC's The National Gardener.

CLUB BENEFIT

Educated members

A resource to encourage members to participate in membership and community activities

NGC/CR/MGC award opportunities

MEMBERSHIP BENEFIT

An informed membership

Provides the only KGC media source that reaches all members

Updates members of activities of KGC