

**PORTLAND BEAD SOCIETY
STANDARD OPERATING PROCEDURE
NEWSLETTER PUBLISHER**

- The Newsletter Publisher, in accordance with the PBS By-laws, shall:
 - Receive and prepare all edited submissions provided by the Newsletter Editor.
 - Receive all advertisements for the newsletter.
 - Format and design the newsletter and postcard.
 - Submit the newsletter and postcard for printing and mailing to all members.

- As a Board member, Newsletter Publisher shall:
 - Comply with the PBS by-laws.
 - Adhere to the PBS Code of Conduct and to the provisions outlined in the Board-approved modification of the “Internal Revenue Service Good Governance Document”.
 - Write and/or update the Standard Operating Procedure for this position.
 - Prepare an annual budget to be presented at the yearly Budget Meeting. Be responsible for the budget for the position. All over expenditures will be brought to the Board for review and approval. All receipts, invoices and expenditures will be documented in accordance with PBS financial procedures.
 - Attend Board and General Meetings on a regular basis. Arrange for a substitute at these meetings when appropriate.

- The Newsletter Publisher shall:
 - Select the appropriate printing service with approval of the Board.
 - Call for newsletter and postcard submissions:
 - Work with Editor to set deadlines for submission.
 - Publish annual deadlines on p. 2 of each newsletter.
 - Ensure that submissions are mailed to both Editor and Publisher.
 - Establish a list of submissions for each publication and cross check it with edited submissions received from the Editor.
 - Work with the Program Coordinator and Website Coordinator on announcements to be placed in the newsletter and on the website.
 - Call for advertising submissions:
 - Publish ad criteria on p. 2 of every newsletter, including size and type of file, electronic format, cost, size of ads, etc.
 - Work with the Advertising Coordinator to place paid ads in the newsletter and remove unpaid ads.
 - Maintain a list of the contact information for each ad placed in the newsletters.
 - Work with vendors to improve or replace old ads.
 - Prepare the newsletter:
 - Format all the submissions using appropriate font, font size, font face, etc.
 - Place all submissions and advertisements in the newsletter and position them for the most effective and interesting use of space.
 - Submit drafts to the Editor for proofreading and correct any errors.
 - Alert the Membership Coordinator to submit an updated membership address file to the printer in advance of printing.
 - Solicit or write articles to fill open space in a newsletter.

- Publish the newsletter and postcard:
 - Submit an electronic file of the newsletter/postcard to the printer.
 - Alert the Membership Coordinator, President, Editor, and Treasurer when the newsletter or postcard has been submitted to the printer.
 - Inform the printer to send an invoice to the Treasurer.
 - Order copies of each newsletter and postcard to be mailed to every name on the membership list plus 25 extra newsletters to be delivered to the Membership Coordinator for distribution at PBS events.
- The Newsletter Publisher shall maintain all PBS owned equipment in good working order and inform the Board of any maintenance issues. This includes Photoshop and InDesign software.
- The Newsletter Publisher shall maintain a back-up of records as specified in the Records SOP.
 - Archive all newsletter and postcard on CDs.
 - Provide the Secretary with an electronic file of each final newsletter and postcard for archiving.
- When leaving this Board-appointed position, the Newsletter Publisher shall deliver all documents, materials, and equipment pertaining to this position to the succeeding Newsletter Publisher within 30 days. All PBS-owned equipment shall be handed off in good working order including hardware and software.

Adopted by the PBS Board
October 18, 2011