

## **POLICY: THE RSCC NEWSLETTER (Revised Oct 8, 2017 and Nov 12, 2017)**

**POLICY:** To keep RSCC Members informed and aware of events and happenings of interest, the RSCC will publish a quarterly **Newsletter**. In addition, the Newsletter will serve (in addition to the RSCC's Monthly Board Meeting Minutes) as a semi-documentary record of the activities and events of the RSCC.

### **PROCEDURES:**

There will be a designated Editor for the Newsletter. The responsibilities of the Editor follow:

- Produce a professional looking Newsletter for quarterly publication.
- Obtain items (events and/or articles, graphics, photos, etc.) of general interest to the RSCC Membership. This is done by the Editor, or from outside sources, and preferably from Directors or Members who have interest in or responsibility for an event or activity.
- Edit all articles for spelling and grammar and for authenticity and correctness to the best of the Editor's knowledge and ability.
- Include in each newsletter a list of valid/current Corporate Sponsors, and a fitting brief advertisement for their sponsorships.
- Include in each Newsletter at least one reference to our Sister City, Pinneberg, our Friendship City, Jiaying, and any other Sister City or Friendship City relationships (to the best of the Editor's ability).
- Limit, whenever possible, the Newsletter to a maximum of 10 sheets (5 back-to-back printed pages), including all articles, sponsor advertisements, flyers, address/ mailing sheets, etc.

Because Editors will change over time, a simple and standard application for creating the Newsletter is desired.

- There exists now (Spring 2015) a standard Newsletter template. This template is in Microsoft Word, which is reasonably understood by most writers.
- A copy of a recent Newsletter is attached as an example of the layout style which has been used for numerous years.
- The "final edition" of the Newsletter will be saved as an Adobe ".pdf" file. This is a simple function within Microsoft Word.

### **Newsletter Approval Process**

- Once the Final Edition ".pdf" Newsletter is complete, the Editor emails (or delivers), along with an MS Word version, or if needed, a printed copy (single sheets, one-sided) to the RSCC President or designee for review and approval.
- The President, or designee, reviews and approves the Newsletter and forwards it, with approval for printing, to the City of Rockville RSCC Staff Liaison.

### **Newsletter Publication Process**

- The City of Rockville RSCC Staff Liaison coordinates the printing and stapling of the RSCC Newsletter for mailing by USPS and/or for physical distribution to libraries, sponsors, schools, and other appropriate institutions or people.
- The City of Rockville RSCC Staff Liaison notifies the RSCC Newsletter Coordinator(s), or designee(s), when the RSCC Newsletters are ready for pick-up from the RSCC Staff Liaison's Office.

## POLICY: THE RSCC NEWSLETTER (Revised Oct 8, 2017 and Nov 12, 2017)

- The RSCC Newsletter Coordinator picks up the RSCC Newsletters and prepares them for USPS mailing, by coordinating the folding, addressing and securing of the Newsletters. USPS regulations apply. (Address labels are normally generated from the RSCC Membership database.)
- The RSCC Newsletter Coordinator, or designee, returns the Newsletters to the RSCC Staff Liaison for mailing by City Hall.

Every attempt is made to minimize printing and mailing costs for the City of Rockville. When the Final Edition “.pdf” Newsletter has been approved and ready for distribution, it is sent electronically to as many recipients as possible. This should most easily be accomplished by the RSCC Membership Chair, who holds the E-Mail addresses of Members and other designated recipients.

### Newsletter Distribution Process

Distribution:

- Currently (Spring 2015), a Board Member takes 75 Newsletters to the Rockville Library. Bundles of 25 Newsletters are also distributed to the Rockville, Twinbrook, Gaithersburg and Potomac Libraries, and to the Rockville Senior Center and the Twinbrook Community Center. Twenty-five copies are left at City Hall at the information rack. All extra copies are held by the RSCC President for mailing to new Members and for distribution at future events. ~~The current (Spring 2015) “run” of Newsletters is 420 printed copies (120 USPS mail; 300 extra copies).~~
- The past three years of Final Edition “.pdf” Newsletters will be posted on the **RSCC Website**.

### **[REVISION #1 REGARDING NEWSLETTER PUBLICATION (Oct 8, 2017)**

**Because the RSCC By-Laws now (2017) designate an unspecified (i.e., “to be determined”) date in September as the time of the Annual Meeting, and because it is felt that the General Membership should be provided with a timely copy of the latest and most up-to-date Newsletter at the designated Annual Meeting, it is felt the Publication Schedule should be changed as follows, for the reasons stated below.]**

This matrix is offered to familiarize the Board and responsible persons with, and standardize the process. **[It is recommended that MATRIX #1 be discarded and replaced by MATRIX #2 below.]**

<b>MATRIX #1</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b>E/Mail by:</b>	31-Mar	30-Jun	30-Sep	15-Dec
<b>Print by:</b>	25-Mar	25-Jun	25-Sep	10-Dec
<b>Publish by:</b>	20-Mar	20-Jun	20-Sep	5-Dec
<b>All articles in by:</b>	15-Mar	15-Jun	15-Sep	1-Dec
<b>Covering the period of:</b>	6-Dec to 15-Mar	16-Mar to 15-Jun	16-Jun to 15-Sep	16-Sep to 5-Dec <sup>*</sup>
<b>“Volume No.”</b>	YY-01	YY-02	YY-03	YY-04
<b>“Date”</b>	March-YYYY	June-YYYY	September-YYYY	December-YYYY
<b>Paper Color</b>	Lt Yellow	Aqua	Lt Green	Pink

## POLICY: THE RSCC NEWSLETTER (Revised Oct 8, 2017 and Nov 12, 2017)

**Rationale:**

1. By moving 1st QTR publication to February, emphasis can be placed on Membership Renewal during the Feb-Mar timeframe (desired for ease of renewal and funds management. This does not eliminate a push during the Dec-Jan timeframe for early membership renewals). A February publication date will include any Thanksgiving and other December/January Holiday activities in which RSCC may have partaken. However, Jiaying Delegations seem to have a preference for December visits; so, do we care if their (possible) visits are not documented until February?
2. A 2nd Qtr shift to late May should have little known impact.
3. A 3rd Qtr shift to late August should provide a finished NL in time for any Annual Membership Meeting date. It may or may not include the Dim Sum fundraiser, which seems usually to occur in August.
4. 4th Qtr shift to late November covers the beginning of school and any German-American Day Dinner – how might any future Scholarship information/awards be affected? A benefit is that “Because of holidays, vacations and reduced work schedules, the preparation dates for the 4<sup>th</sup> Quarter publication must be done earlier than usual” (i.e., early December). **No more.**

**[RECOMMENDATION: I, George Abrecht, Editor, recommend the Board approve these changes as outlined in red (above), and the new MATRIX #2 (below), at the October 18, 2017 Board Meeting, to become effective on November 1, 2017.]**

MATRIX #2	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
<b>E/Mail by:</b>	28/9-Feb	31-May	31-Aug	30-Nov
<b>Print by:</b>	25-Feb	25-May	25-Aug	25-Nov
<b>Publish by:</b>	20 Feb	20-May	20-Aug	20-Nov
<b>All articles in by:</b>	15-Feb	15-May	15-Aug	15-Nov
<b>Covering the period of:</b>	16 Nov to 15 Feb	16 Feb to 15 May	16 May to 15 Aug	16 Aug to 15 Nov
<b>“Volume No.”</b>	YY-01	YY-02	YY-03	YY-04
<b>“Date”</b>	February YYYY	May YYYY	August YYYY	November YYYY
<b>Paper Color</b>	Lt Yellow	Lt Blue	Lt Green	Pink

~~\*Because of holidays, vacations and reduced work schedules, the preparation dates for the 4<sup>th</sup> Quarter publication must be done earlier than usual.~~

Attachment: Sample RSCC Newsletter

Board Policy/Procedures Approval Date: March 10, 2015

Board Policy/Procedures Cancellation Date: \_\_\_\_\_

Board Policy/Procedures Modification Date(s):

**POLICY: THE RSCC NEWSLETTER  
(Revised Oct 8, 2017 and Nov 12, 2017)**

March 10, 2015: **“It may be prudent, however, depending upon production cost, to reduce the total quantity of each printing from 420 to 300 copies.”** [Minutes of the RSCC Board of Directors - Tuesday, March 10, 2015]

November 15, 2017: **Quotation of Board Minutes decision ....**

(See more amendments/modifications on attached pages)

**---END OF POLICY and PROCEDURE(S)---**

**POLICY: THE RSCC NEWSLETTER  
(Revised Oct 8, 2017 and Nov 12, 2017)**

ADENDUM A

(to be updated as the following positions are reassigned)

As of October 29, 2018:

Editor: TBD (RSCC President, Drew Powell, Acting Editor)

Newsletter Approver: RSCC President, Drew Powell

Newsletter Coordinator(s): TBD

Rockville City Hall RSCC Liaison: Superintendent of Community Facilities, Paige Janzen