

Meyerlander Newsletter Policy

Overview

The *Meyerlander* is the quarterly publication of the Meyerland Community Improvement Association (MCIA). It is produced by the Publication's Committee, which is chaired by the *Meyerlander* Editor. The primary purpose of the newsletter is to inform Meyerland residents about the status and events of the association.

The newsletter is a 16-page color publication. There are 14 pages of content. Pages 1 and 16 are reserved for the cover and mailing label. Announcements and community news articles do not require an author's byline. All other articles require a byline. Authors are usually officers and committee chairs, although any Director is welcome to submit an article. For articles submitted by outside club organizations, schools, and community events not directly affiliated with MCIA, the article must clearly indicate the outside author.

Articles should be submitted via email to the Editor at meyerlander@meyerland.net. Article text should be typed in Microsoft Word. Attach any photos to the email. Graphics, tables, and other illustrative tools should also be sent as an attachment rather than embedded in the Word document.

Editorial Rights

The Editor reserves the sole right to edit any submissions and make corrections, omit material, or do minor reorganization as required to achieve a reasonably consistent look and feel. If the revisions required are major, the Publications Committee will either run the changes by the author before accepting the material, or more likely, ask the author to rewrite according to some suggested guidelines. In the rare situation when the Publications Committee is not in agreement whether to include an article, the members of the Publications Committee shall vote, and the majority's will shall prevail.

2010 Publication Dates

Submission Deadline (3 weeks prior)	In Residents' Mailboxes by
May 22	June 15 (Spring/Summer issue)
August 22	Sep 15 (Fall issue)
November 22	Dec 15 (Holiday issue)
Feb 8, 2011	Feb 22, 2011 (Winter issue)

Article Guidelines

The newsletter contains standing articles (Manager's Report, President's Report, Treasurer's Report and Editor's Notes) and ad hoc articles. Each *Meyerlander* has about **12-16 articles** (mixture of short, medium, long) in addition to clip art, announcements, trash schedules, and

special event flyers. The Winter issue traditionally contains the election ballot and short bios of candidates who are running for the upcoming Board year.

Article Type	Word Count	Images
Manager's Report	250	1 byline photo
President's Report	250	1 byline photo
Treasurer's Report	250	1 byline photo, 1 finance chart or graph
Editor's Notes	200	1 byline photo
Short Article (1/4 page)	150	0-1 images
Medium Article (1/2 page)	250	1-2 images
Long Article (full page)	475	1-2 images
Snippets	50	0 images
Candidate Bios (for elections)	150	1 byline photo

Image Guidelines

By using these format guidelines, we are able to print in the highest quality possible.

- Submit original photos in the highest jpg format available and not cropped. Do not compress or resize the image
- Other clipart and pictures should be sent in either an EPS or Illustrator format, if possible. If this is not possible, send as gif, png, or jpg format
- Submit any graph or pie chart directly in the Excel document.
- Prior notice at public events should be given to participants when photos taken with children may be included in the *Meyerlander*. Notice: Participation in this event provides permission for your family's photographs to appear in the *Meyerlander* newsletter.

Opt-Out Policy

The Publications Committee is responsible for maintaining a list of addresses whose homeowners do not want photos of their homes published in the *Meyerlander*. Homeowners can opt-out by emailing the Editor. The Publications Committee should check each issue's photos against this list before sending the final version to the publishing house.

Advertising Policy

MCIA does not accept any advertisements for the newsletter.

Timeline of Events

6 weeks prior to publication

- Publication Committee meets to decide the theme of the issue and "block" the issue for certain article types
- Editor gives report at the next MCIA Board meeting and solicits articles from other committees

3 weeks prior to publication

- Editor compile submitted articles and works with any authors who need to revise their articles
- Publications Committee begins editing and layout processes
- Editor circulates the completed issue to the Publications Committee for final review and editing

1 week prior to publication

- Editor sends file to the printing house (Printing Express). The usual number of copies is 2,500, which allows for extra copies to non-residents. The printing house sends the finished copy job directly to the mail house for postage and mailing.
- Editor sends a pdf version to the MCIA webmaster to post on the web site

Meyerlander is in residents' mailboxes!

Above policy was proposed, discussed, and adopted by a majority of the Board of Directors at the Board of Directors meeting on May 10, 2010, effective immediately.

Recorded in the minutes by Scott Minchen, Secretary