

**ELIOT INSTITUTE
NEWSLETTER EDITOR**
(Revised January 2017)

SELECTION: Selected by and responsible to the Dean.

QUALIFICATIONS: An experienced Eliot camper with excellent writing skills. Experience in newsletter writing, layout, and desktop publishing is preferred. The Newsletter Editor is expected to bring their own computer to use in the production process.

GENERAL RESPONSIBILITIES: Newsletters at Eliot conferences are a very important part of managing a smooth-running camp. While their major role is to keep campers informed, they also add greatly to the feeling of community and serve to promote the various activities of the week. Eliot campers appreciate a high quality newsletter that is stimulating, accurate, up-to-date, informative, and entertaining. The Newsletter Editor is responsible for writing and laying out a camp newsletter each day of the conference (except departure day), including arrival day. Photocopying is done by Seabeck Staff.

SPECIFIC RESPONSIBILITIES AND RECOMMENDATIONS: [See Timeline]

**NEWSLETTER EDITOR
TIMELINE**

BEFORE CAMP

___ Register for camp. Sign contract and Code of Ethics. Return to Registrar.

___ Regularly check the website job description for a new Revised date.
See eliotinstitute.org —> Volunteers —> Camp Jobs

___ Review the format and content of previous Eliot newsletters. If there is a “theme for the week” consider integrating it into the newsletter format and title.

___ In consultation with the Dean and Volunteer Coordinator prepare the first edition of the newsletter prior to arriving at camp for distribution to campers as they arrive. Normally, this first edition covers orientation meetings, a preview of the first 24 hours’ activities and other general plans for the week. Email a pdf to seabeck@seabeck.org and they will print it for you.

___ Bring to camp: computer, a sense of humor, and a flexible mind-set. Copies will be duplicated by the facility using paper provided by Eliot Registrar.

___ It has been the custom for the Editor to work on the newsletter in the afternoon. Establish a deadline for daily submission of material by campers (usually 1:00 p.m.) Place a box in a well publicized public location for the convenience of contributors [normally this is the Eliot office in the Inn.]. Note: Some Editors are willing to have submissions made via e-mail or other technological means.

___ Many editors pre-format the newsletter to save time in producing the daily newsletter.

___ In pre-camp newsletter, invite campers to send their email address to receive electronic newsletter. (Optional)

ARRIVAL DAY

— Attend staff meeting.

— At the All-Camp Orientation meeting, inform campers of the deadline for daily submission of material and where to make submissions. [Usually this is in the Eliot Inn office.] Encourage campers to contribute news items, notices, artwork, humor, etc. Encourage campers to submit articles via e-mail. Suggestion: establish a policy that all contributions must be signed, although the contributor's name may or may not be printed, as appropriate. [If an article appears to be "questionable" or "controversial", please check with the Dean before using it. The Dean has the authority to review items that have been submitted.]

DURING CAMP

— It is essential that the Editor attend each daily staff meeting called by the Dean (usually 1:00 to 1:30 p.m.) where the latest and upcoming events are reviewed, proposed, modified and scheduled. It is important that the editor and volunteer coordinator review the upcoming schedule after each day's staff meeting.

— Each afternoon prepare a newsletter to be distributed just prior to dinner. Normally, the newsletter will highlight the activities for the next 24 hours (from one evening meal to the next), but may include upcoming special events. Submit a pdf of the daily newsletter to <seabeck@seabeck.org> by 4 p.m. After sending the PDF via email, go in to the Seabeck office and let them know that it's been sent. They will print a proof copy for you to inspect. After you approve the proof, select a color from the Eliot drawer and they will print off the requested number of newsletter copies.

— The following are suggestions you might like to consider: (Also see "Ideas, Hints, and Tips" at end of this time line.)

- Put the events calendar on the first/front page.
- Have a section with "Week-at-a-Glance" for upcoming major events like concert, talent show, costume parade, etc.
- Display a copy of the newsletter in the office.

— Find volunteers to hand out newsletters to campers at social hour and as they enter the dining hall for the evening meal.

— Circulate throughout the camp to be pro-actively aware of items of interest, and actively solicit notices, items, and reviews that will stimulate campers' awareness and interest.

— Keep 3 copies of each newsletter for the Eliot Archives. The Registrar provides a space where you can leave these. Also keep your computer files of each newsletter to be sent to the Eliot Administrator/Registrar after camp.

AFTER CAMP

— Forward your newsletter pdf files to the Administrator at <EliotRegistrar@gmail.com>.

— Within two weeks of the end of camp, submit a report to the camp Deans using the template they provide.

IDEAS, HINTS AND TIPS

Karen Stratton (Creative Arts - 2015)

- I created ... Word Documents at home, one for each day of camp [except Departure Day], and had them on my computer desktop before I got to camp. The documents were simple, using three columns, the Word Table feature (for the schedule), and only two font sizes (16 and 11.) I used “bold” for headings. Very simple format, and people said it was easy to read.
- I sent a test newsletter to Seabeck (seabeck@seabeck.org) before I came to camp to make sure there wouldn't be any problems with attaching the documents for opening and printing.
- When I arrived at camp, the first day's newsletter was already printed, copied and ready to go.
- At camp, I brought my computer to the staff meeting, so I could make adjustments to the schedule as they were being discussed. It didn't take much more than an hour or 2 to finalize and format each day. I sent an electronic copy to a blind camper, but did not offer that option to others. (No one else asked.)
- One column that I included was “Guess Who”. I took notes on people I ate lunch with, and then wrote a column giving hints about them. Example: “Guess who is going to Cuba with Road Scholars in 2016?” I would give the answers the following day. Many people mentioned to me that they liked the column.

What might be good to do differently in the future: (2016 Editor)

- Use the whole right column (top to bottom) for the daily schedule so text size can be larger (shrink masthead to top of left column only)
- Solicit content other than announcements.
- Give newsletter submission slips to the Volunteer Coordinator so that anybody scheduling an activity would be actively encouraged to post a description in the newsletter.
- Be aware of upcoming events and more actively follow up with Worship, Youth, and other staff members to ensure information is provided.
- Invite a young adult/youth/MAG to be a “reporter” for their age group, submitting stories about the group's activities or adventures to the newsletter.
- Pre-create optional fun content associated with the theme (quotes, stories, music or book titles, games)