

Sea & Sage Audubon
2008 Annual Report
Newsletter - the Wandering Tattler

Our chapter newsletter is published 9 times a year; this includes issues for the following months: September, October, November, December/January, February, March, April, May, June/July/August. The issues are carefully scheduled so that they are mailed toward the end of the previous month. It generally takes me a little over a week to complete an issue.

Each issue of the newsletter has 12 pages. Most of the pages are in the same order each month; however, sometimes I vary this according to the material that is provided. If an article runs over its allotted size, I like to continue it on the facing page.

Each month I follow the same routine in preparation for producing a new issue of the Tattler. First, I check the previous years' Tattlers for that month to see what material was covered. This procedure helps to insure that I don't omit any pertinent chapter activities for the month in question. Next, I make a list of important areas that need coverage and who I should contact regarding the information needed. Then I set the deadline for articles and send out email reminders to everyone who can provide me with the necessary information or who can write an article for me. Next, I map out the pages, deciding which pages are the most important and making sure they are in a good position within the newsletter. Since I never have enough room to include an index or contents box in the tattler, I try to keep the pages in the same general order in each issue. I also include clear, easy to read, headers on each page. Here is the order I aim for:

Page 01 - President's Message and Program for the Monthly Meeting

Page 02 - Conservation News

Page 03 - Report on Rare or Unusual Birds

Page 04 - Chapter News & Announcements

Page 5 - 9: Field Trips, Birding Classes, Special Chapter Events, CBC's, etc.

Page 10 - Report on our Chapter Marsh Education Program

Page 11 - Membership form, directions to Audubon House & the SJWS and Tattler delivery options

Page 12 - Members of the Board & Calendar of Chapter Events

To keep the production cost down on the newsletter, I use black and white drawings rather than photographs. I also deliver the tattler as a camera-ready copy to the printer rather than giving them a CD from which to work. This cuts down on their production time and also insures that the pages remain as I set them up.

The company we now use, Kenny-the-Printer, prints and mails the Tattler. They have consistently good quality printing, a quick turnaround period of 3-5 days, and are conveniently located here in Irvine. Since we have a very efficient membership chairman, our membership database is kept up to date. This makes it easy for me when figuring out how many Tattlers to order each month; it is also a simple matter for me to copy the membership database on to my flash unit, take it home and email it to the printer so that they can mail out the Tattlers. We order 2350-2450 tattlers each month while 275-300 of our members access their Tattler on-line after receiving my monthly email notification.

Nancy Kenyon, newsletter editor
5/05/08