

JOB DESCRIPTION TASK LIST- EDITOR, BROOM OWNERS CLUB MAGAZINE ‘SWEEPING STATEMENTS’

General Produce, twice yearly, a magazine for the benefit of members of the Club. The magazine should be informative and entertaining, and include technical, cruising and general interest articles, as well as advertising for firms offering discounts and other benefits to members. Certain items are regular content, such as the inside page including contact details of Committee members, and the inside back page containing a list of firms offering members discounts. The back page is reserved for Tingedene advertising (they give the club £500 for this position) and a prominent page is given to NYA, who give the same amount, and Cherbourg Chanterylene Marina, who offer free moorings to members on production of a copy of the magazine. The magazine also includes an Editorial, a message from the Chairman, news from the Regions and a welcome message to members newly joining since the previous issue, together with their name, boat name and region.

Responsibilities

- a. Encourage members to write articles for the magazine of a technical nature and also about areas of interest to members: cruising, events and so on. Set a final cut-off date for articles for the next magazine, normally 31 March, for the Spring edition and 31 October, for the Winter edition. Include these dates in the magazine and also publish them on the Club web-site. Advertise the forthcoming magazine, with cut-off date, about six weeks before that date to further encourage and remind members to write articles. Publicise the same on the Club FB page and notify other Broom owners about the magazine (and the Club) through the Broom Boats the Best FB page.
- b. Liaise with Tingedene and Norfolk Yacht Agency, to submit advertising and encourage them to continue to advertise in prime positions in the magazine and contribute (at present) £500 each to Club funds. Telephone numbers and contact details are contained within advertisements for all advertisers, and for NYA it's **Louise Wilkinson, 01603 713434 louise@nya.co.uk** For **Tingedene** it's **Guy Girling, 0118 947 7770 guy.girling@tingeden.net** (NB: At present (08/2020) David Harrison is still helping with liaison with firms offering discounts and their relevant advertising, except for NYA and Tingedene, and the task is in the process of being taken over by Keith Lowe, Technical Coordinator.)
- c. In co-operation with the Membership Secretary, maintain a distribution list of members and, as agreed from time to time in committee, of advertisers, firms offering discounts to members and others including those organisations and firms who could assist in promoting the Club and its activities, and provide a distribution list of members, and a second list for 'Others' as described above.
- d. Liaise with the Printer for the co-ordination, layout, printing and dispatch to the agreed distribution lists, of the latest edition of the magazine. This generally involves sending edited articles and the distribution lists to the Printer, overseeing layout, photographs, designing front page, and content and signing off final draft for printing and publication. At present the Printers are **Bloomfield Print (MD Paul Lowe 01789 490528, enquiries@bloomfieldprinters.co.uk)** By now they are familiar with the print requirements and distribution of the magazine and are very helpful in making technical and artistic suggestions which help with improvement to the quality of the magazine layout and presentation, and maintenance of standards.

Timeline for Editing, Publishing and Editorial Tasks

- a. (i) Throughout the year encourage and receive articles from members and others, which are received by email in Word format.
- (ii) Acknowledge receipt of articles from authors.

(iii) Edit articles and select photographs to accompany the articles.

(iv) Use editorial judgement over article size, and if necessary reduce the size whilst ensuring content of article remains interesting and meets with the aims and objectives of the author, rejecting and/or accepting photographs and, if required, encouraging writers to send more appropriate photographs to help illustrate relevant content.

(v) Provide assistance to authors in writing articles and, perhaps when the author's second language is English, help with grammar, spelling, sentence structure.

(vi) Ensure articles are relevant to the aim of the BOC and size them to fit in with the page count, taking into account production costs.

(vii) Where required, split articles into appropriate chapters to be produced over more than one issue.

b. As mentioned above, about six weeks before the cut-off date for receipt of articles, write reminders for FB pages and Club website.

c. At cut-off date, taking into account all items received, email Printers and provide estimated time for receipt of proofs and agree time for publication, printing and dispatch. Collate all articles and other content, edit as appropriate and make up the basis of the magazine.

d. Dispatch all edited articles, including photographs, and send to Printer via Dropbox, together with all the regular features, advertisements and list of contents.

e. Liaise with Printer and lay-out artist, on the layout of the magazine, including sequence for articles and position of photographs as appropriate.

f. Proof read first draft of magazine when received from Printer, and submit amendments and corrections.

g. Proof read final proof, and sign off for printing and dispatch.

h. Collect remainder of magazines from Printer after both distribution lists are satisfied. Collect returns from Printer and notify Membership Secretary of such, so that member's addresses can be verified, corrected or deleted.

i. Agree billing with Printer according to lay-out artist involvement, page count, number of copies reproduced and postal costs. Coordinate payment with Club Treasurer. Also coordinate receipt of funding from NYA and Tingedene with Treasurer.

j. Send extra copies to members who request them, after submitting an article. Often members like to give copies of the magazine with their article in it, to friends, grand-children etc particularly if they have their photos in the article. This also encourages members to write further articles.

After publication and dispatch, sit back, relax, contemplate the problems encountered in the issue, and start all over again.

David Haugh
Les Taloches
Tourtoirac,

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