

PJ-ABS-381

ISBN 8795 001

HOW TO PREPARE AND PUBLISH A NEWSLETTER/ OCCASIONAL PAPER

PRISCILLA A. JULIANO

The Non-Formal Education/Women in Development
Information Exchange Center for Asia
Department of Agricultural Education
College of Agriculture
University of the Philippines at Los Baños
College, Laguna 3720
Philippines

HOW TO PREPARE/PUBLISH

A

NEWSLETTER/OCCASIONAL PAPER

by

Priscilla A. Juliano
Editor

The Non-Formal Education/Women in Development
Information Exchange Center for Asia
Department of Agricultural Education
College of Agriculture
University of the Philippines at Los Baños
College, Laguna 3720
Philippines

INTRODUCTION

This paper will focus on the newsletter, specifically the Non-Formal Education/Women in Development Exchange Center for Asia (NFE/WID), College, Laguna 3720 Philippines newsletter since this is the newsletter we prepare and publish. While we shall present some basic theoretical aspects, most of the time we shall be talking from our experience, and in the world of development, this is what really counts.

Our world is one of interaction. From your first waking moment to the time you go to sleep, you are exposed to "a world of messages." A typical day would be something like this: Good morning from the family, the News watch, Morning Edition, Question on whether we have enough diesel (gas) left in the pick-up, Good Morning to the Boss and your officemates, Interaction on how was your night (or your weekend) or Did you see yesterday's paper and the commercial on... Then you sit in your office reading last minute notes on your lecture in class. Noon break. Office work... Look at your board for daily assignments/meetings/schedules. Go to an occasional lecture, or just talk with your peers/friends.

In all these occasions, we are interacting and the messages we get may or may not be meaningful to us.

"People with similar interests, goals and activities often choose newsletters as a way of keeping in touch with one another and sharing

valuable information. These newsletters, to be successful, must be meaningful and attractive to stand out from all the other material competing for people's attention."

THE SIMPLE STEPS WE FOLLOW ...

One informal question you can ask yourself (if you are planning to prepare a newsletter) is: Do you have enough useful and functional (information) to say on a regular basis to justify your newsletter?

Then, consider the following: First, what are your objectives in publishing the newsletter?

We at the NFE/WID... have this objective: To disseminate and make possible the exchange of information and available knowledge concerning non-formal education experiences and resources of women in development in the region. In addition this information exchange project would support non-formal education-related programmes and practices, and establish linkages on information exchange with users in government and non-government organizations.

Second, Who will read (and use) your newsletter? Our (target) audience for the NFE/WID is composed of: students, researchers, scientists, organizations, institutions/agencies concerned with NFE/WID.

Since ours is a very large, diversified, worldwide audience, we limit our information to areas of development in NFE/WID.

We started by publishing local studies and local information. Then, since we started Networking, we branched out to SEA countries. We do

hope to carry this on, and in time, come up with a newsletter containing information of not only the one we feature in an issue, but a combined issue featuring all our partners in development.

Third, What is our medium (language)? We have always assumed it is English, until we came across some partners in development who would want our information in their local dialects so it would be more meaningful and more functional. Of course we thought of translating... but at their local level so that is one problem and possibility our networking can look into. Meanwhile, we shall keep on using English if we are to relay our information to "four corners of the developing world."

Fourth, How do we finance our newsletter? Although this may not be our problem at present since we have very generous people interested in our work and who are funding us, the next five years will really tell. But we at the NFE/WID... have committed ourselves: that we shall go on relaying meaningful and useful information, as long as we are able. We strongly believe that we have started something which we should keep on going... if only for the sake of our partners in development.

Meet Our Staff

Before we get down to the business of saying what we publish and how we get it, we would like you to meet our staff.

Our staff is a unique one. Since we have to go by our budget, our staff is composed of staff members of our department (Dept. of Agricultural Education, UPLB-CA). We are all on honorarium basis and are not full time staff members of the NFE...

Our line-up is a queer one. We thought of having the following positions (and a line up of their responsibilities), again because of necessity. But at this point in time, we are proud to say that our "team" has been working out well.

Here is our line-up:

1. Editor - is in charge of our publications.
 - selects, arranges, amends all articles submitted for publication
 - sees to it that there are enough materials for our newsletter and occasional paper which come out every three months
 - makes sure that such material is of significance and interest to our readers
 - goes over galley proofs for final editing
 - writes the editorial on the cover page of the newsletter

2. Editorial Assistant

- assists in preparing the NFE/WID newsletter and occasional paper
- does lay-outs, proofreading and checking of dummy sheets before final printing
- assists in getting materials and supplies for the project
- assists in compiling and summarizing research materials on NFE/WID for bibliography
- assists in filing and cataloging NFE/WID materials in the library

3. Research Assistants (2)

- help in choosing materials to be included in the NFE/WID newsletter and occasional paper
- help in proofreading the dummy and galley proof of the newsletter and occasional paper
- help in mailing the newsletter and occasional paper locally and abroad
- makes records of our day-to-day expenses (only one of them)
- assists in art work regarding NFE/WID (only one of them)
- assist in cataloging materials for the NFE/WID Library

4. Circulation Manager

- is in charge of mailing the newsletter and occasional paper locally and abroad
- receives exchange publications and donations and acknowledges them
- replies to letters of requests and other correspondence
- gives persons/institutions copies of our publications upon request and records
- monitors and updates our mailing list

5. Typist

- types all our manuscripts, from the first rough stage to the last, when we hand over the "typewritten copy" to the printer

6. Resource Administrator

- takes care of and oversees our "resources" and signs our vouchers, requisitions, etc.

7. Project Director

- makes sure that the project will be a continuing one and works twenty five hours a day to see to it that we deliver our share in development in our own way, and keeps each and all of us happy and contented that we are doing our jobs

The "Mechanical" Side Of Our Newsletter

1. Format - is the size of a newsletter and the number of columns in it. Ours is an 8 1/2 by 11, with two columns.

Out of convenience, most newsletters are printed on 8 1/2 by 11, either flat or folded in half. In printer's jargon, a sheet of paper and a page are two different things. A sheet is a piece of paper that has two sides (or pages) if not folded, four pages if folded once, and so forth. (The paper must be flat to go through the printing press; it cannot be folded until after it is printed.)

The number of columns in the newsletter should be determined by the size of the page and the typeface. (Display type - headlines, and body type - text.) Display type is generally larger than body type and is usually used in small amounts for the reader to be able to decipher the words. Body type, on the other hand, must be highly legible; only a relatively few body faces are used on a regular basis.

2. Paper - the one we use is 60 pounds, smooth. Selecting the paper for our newsletter is not our problem since the printer does this for us, based on our budget.
3. Masthead - ours is a 215 x 100.4 cm., green and black letterhead, with illustrations; each of the four centers (NFE/WID) is enclosed in a circle, and the relationship between and among these, is indicated by arrows. It runs across the top of the front page.

4. Editorial Box -- ours is found at the end of every issue. It contains the names of our staff and a statement of joint publication by the institutions which are our moral and funding backstops. We are not on a subscription basis, yet, but we do hope to solicit funds in the near future, solely for publications.
5. Mailing Procedure -- our newsletter has been entered as second class mail under Philippine postal rules and regulations. We mail it, usually with the occasional paper, in a brown envelope on which is stamped our name and address (sender's corner), plus the statement -- Entered as second class mail.
6. We use offset printing, and again, we do not bother much about this, since the printer does this for us.

Our Publishing Story

WHAT we publish are mostly articles, stories, researches on NFE/WID. Lately, we have been concentrating on WID because of the networking we are establishing with our developing countries in the region. When we started some three years ago, we concentrated on Philippine materials and Philippine researches regarding NFE/WID. Our own department was a rich source since we had staff members and graduate students who were conducting or had conducted some studies regarding these areas. Then, there were other agencies/institutions at the national level who also worked in the same areas, and who were willing to share with us their experiences in development.

No, we never lacked materials for any issue we have put out, so far. We could not print all that was offered us, so we are reserving what has not been published, for some future issue.

WHAT WE DO with articles, essays, researches submitted in their entirety, is an editor's job. We try to transpose the highly scientific into the common reader's language, and when we feel we are being unfair to the writer, we try and ask him to tone down the manuscript, himself, if he is accessible. Otherwise, we try to make the best of the situation. (Sometimes we have to resort to errata).

WHAT WE HOPE TO DO is to publish more meaningful, more functional, more readable materials to be read by a wider, more active, and more involved clientele, specially the women of the (developing) world.

- - -

TIPS ON WRITING

Since the NFE... publishes mostly studies, semi-formal or formal, it is the job of the editorial board to "trim" what is deemed unnecessary and not significant.

But for would be writers/contributors, here are a few tips:

1. Style... the simpler and the more direct, the better. However, if we have to deal with such matters as typographical forms, spelling, punctuation, capitalization, abbreviation, syllabication,

paragraphs, etc., we refer to established rules e.g. Webster's or other known style books.

Where we feel the figures in a statement are not correct, we check with the writer whenever we can; otherwise, if we publish the article and make a mistake, we correct ourselves the next issue.

2. Clear, concise writing. One of the duties of the editor is to make sure that all articles in each issue are clear and concise.

Short, easy-to-read-and-understand paragraphs are best for our kind of readers.

Since research papers more often than not, follow a format, we stick to that format of the writer. But we do tone down "pure scientific" language into "communicable" English since we know that we are read by a lot of people who are not scientifically-oriented.

3. The writer should choose topics or fields which are not-too-old, specially in the world of development. The most significant, the most timely, the most functional... while these are superlatives, they are also eye-catching, and in our developing world, we certainly would like to know what is the latest where, who is producing the best... and the most, what substitute is the most recent for food to check undernourishment, etc.