



***TRAILS* Newsletter**
Official Publication of the California
Alpine Club

TRAILS Editor Guidelines
Version 5.2
03/14/17

By Helena Troy
Interim Publications Chair

Document Revision (Rev.) History

Rev. #	Date	Author	Comments
0.1	04 - 2010	Angela Blackwell	Created document.
1.0	06 - 2011	Helena Troy	Major revisions.
2.0	11 - 2012	Mae Harms	Revisions.
3.0	02 - 2015	Helena Troy	Updates.
4.0	04 - 2016	Helena Troy	Revisions.
5.0	01 - 2017	Lenora Young	Revised document format, updated Sunday Hike Leader Information
5.1	02 - 2017	Carroll Pearson	Reviewed, edited, updated and approved entire document.
5.2	03 - 2017	Carroll Pearson	Approved and incorporated feedback from Susan Johnson.
6.0			

Note: Any and all proposed revisions to these guidelines must be reviewed and approved by Helena Troy, Interim *TRAILS* Publication Chair or by Carroll Pearson.

A NOTE FROM HELENA TROY, INTERIM PUBLICATIONS CHAIR

Publishing the *TRAILS* newsletter is a cooperative effort between members of the CAC and the Layout and Printing vendor, Susan Johnson at Definite Impressions. Publishing an engaging and accurate monthly newsletter requires many steps. The end result is published on our CAC website each month, and hardcopies are sent to those who elect to receive their information via mail. Responsibility for editing the newsletter rotates between 10-12 California Alpine Club member volunteers throughout the year. Because of this, we have assembled a set of guidelines designed to assist monthly *TRAILS* editors in the publication process.

Editing an issue of *TRAILS* is a part time effort for 2-3 weeks (5th – 20th of the month). Knowledge of Microsoft Word, Internet access, and a certain enjoyment of attending to picky details are prerequisites.

If you are not an editor, and you wish to volunteer -- please contact me via email: hmtroy@aol.com -- or by phone: 415-492-9576.

MONTHLY EDITING PROCESS

1. Make certain you have an electronic copy of the CAC Roster for the current month. You will need the roster to check names, phone numbers, and email addresses. If you do not have one, request a copy from CAC Registrar Torie Beedle (registrar.cac@gmail.com).
2. **On the 1st of the month**, email a notification to all contributors of standard articles (Appendix B) reminding them that their *TRAILS* information is **due by the 5th of the month**. Upcoming events should also have an article. *Caution: Do not copy anyone on an email message during the edit and proofing process unless it is necessary—lists tend to be copied automatically and may annoy unintended recipients.*
3. Remind contributors to send their articles as a word document, and not just type the article into an email. This makes it easier for Susan Johnson to gather and verify the articles.
4. When *TRAILS* material is received, let contributors know you have received their input. Save each article as a separate Microsoft Word file and keep them all in a folder (e.g., Input). It is helpful to you and to the layout person to **name each file with the article title**. *Caution: Use the .doc (or docx) file extension format. Note: Both formats work; the docx file format came into being with Microsoft Office 2007.*
5. *Extensions on all MS Word files or the formatting may be lost when files are opened by the layout service.*
6. Edit all files submitted for *TRAILS* following the “Editing Guidelines and Format Conventions” (Appendix C). Save each edited article as a new file in a folder for completed work (or use your favorite system for keeping track of versions). Also keep a copy of the original in case there’s a need to redo.

7. **By the 10th of the month**, complete the edits and prepare the Index File (Appendix E) that contains instructions for layout. Then send an email to the layout person Susan Johnson at susan@diprinting.com. (Appendix D). Attach the Index file, the latest article text files, and each photo file as a separate jpg. *Pay special attention to the following steps:*

- a) Always include the word *TRAILS* in the subject line of all messages to Susan.
- b) Ask her to confirm receipt and legibility of the input.
- c) Follow-up with a phone call (707-795-1022) within 24 hours if there is no response. *This is important because their email does not always work.*

Important note: If at all possible, send all articles to Susan in one email. Sending her several emails with only one article per email presents problems to her verification process. If this is a problem, contact Susan and arrange to use “Dropbox.” It is very easy to use and handles large files.

8. **Between the 11th-14th of the month**, the layout person will create a first draft of the issue and send it to the monthly editor and proofreaders (Appendix A). **Check this email distribution to be sure that all proofreaders were included, and forward copies if necessary.** The proof will be sent as a .pdf attachment named, for example: *TRAILS*-Nov2017-proof6.pdf. You can use the latest Adobe Acrobat or Adobe Reader, to review this document. Click the attachment to open it in Acrobat or Adobe Reader, and make your comments in an email, document, or use Comment & Markup tools.

Caution: The monthly editor is the primary proofreader and the only person who sends material to layout. Send a reminder to proofreaders to return edits to you, the editor, not to the layout person, Susan Johnson.

9. Proofreaders check their area of expertise: Alpine and Echo listings in particular need to be carefully checked. Consolidate their edits with your own to eliminate any redundancy. Within two days of receiving the first proof copy, send corrections and additions to layout even if not all proofreaders have responded. Late changes can be incorporated in the next proofing cycle. Refer to the proofreader edits sample in Appendix F for format of editing changes.
10. During the 2nd proofing cycle, recheck the Alpine calendar to catch any additions, cross reference any calendar item that has a corresponding article in the issue and watch for repeating events that may need a full description added. This is also a good time to make edits to the CAC box on page 2, including the list of contributors to the current issue.
11. Iterate with proofs and edits until satisfied.
12. **Around the 20th of the month and absolutely no later than the 23rd of the month**, send final “go to print” approval to Susan Johnson at susan@diprinting.com and copy the Interim Publications Chair (Helena Troy hmtroy@aol.com).
13. Remind the layout person to send the final .pdf to the monthly editor (you), the Publications Chair, and the E-Blast Coordinator (Jim Nixon).
14. Congratulate yourself for a job well done!

APPENDIX A. PROOFREADERS

During the iterative proofreading cycles, the following individuals should receive copies per the prior “Monthly Editing Process” chapter.

Standard Proofreaders:		
Monthly Editor	As assigned	
CAC President	Jay Gustafson	jaygustafson@yahoo.com
Publications Chair	Helena Troy (Interim)	hmtroy@aol.com
General Proofing	Carroll Pearson	pearsoncmp@aol.com
General Proofing	Ann Meneguzzi	tmlann@hotmail.com
Alpine Calendar Editor	Donata Mikulik	donatabo@hotmail.com
Echo Calendar Editor	Cindy Toran	cktoran@gmail.com
Social Activities Chair	No assigned person at this time.	

Editor Proofreaders - Monthly editor sends a .pdf file to the following:		
Sunday Hike Leader Schedule	Jennie Bruyn	jennielbruyn@outlook.com
	Lenora Young	lenora_young@me.com
Membership Chair	Bev Levy	hikingbev@gmail.com
Innkeeper Coordinator	Jana Shober	shober@csus.edu
Calendar of Events & Volunteers	No one assigned. Check with Carroll Pearson.	pearsoncmp@aol.com
Occasional Authors	Should receive a copy of their article for proofreading.	

APPENDIX B. CONTRIBUTORS TO STANDARD ARTICLES

Contributors supply standard items or updates for every issue.
Send them an email reminder on the 1st of each month.

Activity	Page	Comments	Individuals
President's Message	2	President writes this column; include photo	Jay Gustafson jaygustafson@yahoo.com
Board and Trustee Meeting Dates	2 or 3	Ask president for updates	
CAC box	2	Put your name as current editor at top of box. Update list of contributors to current issue. Add upcoming editors. Publications Chair to provide	Leadership sends other updates to CAC box. CAC Rosters and Privacy Protection notice runs below CAC Box in every issue.
Membership Chair Report Box	3 or so	Names and contact info for new members	Bev Levy. hikingbev@gmail.com 707-539-2802
Registrar Email and Address Changes	2 or 3	Reprint in every issue if room. Bouncing e-mails list (optional)	Torie Beedle, registrar.cac@gmail.com 484-894-5230
Alpine Lodge Events Calendar		Layout person omits past dates. Print 6 months ahead if space.	Donata Mikulik, Alpine Trustee 707-591-3129, donatabo@hotmail.com
Innkeeper Coordinator	3	Print 3-4 months ahead if possible	Jana Shober, shober@csus.edu, 916-690-1828
Sunday Hike Leader Coordinator	3	Jennie Bruyn with support from Lenora Young. Adds/edits new schedules. Print 2-4 months ahead if possible.	jennielbruyn@outlook.com, 415-456-1877 lenora_young@me.com, 310-408-8112
Social Activities		Reports on upcoming & previous events	
Outings Schedule		Occasional articles, occasionally a schedule	Renee Hamilton, renee@fallbrook.net, 415-686-3966
Echo Lodge Schedule		Changes to Echo Calendar; Echo box. Print 6 months ahead if possible.	Cindy Toran cktoran@gmail.com 707-321-3262
CAC Foundation		Occasional article	Arlin Weinberger acwein@earthlink.net
Alpine/Echo Trustees		Occasional reports	Various Trustees

APPENDIX C. EDITING GUIDELINES AND FORMAT CONVENTIONS

General Editing Guidelines

- Feel free to make changes for grammatical accuracy and clarity. Contact contributors via email or phone for any clarification needed on their articles. If cuts or significant editing are needed, review these with the contributor. Do not omit any article without discussion with the author. In general, time-sensitive material should have priority. By pre-arrangement with the author, you can save space for late arriving, essential material (but no later than mid-month).
- Articles that describe upcoming events should have prices, how to register, and the name, address, phone, and email of the event contact. Phone numbers and email addresses for new material (non-standard articles) should be checked against the CAC Roster.
- Cross check that information in event articles matches the information given in the calendar pages, and vice-versa: in Alpine Listings, Echo Listings, Outings Schedule, add a cross reference to articles in the same issue, where possible, (e.g., “See article on page 8.”)
- Do not print political articles or opinions without prior approval of the Board of Directors or articles that are advertisements for non-CAC events.
- Articles need a title (1-2 lines) and signature with official position, if any (—Verna West, Historian).
- Include the current list of contributors (i.e., anyone who submits information or an article) for the issue in the CAC Box on page 2, and your name as monthly editor at the top of the box. Any other changes for the CAC Box should be submitted to the monthly editor by club leadership.
- Spell-check articles. Check all names, phone numbers, and email addresses against the roster.

Formatting

- Reformat the body of all articles into Times New Roman, size 12, for consistency for layout.
- Add single tab indent on paragraphs; no line space between paragraphs. Single space between sentences.
- Titles: bold, all caps, left justified.
- Boldface first occurrence of member names in “recognition” articles.
- Add credit line for the author, for example, - Vicki Olds. The printer will adjust to the long dash.
- Format time info as follows: 8-10am, 11am-2pm. 5-7pm. noon-3pm. 8am-noon
- Format phone numbers as follows: 415-584-2586. (No parentheses)
- Format price info as follows: \$17 (not \$17.00)
- Write addresses in full where possible (Road not Rd., Street not St. etc.)
- No ampersands (&); write “and” in full.

- Month is not abbreviated on page 1 and on bottom of pages: (November not Nov.)
- Turn off hyperlinks on e-mail addresses. E-mail addresses should not be underlined.

APPENDIX D. PRINTING AND DISTRIBUTION

Each month, the CAC Registrar emails the number of copies to be printed (including about 120 extra copies) to the printer, and sends the mailing address file to the mailing service. DMS is covered below under “Labeling, Mailing & Distribution.”

Layout and Printing

Susan Johnson, Definite Impressions

421 Portal Street, #D

Cotati CA 94931

Phone: 707-795-1022, FAX: 707-795-3179

susan@diprinting.com.

(Back-up email, only if susan@diprinting.com does not work, is susiegjohnso@icloud.com)

Susan Johnson is our contact and layout person at Definite Impressions, the company that prints the *TRAILS* newsletter and other CAC publications. She works closely with the monthly editor to create a newsletter with interesting format and style. Primary contact is by email. **Please include the word *TRAILS* in the subject of every message to Susan to keep our mail out of her junk mailbox.**

Printer Tasks

1. Creates layout of each issue, iterating layout and proof copies with monthly editor until final approval.
2. Obtains the latest Events at Alpine from the CAC website.
3. Sends proof copies to standard proofreaders listed in Appendix A.
4. Prints number of copies requested by the CAC Registrar, registrar.cac@gmail.com, 831-325-6215; and sends invoice to CAC Treasurer, Bill Mayer 415-785-3516 whmayers@aol.com with a copy of invoice to Helena Troy, Interim Publications Chair: hmtroy@aol.com. Registrar and Treasurer will change in May.
5. Sends copies of the final .pdf to:
 - a) Monthly editor
 - b) Publications Chair
 - c) Website Coordinator
 - d) Electronic Distribution

Labeling, Mailing, and Distribution

Regina Vindel, DMS

565 Martin Avenue

Rohnert Park, CA 94928

Phone 707-584-4884 Ext 105

Email rvindel@dirmailsys.com

1. Labels and mails *TRAILS* to arrive as close to or before the 1st of the issue month.

Sends the invoice to CAC Treasurer, Bill Mayer 415-785-3516 whmayers@aol.com, with a copy of the invoice to the Interim Publications Chair, Helena Troy, hmtroy@aol.com.

2. Mails extra copies (and extra inserts, if any) as follows:

- a) For Echo Lodge: 25 copies (OR 'one half' of the total 'extra', unlabeled copies, whichever is less) to: Cindy Toran, 932 Ripley Street, Santa Rosa, CA 95401
- b) For Alpine Lodge: Between 25 to 40 copies are mailed to Jay Gustafson
 - Jay brings the newsletters to the CAC, labels the box and sets some out on the greeting table.
 - The remaining copies are stored in the Trustee closet, and are used to replenish the supply on the greeting table as needed.

Website Publication

Jim Nixon prepares the final .pdf files of *TRAILS* for posting on the CAC website. Web posting is done on the 1st of the month.

Electronic Distribution

Jim Nixon emails the final .pdf of *TRAILS* to CAC members who have agreed to receive electronic distribution of *TRAILS*.

APPENDIX E. INDEX FILE—THE GUIDE TO LAYOUT

Photos: Do not include photos inside word documents. If you wish to have a photo cropped a specific way, use photo in word as “sample only” and also include a high quality photo as a separate file. List each photo in the index with captions. Identify which articles/ captions go with which photos. Susan Johnson sizes/crops the photo, given the space allowed.

Photos can be either in jpeg or tif format. When sending via email, use medium or large size (if prompted). Do not resize photos down to a very small size. Doing so makes the photos look blurry. If they have to be enlarged, they will look blurry. If they have to be enlarged, the quality is comprised. Specifications: Nothing less than 150 dpi, but if the resolution is 72 dpi and the photo is 22 x 17”, leave it as is. Necessary adjustments to the size can be made without comprising the photo. When the photo is 72 dpi but only 2 xx 4” it cannot be “upscaled.” 72 dpi is acceptable for the website, but not for printed material. When in doubt, always send the highest resolution.

Placement: In the index, suggest placement for articles. Articles advertising upcoming events, or celebrating important Club events (e.g., the Awards Ceremony and Dinner) should have front-page prominence where possible (Page 3 is also good.) When possible, try to keep events related to the Alpine Lodge near the Alpine listings page (usually page 4) and events related to Echo Lodge near the Echo listings (usually page 7, 8 or so).

Placeholders: If you know that an article is coming, but you don’t have it yet, ask the layout person to set aside space for it. Tell them about how long it will be and where it should go.

Priority: Useful to assign when space may be short or placement important.

NOTE: The *TRAILS* is printed at 10-12 pages. The December/January and the July/August double month issues may require 12-14 pages.

Sample *TRAILS* article index: Jan-Feb 2009

Filename/Title	Comments	Placement and/or Priority	Photo caption # and file name
President’s Message		Pg. 2	No. 4, jrh Feb09.jpg
CAC box changes	Please add “Monthly” to <i>TRAILS</i> Editor credit at top.	Pg. 2	
Nominations Report	Lead article!	PRIORITY 1: Pg. 3	
AL Host Training	Lead article!	PRIORITY 1: Pg. 1.	
Board of Directors Meetings Box	No changes, just delete Jan and Feb notifications.	Page 3	
Spring Spa Week		PRIORITY 1: Pg. 1	
Alpine Lodge Calendar		Pg. 4	

Hike Leaders	See file	Pg. 5	
Hike “it used to be”	Only if room; on same page as Hike Leaders	Pg. 5	
Echo Summit Calendar		To the left of inside Back Cover page	
Thanksgiving at ESL	Juxtaposition with 1916 photo “Lunch, Vermillion Valley Trip, 1916.jpg” only if room.	Inside Back Cover	No. 1, ESL new.jpg;
Membership report		Usually pg. 3	
Innkeepers	No additions; delete past tense notifications. New additions; delete old data.	In Alpine Lodge section	
New Year's Day	2 photos	PRIORITY 2	
Registrar Bon Voyage		PRIORITY 2	
Registrar Contact	Immediately following Registrar Bon Voyage if possible	Or anywhere	
AL work party	Juxtapose with No. 2, 1916 Harry P West.jpg: photo if possible; or use as Filler	PRIORITY 2: Anywhere	No. 3 Alpine work party.jpg No. 5, Harry P West.jpg, optional
Xmas dinner	Filler	Anywhere, optional.	
Get <i>TRAILS</i>	Filler	Back cover?	

Photos and Captions: (Examples) (Make sure photographer is credited whenever possible)

1. ESL new.jpg:

Historic Echo Summit Lodge has a facelift thanks to hardworking ESL Trustees and the efforts of many CAC volunteers!

2. 1916, Lunch, Vermillion Valley Trip.jpg:

“Lunch!” Vermillion Valley Trip, 1916.

3. Alpine Work party.jpg:

Once again, a feast is spread for the hard-working crews at Alpine Lodge.

4. jrh Feb09.jpg (no caption; usual placement)

5. 1916, Harry P West.jpg

APPENDIX F. SAMPLE FILE FOR PROOFREADERS SUBMITTING CHANGES TO THE *TRAILS* EDITOR

This is a sample of how proofreaders should submit their changes to the *TRAILS* editor. Be sure to submit your commentary using the formatting conventions in Appendix C. E.g., MS Word, Times New Roman, 12, etc.

Shorten your commentary/edits to take up no more than one page. Most important, place your edits in chronological order to aid Susan Johnson in finding the pertinent information. If explanation is needed, put in parenthesis.

The following is a sample that was previously submitted to Susan Johnson by Carroll Pearson.

Sample Proofreading Commentary

To: Trails Editor
From: Proof Reader
Subject: Edits for Proof 2 – April Trails

Page 1

Pres article – P6, L 4 – after “Trails” add “and our website”

Page 2

Annual Awards

Bold names in P1, P3, P4, and P5

Add ”period” after 1st sentence

P4 – add following

The reservations cut-off date is Tuesday, April 26th, surcharge may apply.

P5, L4 – after “non-members” add one-half member price for children ages 4-11.”

P6, L3 – after “”lined up” add “like Chef **Tim Warden**,”

P6, L6 – after “chair storage” add “, parking.”

Credit line – Mark’s last name is Sapiro

Arlin Article

Bold names

P5, L6 – change “Club” to “Lodge”

Add period to last sentence.

P2, L 3 – change “brake” to “break” (I think that this is correct, but check)

Note: May be another article coming tomorrow.