

AALL Council of Newsletter Editors Meeting
Tuesday, July 23, 2002 noon to 1:30 pm Peabody-Plaza Ballroom (C)

Minutes from Meeting (Organized by Items on Original Agenda)

Present: Deanna Barmakian and Michelle Pearse (Co-Chairs)
18 editors/newsletter representatives
Maya Norris (Director of Publications, AALL)

Roster of Members

- We circulated the roster that currently appears on the web site (http://aallhq.org/database/roster_current.asp?code=COMMITTEE/SCOM_CONE) so that attendees could make any relevant changes.

Action item: If you were not at the meeting, please look at the page and notify Maya Norris, mnorris@aall.org and Michelle Pearse, M.Pearse@neu.edu of any changes in editors for your publication.

Leadership for next year

- When Deanna and Michelle asked if anyone was interested in becoming chair of CONE for 2002/2003, no one appeared to be interested. Michelle and Deanna agreed to continue as co-chairs.

Action item: Michelle and Deanna will check to see if there is some formal policy for appointment of a chair of the Council of Newsletter Editors, and if it is appropriate for them to stay on as chairs.

CONE communication

CONE page: suggestions, corrections? <http://www.aallnet.org/committee/cone/>

- Attendees were asked to look at the page for comments and suggestions. If you were not able to attend the meeting, please contact Michelle Pearse, M.Pearse@neu.edu with any comments/suggestions.

CONE listserv: Currently open to all, need to close it to editors only? Subscription information available at <http://aallnet.org/mailman/listinfo/cone>

- After some debate, attendees decided to leave the list-serv open. We will monitor the traffic to see if the list is being abused.

Action item: Michelle will contact committee chairs, referring them to the CONE web page if they want to contact newsletter editors to post messages to the list-serv or publish items in their newsletters.

Currently have no liaison to the Executive Board, do we need one?

- The group seemed to be in consensus that we should have a Board Liaison to help us determine AALL policy, procedures, etc. It would also help us in determining our purpose/charge. There were a few questions generated by the discussion at the meeting that could probably have been answered by a Board Liaison.

Action Item: Michelle and Deanna will look into having an Executive Board liaison appointed to CONE. They will also see if a set of CONE bylaws exists.

Advertising

Still necessary to strip ads from copies posted on AALLnet. Anyone changed ISPs?

Editors understood the policy that ads have to be stripped from newsletters posted to AALLnet due to Washburn's (aallnet's host) academic contract with its ISP. Some editors are mounting their newsletters on the AALL headquarters site, on which advertising is allowed.

- The aallnet no-ads policy is becoming less and less of an issue. Many editors discontinued advertising once they went all electronic because there was no longer a need to defray costs. Six editors, however, responded that they still have advertising in their newsletters.
- Someone raised the issue of "what is an ad?" For instance, one chapter is thinking of a "vendor column" where the vendor discusses new products. There were varying viewpoints about whether that was appropriate and whether it could be deemed "advertising." Another editor asked if a promotional item about a new book with ordering information was an ad. In the end, we decided that editors should contact Maya with questions about what constitutes advertising.

Update since meeting: John Nann, member of the AALLnet advisory committee let Deanna know that the policy of allowing newsletters with ads to sit on the AALL headquarters site is becoming problematic for the AALL network administrator. The AALLnet advisory committee will be making some policy decisions about this in the upcoming few months. Editors who feel strongly about mounting newsletters with ads on the web should contact John at nannj@bc.edu

Discussion of going rates—if editors are willing to share this type of info

- Two editors were willing to sharing their rates. One charged \$100/page, \$25 per quarter-page with circulation of approximately 125. Another charged \$200/page with a circulation of approximately 250. Someone suggested looking at local newspapers for guidance, and another suggested surveying CONE via the listserv about current advertising rates.

CONE policies

Currently a policy to provide hard copies to other editors, continued need for this policy?

- We decided that there is no need to send a hard copy to other newsletter editors if a newsletter is available on the web. For web-available newsletters, posting notification to the CONE list serv that a new issue has come out, and its web address will satisfy the requirement. Maya Norris also agreed to accept an electronic copy of newsletters in lieu of five hard copies. (She prints out five copies and sends them to the AALL archives, see below.)

Action Item: Deanna and Michelle will figure out what needs to happen to amend this CONE policy.

Going all-electronic

still sending hard copy to headquarters? (Are headquarter copies archived?)

- We reviewed the policy that editors are supposed to send 5 copies of the newsletter to headquarters. Maya stated that if you send your electronic version to the list-serv, she will print it out herself, so there is no need to send her a paper copy. She will print five copies and send them to the archives. AALL archives are at the University of Illinois.

Member reaction?

- Of the 18 editors/representatives in the room, 7 had discontinued the hard copy of their newsletters. Some sent out postcards to notify members. Feedback has generally been positive. Many print off a copy and mail it to members (particularly retirees) who have limited online access and still want the hard copy.
- Because some members see the newsletter as such a tangible benefit of membership, one person suggested taking the money that had been used for printing and mailing the newsletter and using it for some other tangible benefit, such as a grant or award.
- Because of concern that people only join a chapter or SIS to receive a newsletter, some editors have put their newsletters at a members-only site. For newsletters available in print and electronic formats, some editors have decided to not make the most recent issue available on the web so that only members have access to the most recent issue.

Taking steps to ensure archives maintained?

Need for subcommittee to look at issues? i.e. Compile list of newsletters no longer available in print format, make any necessary suggestions to AALL Executive Board

What does it mean in relation to the main organization?

- This issue was one of the biggest points of discussion. There was a consensus that making certain that electronic archives are being maintained is an important issue for the organization.
- Participants asked whether AALL would have responsibility for doing electronic archives.
- Deanna also suggested writing a memo to the Executive Board expressing our concern about the need for archives since many newsletters are no longer available in print format.

Update since meeting: John Nann of the AALLnet Advisory committee stated that AALLnet is archived. The committee is currently looking at software for making archiving more systematic.

Action item: An editor of VALL, Margaret Christiansen and an editor of the Computer Services SIS newsletter, Sandra Braber-Grove agreed to draft a memo for the AALL Executive Board expressing the Council's concern for the archiving of chapter/SIS electronic newsletters. Deanna will look into the procedure for putting an item before the AALL Board.

Use of photos in web versions-How have people dealt with the various issues that arise?

- Not many people responded to this issue. The editor of the Computer Services SIS newsletter, Sandra, said that they have people sign photo releases on an ad hoc basis whenever they want to use a particular image.

Action item: Sandra agreed to share her photo release with the list-serv and have it posted to the CONE website.

Note: recent survey of chapter newsletter advertising and online availability in Chapter Leadership Bulletin, vol. 6, no 2. available at http://www.aallnet.org/chapter/clb_v6i2.pdf

- Deanna mentioned this article and commented how the CONE page has links to online newsletters.

Other Issues

Action item: Deanna and Michelle agreed to post these minutes to the list-serv and on the CONE web page.

Title Changes:

- Someone raised the issue of changing the name of a chapter newsletter. It seemed that people agreed that changing the name of the newsletter (though not the name of the chapter/SIS) was fine without Board permission, but it would not hurt to check.

Publishing Software:

There was a brief discussion of what people use for desktop publishing software. Only a few editors at the meeting use PageMaker and no one used Quark. It was decided that this would be a good topic to survey the CONE membership about via the list serv.

- Someone asked whether AALL could have a site subscription license for software, such as PageMaker or MS Publisher. Members noted that it seems like it should come out of the chapter/SIS budget and Maya explained that this would be unlikely since Chapters are considered separate entities responsible for their own budget.

Other potential topics...

**Time did not permit discussion of the following issues, but they might serve as points for the list-serv.

- **Issues in working with chairs, presidents, committee chairs**
- **Issues in working with headquarters? Everyone happy with labels, reimbursement, etc?**
- **html and pdf? Pdf only?**
- **Division of labor in newsletter production**