

AALL Council of Newsletter Editors Meeting
July 15, 2003
11:45 p.m.-1 p.m.
Washington State Convention and Trade Center
Room 304

Minutes

Web page, <http://www.aallnet.org/committee/cone/>

We circulated the roster and listserv list so attendees could update make any relevant changes.

- If you were unable to attend the meeting, please notify AALL Director of Publications Maya Norris at mnorris@aall.org of any changes that needs to be made to the roster or listserv list.

Archiving

CONE reported to the AALLNET Advisory Committee about its concerns regarding archiving materials placed on AALLNET. The committee has created a subcommittee to address the issue this year.

- Shaun Esposito will serve as the CONE liaison to the AALLNET subcommittee on archiving.

Advertising

Previously AALL's Web site could not post any advertising as a contractual requirement when Washburn University used to host the site. As a result, electronic newsletters had to strip their advertising. With AALL bringing its server in-house this year, electronic newsletters can now accept advertising. Attendees discussed their advertising issues and whether they will now accept ads now that AALL's server is now in-house.

- The Chicago Association of Law Libraries will post its first online issue this fall and will keep its advertising.
- Some newsletters still will not accept ads. Rather, they will let vendors underwrite programs, which creates better publicity for the sponsoring vendors and have proven more effective at publicizing the vendor than newsletter ads.
- Some newsletter editors have left the issue of stripping ads up to their executive boards.
- Some chapters are considering increasing their ad rates.
- Some newsletters are using the ad revenue for other chapter projects.
 - Cover the cost of mailing of newsletters
 - Grants
 - Training newsletter editors to learn how to use desktop publishing software, such as Pagemaker.
 - CALL pays a designer to design and lay out its newsletter
 - Awards

Journalism 101 Training

Attendees indicated that they would like to attend a training session at the 2004 Annual Meeting in Boston that focuses on editorial and design issues. The session should take place as a ½-day or one-day workshop on Saturday before the Annual Meeting starts.

- Components of the workshop
 - Basic elements of design
 - Critique newsletters
 - Converting newsletters to electronic format
 - Differences in layout and design software, such as Pagemaker, Quark XPress, Photoshop and Illustrator.
 - Basics of news reporting and journalism
- Because the workshop would require PCs for hands-on training to learn to use the design software, a vendor would need to sponsor the program to pay for PC rentals and to load the appropriate software on to the PCs.
 - **Action Item:** Director of Publications Maya Norris will investigate which vendors would be interested in sponsoring the program and possible speakers for the program.

Going all electronic

Most chapter newsletters are going electronic in HTML or PDF formats or both.

- Some attendees noted that HTML is easier to navigate and PDF files can get too large.
- Most editors noted positive reactions from their readers to the electronic format
- However, PDF is better for archiving.
- With the money saved with its electronic newsletter, the CS SIS is looking into creating new awards.

Content Issues

Although chapter newsletters focus on local issues, some newsletters report on national AALL issues. Some newsletters have an AALL column that regularly reports on national AALL issues or finds that the national reports are useful as “filler.”

Photo release forms

Many chapters are developing or have developed photo release forms due to privacy issues and ethical considerations. Photo release forms are becoming more important, especially when a photo is placed on an electronic newsletter for anyone to see versus a hard copy of the a newsletter that has a limited distribution.

- **Action Item:** AALL Director of Publications Maya Norris is developing a photo release form for AALL and will distribute to CONE members via the listserv.

Listserv

After much debate, attendees agreed to keep the listserv closed to confine issues on the listserv to newsletter publishing, to encourage discussion of confidential issues such as ad rates, and to prevent spam from infiltrating the listserv. However, we should remind chairs of SISs, chapters and committees that they can post announcements by contacting a CONE member who is on the listserv.

- **Action Item:** Michelle Pearse will contact chairs of committees, chapters and SISs to let them know that they can post announcements to the listserv by contacting a CONE member and relay the same information from the weekly “From Desk of Janis L. Johnston” e-mail announcements.

2003-2004 CONE Chairs

Stephanie Burke of Boston University and Sue Drisko of Northeastern University have agreed to co-chair CONE for 2003-2004. Thank you to Deanna Barmakian and Michelle Pearse, both of Harvard University, for co-chairing CONE for the past two years.