

NER EXECUTIVE HANDBOOK		
COUPLER EDITOR DUTIES		
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Operations Manual for NER Coupler Editor

1.0 Scope

The NER Coupler Editor's responsibilities are to publish and distribute the NER Coupler at least four times per year. He or she is responsible for all aspects of the process, from the scheduling, gathering of information and articles, editing, layout, printing and mailing of each issue. In addition, he has the responsibility to report annually or whenever requested to the BOD on all financial aspects of the publication of the Coupler including a summary of costs for the past year and an estimate of expected costs for the coming year.

All reasonable expenses incurred in the production of the publication shall be submitted to the Treasurer for reimbursement. All consumable supplies used in the production and distribution shall be reimbursed, Telephone calls to NER Officers and Officials to obtain information or articles shall be reimbursed. Expenses for computer hardware and/or software, though beneficial to producing the Coupler, are not reimbursable.

2.0 Scheduling

The Editor is responsible for maintaining the quarterly publication schedule. The Editor shall keep in touch with the Permanent Convention Chairman to stay informed of the dates of upcoming conventions so that the publicity and registration information falls in the correct issue. Each issue of the Coupler should contain the schedule for upcoming conventions and any other publicity therein. Both an editorial and news material cut-off date should be provided for each of the four issues in the full year's schedule at the beginning of each calendar year.

3.0 Obtaining Information

The NER Coupler is the official publication of the NER. First and foremost it is intended to communicate the activities and functions of the NER to its members. As such, a significant portion of the editorial content should be devoted to organization information. Each issue shall contain the "NER BRASS" page which presents a listing of all NER Officers, NER Directors, and Department Chairpersons, their addresses, telephone numbers and email addresses. This aids the members in making contact with an appropriate officer, director or department head when the need arises. This information will be available from the President and/or BOD and must be kept current.

The Coupler must publicize all upcoming NER events, paying special attention to the annual (or by-annual) conventions. This includes publishing the official registration packet in a timely manor, and any other publicity related to the convention that the local convention committee generates. Post convention reporting will be the responsibility and at the discretion of the Editor.

Other material that appears in the Coupler should be reports or announcements from other NER Departments (AP Program, President's Column, New Members List, and Contest Chairpersons) and feature pages such as Letters To The Editor, Made In The NER, etc. When space permits, there can be reports or articles from NER Divisions or articles containing prototype and/or modeling information, but the main purpose of The Coupler is to publicize upcoming NER events and to keep our members informed about things going on around the Region and in their Division. It should try to look forward whenever possible, not backwards.

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4.0 Editing

The purpose of editing material for the NER Coupler should be to correct spelling and grammar errors, to correct inaccurate statements with regard to the NER Constitution, By-Laws or standard practice, or to adjust the length of an article to fit available space. This should be done in conjunction with the author if possible.

The Editor should reserve for himself the right to “editorialize”. Often a dialogue can be started by editorial comments on a particularly timely topic to address the issue with the membership.

5.0 Layout

The Editor shall be responsible for the layout of the material in such a fashion that it shall present a professional appearance and shall be easy to read for the member. Such a layout must be done using an appropriate page layout computer software program. Photographs and graphics enhance a story greatly and are encouraged.

Large type for headlines and teasers is desirable. Use a clean, crisp font, preferably a serif font.

The return address (the address of the Office Manager) and the desired date of mailbox arrival are to be printed on the back page as part of the original layout. This assists the Post Office when dealing with bulk mail.

6.0 Printing

The Editor shall be responsible for the printing of the Coupler. All printers capable of photo-offset printing in the area should be contacted seeking bids for the printing job. Specify that there will be four issues per year, with an average of sixteen letter size (8½” x 11”) pages, with twelve hundred (1200) copies printed of each issue.

When a printer has been chosen, arrange with that printer to provide an invoice for each issue to the Treasurer, for payment within 30 days. This will prevent the Editor from having to advance this large sum of money.

The printer’s scope shall include collating and saddle stitching the Coupler and drop shipping all US addressed issues at a bulk postal facility, using the non-profit mailing permit of the NER (on file with the US Post Office and a copy of which the Editor must have in his possession). The Editor or other NER staff members then must individually mail any Canadian or foreign bound issues, as this is typically not the responsibility of the printer. These issues need to be sent in envelopes with the appropriate postage affixed.

7.0 Mailing

The mailing of the NER Coupler shall be made using third class mail, unless there is material of a time sensitive nature included in the issue. If time sensitive material is in the issue at the direction of the BOD, then the BOD should also authorize the use of First Class postage. If the time sensitive material is such that the BOD has not directed its inclusion in the Coupler, then the NER President may authorize the use of First Class postage. However, the advance schedule and predictable deadlines should prevent the need for First Class postage, since it is quite costly.

The Coupler Editor shall request that the printer send ten (10) copies of each issue to the Office Manager.

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8.0 Financial Reporting

At the meeting following the close of the fiscal year, the Editor shall present an accounting of the exact expenditures made to support the NER Coupler during the course of the fiscal year. This accounting shall be at a sufficiently detailed level that the BOD can fully audit the operation of the NER Coupler.

At the mid-winter BOD meeting, the Editor shall present a forecast of the expected expenditures for the NER Coupler for the forthcoming year, based upon the expenses of the current year.

9.0 Archives

The Editor shall be responsible for maintaining an archive of NER Coupler issues. This can be an electronic archive, storing the file of each issue in the page layout software's native file format including all linked files and in a high resolution PDF format.