

## **ABLA NEWSLETTER EDITOR JOB DESCRIPTION**

The editor of the ABLA Newsletter must have the desire and commitment to produce an informational, educational and timely publication helping further enhance the popularity of the Border Leicester breed. Deadlines must be adhered to in order for the membership to share information in a timely fashion.

It will be necessary for the editor to solicit Border Leicester news and articles from the membership and explore venues to glean interesting reading for the Border Leicester membership. The editor should periodically publish articles that help new sheep breeders learn more about raising sheep, give tips on how to feed and manage the flock, and how to care for the fleeces. The editor is encouraged to solicit help from the Board.

The newsletter should also include the following regular features:

1. Names and contact information for each officer and director of ABLA
2. Name and address of the Registry Office and a list of all fees to register and transfer Border Leicester sheep.
3. Deadline and mailing date for upcoming newsletters
4. Advertising rates
5. Calendar of events
6. Board of Directors' Meeting Report
7. President's report and statement from the editor
8. Individual director's reports on events or happenings in their area
9. One membership profile
10. Treasurer's report
11. Membership form

The newsletter is to be printed in an 8 1/2" x 11" format 4 times each year with issues mailed each seasonal quarter. We encourage the newsletter editor to shop around different printing houses for the best price and quality. After mailing each newsletter, it is to be forwarded to the ABLA website for posting. Effective in 2010, the following deadlines and mailing dates have been established for each newsletter as well as a general guideline for each issue.

### **WINTER ISSUE**

Deadline: January 15

Mailing Date: Postmarked no later than January 30, 2011

General information should include: articles geared toward lambing and lambs' health; news about the Border Leicester Show held at NAILE; statement about the upcoming election for Board of Directors, asking for candidates to submit their name and biography to appear in the Spring issue; other pertinent and timely information needed by the membership to plan ahead for 2011.

### **SPRING ISSUE**

Deadline: March 15

Mailing Date: Postmarked by March 31, 2011

This issue is to include biographies of candidates running for Board of Directors; a call to attend the Annual Meeting to be held May 7, 2011 in conjunction with the Maryland Sheep and Wool Festival; the agenda for the Annual Meeting; the 2011 Budget; news and publicity about the National Border Leicester Sale and Wool Show to be held in conjunction with the Great Lakes Show and Sale May 29 & 30, 2011; and to include the publication of the 2011 Membership Directory. Editor is not responsible for writing up the directory.

## **SUMMER ISSUE**

Deadline: June 15

Mailing Date: Postmarked by June 30, 2011

This issue will carry the minutes of the 2011 Annual Meeting and results of the election of the new Board of Directors; Border Leicester Show results from the Maryland Sheep and Wool Festival; and a sale report and show results from the National Border Leicester Sale and Wool Show at the Great Lakes Show and Sale. Articles should be geared toward summer management of the flock; a call to attend the Northeast National Border Leicester Show at The Big E in West Springfield, Massachusetts; and offer a call to attend the 2011 National Show to be held at NAILE in Louisville, Kentucky. Each issue following the Spring issue (which published the entire membership) will include the name, address and contact information for each new ABLA member and any who have changed contact information since the last newsletter.

## **FALL ISSUE**

Deadline: October 5

Mailing Date: Postmarked by October 15, 2011

This issue will precede the 2011 National Show in Louisville, Kentucky. With the October 15, 2011 postmark date, it will also precede and offer distribution at the New York Bred Ewe Sale in Rhinebeck, New York. This issue will cover Border Leicester State Fair Show Results from all over the United States, space permitting; reports on summer festivals that included Border Leicester participation; management tips for care of the stud ram and fall breeding practices; and the president's call to finish the year's registration and transfer transactions. This issue should also include the name, address and contact information for each new ABLA member and any who have changed contact information since the last newsletter.

## **APPROVAL OF NEWSLETTER**

Upon completion of each quarterly newsletter and before it is mailed to the ABLA members, the editor shall email the completed newsletter to the President. The President of ABLA Board of Directors, or his/her designee, will review and edit, if necessary, each quarterly newsletter before it is published.

## **COPIES / MAILING**

The newsletter shall be mailed by postage prepaid to each paid member. Editor shall get an updated list for each mailing from the Treasurer. The editor shall send each director five extra copies for their own use in promotion of ABLA. The editor shall also make 10-15 extra copies to be included in traveling ABLA display booth.

## **ADVERTISING**

Breeder and commercial product advertising helps defray the cost of the newsletter and will be solicited by the editor.

## **NEWSLETTER EDITOR COMPENSATION**

The newsletter editor will be paid \$200 plus expenses for each issue published. Expenses will include phone calls to solicit and write articles; printing and postage to mail the newsletter; plus any other normal costs incurred.