

**POTOMAC VALLEY WATERCOLORISTS**  
**NEWSLETTER EDITOR JOB DESCRIPTION**

Average hours/month: 2-3

The PVW newsletter has varied in how many times a year it comes out, but in general, it has come out twice a year. Past newsletters can be found on our website as examples.

The board has determined that no advertisements or announcements about other events, services or products by other watercolor societies or companies should be part of our PVW newsletter. The newsletter is solely focused on member news and PVW events.

Duties of the Newsletter Editor include:

- Prepares semi-annual newsletters to include:

**Both issues include:**

- A letter from the President (with photo)
- “Members’ News” reporting on news sent in from members about solo shows, major group shows they’ve been selected into, books published in, and prizes won.
- Volunteer needs/openings
- Any announcements or reminders by board members (re. the website, group emails, etc.)

**The fall/winter issue** typically comes out in late November or early December and ALSO reports on:

- The Sept. Maine trip
- The fall workshop and membership meeting
- The St. Andrew’s show and prizes
- Paint Outs
- Any other PVW events or exhibits that have taken place since the last issue
- Announcement reminders about upcoming events and dates for our winter/spring season (exhibits, workshop, luncheon, paint outs)
- Photographs of all events whenever possible

**The spring/summer issue** typically comes out in late May or early June and ALSO reports on:

- New Members (with a photo and short summary about themselves from each new member)
- New Members’ Coffee
- The spring workshop and membership meeting
- Spring luncheon
- In Memoriam page
- Green Spring Gardens show
- Paint Outs

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- Ideally, the photos, names, and contact information of our board members (post luncheon)
  - Any other PVW events or exhibits that have taken place since the last issue
  - Announcement reminders about upcoming events and dates for our late summer/fall season (exhibits, workshop, membership meeting, paint outs, Maine trip, new member applications)
  - Photographs of all events whenever possible
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- The newsletter editor serves on the PVW board as a voting board member. Typically, board meetings are ideal for pinning down dates, items, info. needed for the next newsletter. At times, there have been two newsletter editors--one who writes the copy and one graphic design member who lays it out. At other times, one newsletter editor both writes and formats the copy. If more than one editor, only one editor need be present at the board meetings as a voting member.
  - Photography: the editor is either present at the event and takes photos or assigns a volunteer to photograph the event. Chairs of the event can also help solicit photographers for the event as well--and often the chairs themselves take photos and send to the editor. Ensuring a visual record of our PVW activities is important.
  - For each issue, the editor requests text copy and images from each relevant Chair for the event to be reported/announced. The editor may edit, cut down, or amplify depending on needs and space.
  - Coordinates the collection of input with the help of other members. At present, one volunteer emails the full membership soliciting their news for the "Members' News" column several weeks before the issue is due. The information they send is edited for space and conformity in presentation of information.
  - The editor ensures information included is accurate and with correct attribution of images. The editor typically solicits another member to do a read-through of the final version before sending out to ensure dates, information, and all names are accurate and spelled correctly. She/he can also have the related event chair review the information for accuracy as well.
  - Consults with Website Administrator for online formats for efficient and compatible exchange of information/content and postings. Photography of events provided to the web master and repository/archive.

Once formatted, the editor sends the newsletter to all membership via

[www.officialpvw@googlegroups.com](mailto:www.officialpvw@googlegroups.com)

The editor sends hard copies to those members who do not get email and emails the Treasurer for reimbursement for stamps used.