PAPNM Newsletter How-To Guide

Updated December 2018 by Tom Blazier

Introduction

The newsletter is created using the Wild Apricot editing software on the PAPNM website. This how-to guide assumes the user will have some prior experience working with similar editing tools and therefore does not cover this topic in detail. Wild Apricot provides instructions for using this software, which the user might wish to refer to if needed. The PAPNM website web master(s), as well as the previous newsletter editor, are available to answer questions and assist as needed. It is recommended that new editors work with the previous editor initially when learning how to produce the newsletter. This how-to guide should be edited and updated as needed to make transition for the new editor easier. A copy of this file can be downloaded from the website: Log in in Admin mode, then select Website> Files> Board Resources > Newsletter> 2019 Newsletter How-To.docx

Creating, Sending and Archiving new email newsletter files from the newsletter template

1. Log in to the PAPNM home page and select "admin view" at the top right side of the page.
2. Select the email recipients by pressing the "Members > Summary link. On the Member List page, find the "Active" column header (in the orange colored row) and select the bolded number at the bottom of that column.
3. On the Member List page, select the green "Email Members" link.
4. On the Select Template page, there are three options: Saved, Themed and Basic. Make sure the Saved option is selected. Scroll down the page until you find the grouping of files with the PAPNM logos. Click on the logo file that shows a bold brown outline around the logo.The file is labeled "NEWSLETTER TEMPLATE."
5. The page will now be in email mode, showing the template placed on the page.
6. Name the email by selecting the "4. Recipients" link at the top of the page. On the "Choose recipients and subject" page, type in the following information in the Subject line: Year/Qtr/Newsletter

   Example: 2019 1st Qtr Newsletter

7. Select the Save & Exit link in the upper right corner.

8. On the Emails page, you will see the email file you just created at the top (most recent) file of your email log. The file is now ready to be edited. Every time you want to edit the email, go to this page while in Admin View: Select Email > Emails at the top (grey row) at the top of the page. Click on the file name to open the email file

9. At the top of the email newsletter page you will see a grey colored row showing the sequence of stages for preparing and sending the email starting with "1. Templates" and ending with "5. Review and send." You are now on stage "2 Design." This is the step in which you will create the newsletter. (It is possible to move between these 5 steps to see what they look like.) Note: the "2 Design" page automatically "saves" periodically.

10. Preview the progress of your design by selecting the stage "3. Preview" button. On this email preview page, toggle between the Desktop and Mobile view modes at the top of the page. You can also "send a test" email to yourself by pressing the green button at the top right of this page.

11. To send your completed newsletter, select stage "5. Review And Send." (note: You don't need to do anything on stage "4. Recipients" because you already have selected the contacts.)

12. On the "Delivery setup," page, select when to send the email and press the green "Send" button.

13. Check the status of your sent emails by going to Email> Log and scroll/selecting the email file from the list. A page, "Manual email," showing the email will open. Above the newsletter email will be a box with info about the sent information: Delivered, Opened and Clicked. Other information can be accessed by clicking one of the tabs beside the Email text tab: Failure, Delivered and Links Tracking (blue text).

14. After emailing the newsletter, make a PDF copy of the newsletter for the website: Go to Email>Log. Find and open the newsletter email file. Look for and click the small printer icon located just under the "Public View" link (in the grey colored row) near the top right corner of the window. Select "Save As PDF" from the PDF drop down window at the bottom left side of the print set-up window. In the "Save As" window, name the file according to the naming convention listed above (the same name as your email newsletter file) and save the file to your computer. Go to Website>Files (located in the grey colored row near the top)>Board Resources>Newsletters. Upload the file from your computer by either selecting the Browse Button or Dragging the file from your computer into the right side of the window. The file should appear in the window next to previous newsletter files.

Preparing the newsletter page

1. Notice as you scroll down the email page that sections have been laid out for convenience. Some modifying will be necessary each issue, but most of the basic sections, photos and graphics are in place to be used every quarter.
2. Change the date and quarter at the top of the newsletter.
3. Make sure volunteer names listed at the bottom of the newsletter are current. They change periodically.
4. Check About the Newsletter to make sure all information is up to date.
5. Make sure the copyright date is current at the bottom of the newsletter

Newsletter sections

1. Presidents message: The president will send text to enter here. Make sure photo is for current president. The President's Message is always the first section on the top.
2. PAPNM Announcements: These are Organizational updates/announcements and include committee reports, organization sponsored events such as paintouts, special paintouts, meetings, shows and award recipients, online shows. These can include photos. Note: The yellow box titled "How to attend a paintout" accompanies the. paintouts report under the Paintouts headline every quarter.
3. Stories/Interviews: Stories may be editor or member produced. Chris Miller submits a quarterly interview or article. (Note: For the editor's convenience, section graphics and titles can be copy-pasted into another area of the newsletter to be used for additional articles or stories.)
4. Member News: Individual member submitted announcements such as workshops, shows, awards, internships and other members' art-related info.
5. Art Promo column: Stephenie West submits a quarterly column.
6. Where Izzit, Who Diddit? Select a photo of a painting by a member done in the vicinity of a scheduled paintout. Search the PAPNM Facebook pages, member websites and the PAPNM website for source material.
7. BuyThis, Sell That: Members announce art-related items or services for sale, trade or give away here.
8. After Images: This can be an interesting, funny or otherwise entertaining photo of a member engaged in an art-related activity. Use your imagination and keep your eyes open for ideas here.

Storing text and graphics/photos on your computer desktop

1. Create a new folder on your computer and computer and name it "Newsletter (Year) (Qtr)."
2. Create a new Word document on your computer and name it "Newsletter Text (Year) (Qtr)." Transfer text from email announcements and submitted stories into this file. You can create section titles in the document to sort out subjects that correspond to the newsletter sections, ie., "PAPNM Announcements" and "Member News." Creating this file makes it easy to organize, edit and transfer (copy/paste) text to the newsletter. Before moving text to the newsletter, SAVE AS this file as a text (.txt) file to make sure strange fonts and/or odd formatting doesn't conflict with the newsletter design editing program. It is a good idea to include the cutlines and number of photos submitted under each entry.
3. Create a new folder on your computer and name it "Graphics/Photos." Place photos and graphics from submitted stories and announcements into this folder. Be sure to name each file with a title that makes it easy to identify which photo/graphic goes with which text in the newsletter.
4. Place (store) the Word/Text document and the Graphics/Photos folder inside the "Newsletter (Year) (Qtr)" Folder. Store in a safe place.

Working with text in the newsletter

1. Highlight/select "text here" where you want to place text. You can copy/paste text from the text file from your computer (mentioned above). Highlight/select "headline" and type the appropriate text.
2. Use the link buttons in the editor window to create website URL and email links. First select text to be used for the active link, then push the link button. Enter link destination info when prompted. Email addresses should accompany story writer names. Website URLs should link to member names or other important references (such as listing of the PAPNM website) that are mentioned in the article/announcement.
3. Font style and sizes should be consistent throughout the newsletter.

Working with photos and uploading them to the website/newsletter

1. Limit maximum sizes of photos to around 8 inches at 72 ppi. It is best to edit photos *before* they're uploaded to the website. (Some editing/resizing can be done after uploading photos.) Upload photos or graphics by inserting the I-beam on the page where you would like the image to appear and selecting the photo icon in the edit window at the top of the page.

Follow the prompts for uploading and placing the photo in the story. Navigate to the Newsletter folder located on the website when prompted.

2. After the photo is placed, double-click on the image to bring up the image editing window. Here you can select from text wrap options, alignment, outline, and spacing around the photo.

Note: All photos and graphics that are uploaded onto the website are stored in the Newsletter photos folder There are occasions when you might need to retrieve or delete a graphic or photo stored in this folder. Use the steps for placing a photo listed above to access this folder.

Submissions and Important dates

1. The newsletter is published on the second to the last Saturday of the second month of each quarter (February, May, August and November) and should be timed for release after the quarterly board meetings so new info from the board meeting can be included in the newsletter if need be.
2. The editor should send an email blast to all members reminding them of the submission deadline date well in advance of the submission deadline. The submission deadline date is a week before publication date to allow the editor to compile/prepare/edit information. The editor may wish to encourage member submissions on particular topics for inclusion in the newsletter. Remind readers of the Buy This, Sell That section and encourage them to submit. Include the Submission Guidelines for Buy This, Sell That listed in that section of the newsletter
3. Committee chairs and board members will email organizational updates that are appropriate for the newsletter and are placed under PAPNM Announcements.

General submission guidelines as they appear at the bottom of every newsletter (update/edit as needed):

About the Newsletter

Newsletter Editor: tblazier@hotmail.com or 505-323-2246

The 2018 PAPNM Newsletter is published quarterly and emailed to members on the following dates: February 24 (submission deadline: February 18); May 26 (submission deadline May 20); August 25 (submission deadline August 19), November 24 (submission deadline November 18).

All submissions must be emailed to the editor on, or preferably, before the deadlines listed above.

Please carefully follow these email guidelines when sending submissions:

1. Write "PAPNM Newsletter" in the subject line of the email.
2. Email submissions to Tom Blazier: tblazier@hotmail.com.
3. Include your email address, phone number and web URL.

Preparing Text: Please do not use tables, tabs or formatting which cannot be copy/pasted into html. Text can be placed directly into the body of the email or attached as a Word file. For story submissions, use an approximate 500 word limit. Limit to one paragraph submissions to the ad section. When sending text to accompany photos, always include artwork titles, sizes and mediums as well as a photo attribution and any other necessary and relevant details for the photo.

Preparing Images: When emailing photos or graphics, send 72 dpi JPEG image files at 8 inches wide as attachments and NOT embedded in the email or as part of a Word document (see related info in Preparing Text above).

The editor will image photos and edit text as needed for publication. Please contact the editor if you need help preparing a submission.

Issues of the newsletter are archived in downloadable PDF files on the PAPNM website.

If you have not been receiving the newsletter, please check your email junk box.

Other instructions for editing and managing the newsletter:

- To move sections, graphics and photos in the newsletter page, select and copy/paste the selection into a new location.

- Not all graphics and sections that are part of the template will necessarily be used in the email every quarter. Delete from the email any design elements not used for a particular quarter.

- Periodically select step "3. Preview" at the top of the page to see how the email will look on desktop computers and mobile device screens. You will likely have to go back into the Design page to make alignment and size adjustments for text, especially headlines, and photos so they

look right in the various devices. Also send a test email to your cellphone and desk computers to make sure they look right.

- **IMPORTANT:** Always have a capable second or third pair of eyes proof read your page before sending it out! Spelling, grammar, accuracy of contact information, links, design — everything! There is always *something* that needs to be corrected after you think you're done!

- Before sending the completed newsletter to members, send a test email to yourself to make sure it reads and looks right on your own device(s).

- Consistency is important. Keep like elements the same throughout the design. Don't deviate from how the template is set up in this regard.

- Refer to previous newsletter emails for comparison if need be.

- Start working on the newsletter at least a week before the publishing date. Doing a little bit at a time really helps!

- Maintain communication with board members and committees for information pertinent to upcoming newsletters.

Editing the Template

1. Go to Email> Templates. On the Select Template page, there are three options: Saved, Themed and Basic. Make sure the Saved option is selected. Scroll down the page until you find the grouping of files with the PAPNM logos. Click on the logo file that shows a bold brown outline around the logo.The file is labeled "NEWSLETTER TEMPLATE."
2. Open the template. Make desired changes and click save.