

**ELIOT INSTITUTE
NEWSLETTER EDITOR**
(Revised May 2024)

SELECTION: Selected by and responsible to the Dean.

QUALIFICATIONS: An experienced Eliot camper with excellent writing skills. Experience in newsletter writing, layout, and desktop publishing is preferred. The Newsletter Editor is expected to bring their own computer to use in the production process.

GENERAL RESPONSIBILITIES: A high quality newsletter that is stimulating, accurate, up-to-date and entertaining supports a smooth running camp, adds greatly to the feeling of community and promotes various activities of the week. The Newsletter Editor is responsible for writing and laying out a camp newsletter each day of camp (except departure day), including arrival day. Photocopying is done by Seabeck Staff, using paper provided by the Eliot registrar.

TIMELINE

BEFORE CAMP

___ Register for camp. Sign contract and Code of Ethics. Return to Registrar.

___ Review the format and content of previous Eliot newsletters. (Tip: contact editors from the past two years to see if they can share with you editable copies of their newsletters. You could use these as a starting point.)

___ Many editors pre-format the newsletter to save time in producing the daily newsletter. Some lay out most of the schedule in advance (but check it every day and expect changes!) If the Deans have a “theme for the week” consider integrating it into the newsletter format and title.

___ Two weeks before camp: contact key staff members for content for the arrival day newsletter. Note: this arrival day newsletter is different than the pre-camp newsletter which is put out by the registrar one month prior to camp.

___ One week prior to camp: In consultation with the Dean and Volunteer Coordinator, prepare the first edition of the newsletter prior to arriving at camp for distribution to campers as they arrive. Normally, this first edition covers orientation meetings, a preview of the first 24 hours’ activities and other general plans for the week. Email a pdf to seabeck@seabeck.org and they will print it for you. (cc: registrar@eliotinstitute.org)

___ Bring to camp: computer, a sense of humor, and a flexible mind-set.

ARRIVAL DAY

___ Attend staff meeting / orientation. Bring laptop to all meetings so you can make newsletter changes and additions easily in the moment.

_____ At staff meetings, in the newsletter, and at other opportunities: Inform staff and campers of the deadline for daily submissions (lunch / 12:30 pm) and where to make submissions. (e.g. in the Eliot office in the inn or via email or google docs so you don't have to re-type them). Encourage campers to contribute news items, notices, artwork, humor, comics, etc. Establish a policy that all contributions must be signed, although the contributor's name may or may not be printed, as appropriate. [If an article appears to be "questionable" or "controversial", check with the Dean before using it. The Dean has the authority to review items that have been submitted.]

DURING CAMP

_____ It is essential that the Editor attend each daily staff meeting (usually 1:00 to 1:30 p.m.) where the latest and upcoming events are reviewed, proposed, modified and scheduled. The editor and volunteer coordinator should review the upcoming schedule at each meeting.

_____ Each afternoon, prepare a newsletter to be distributed just prior to dinner. The newsletter will highlight the activities for the next 24 hours (from one evening meal to the next), and may include upcoming special events. Submit a pdf of the newsletter to <seabeck@seabeck.org> by 4 p.m. (cc: registrar@eliotinstitute.org) After emailing the PDF, go in to the Seabeck office and let them know that it's been sent. They will print a proof copy for you to inspect. After you approve the proof, select a paper color from the Eliot drawer and they will print off the requested number of newsletter copies. Print enough copies to have one for most of the adult campers.

_____ Find volunteers to hand out newsletters to campers at social hour and as they enter the dining hall for the evening meal. Extra copies can be left in the Inn Lobby.

_____ Circulate throughout the camp to be pro-actively aware of items of interest, and actively solicit notices, items, and reviews that will stimulate campers' awareness and interest.

AFTER CAMP

_____ Forward your newsletter pdf files to the Administrator at <EliotRegistrar@gmail.com>, in case you forgot to send copies during the week for their records.

_____ Within two weeks of the end of camp, submit a report to the camp Deans using the template they provide.

IDEAS, HINTS AND TIPS

The newsletter is typically an 8.5 x 14 sheet, double-sided. Typically the events calendar is in one column on the front page.

Have week-at-a-glance sections for upcoming major events (like concert, talent show)

Choose simple layouts, with only one or two fonts and a few font sizes. Bold for headings.

Fun features: you could do a "guess who" column. Take notes on someone you eat a meal with, then write a column giving hints about them "Guess who went to Panama last summer?" Give answers the following day.

Idea: Give newsletter submission slips to the Volunteer Coordinator so that anybody scheduling an activity would be actively encouraged to post a description in the newsletter.

Be aware of upcoming events and proactively follow up with Worship, Youth, and other staff members to ensure information is provided.

Invite a young adult/youth/MAG to be a “reporter” for their age group, submitting stories about the group’s activities or adventures to the newsletter.

Pre-create / find optional fun content associated with the theme (quotes, stories, music or book titles, games, puzzles)

If there is a blind/visually impaired camper, ask them what their preferred way is to receive the newsletter and do your best to accommodate that. (For example, they may ask that you email them a PDF that their screen reader can interpret.)