

Newsletter Editor

These are the actions I have been performing to create the DSS Newsletter “The Stereo Window”.

1. When John Vala left the position of Newsletter Editor in March, 2000, he was using Adobe PageMaker software and passed many prior issues to me in that format. Rather than reinvent the wheel, and since I had some experience with PageMaker making fliers and post cards for my country band “Northern Edge” in the late 1980s, I kept the format and kept using the software, even though Adobe replaced PageMaker with InDesign. Any new editor will need to either continue the use of PageMaker or will need to create new templates (and possibly a new newsletter layout) with their software of choice. Regardless of the software used, this is the general workflow I use to create the newsletter.

2. Starting steps:

a) Make a copy of the previous year’s newsletter for the given month (e.g. create a copy of the September 2023 newsletter, renaming it “September 2024”. Using the prior year’s issue as the starting point helps minimize the number of changes needed, and also suggests some articles that recur, like the “State of the Society” article in February or the ISCC results in May, plus the club roster in December.

b) Update the “boilerplate” items, including the issue number and year, the copyright year on page 3, the date of the next meeting on page 11 and the list of officers. Also update the year in the footer of the Master Pages.

c) Find an appropriate cover photo. I have tried to find one that is a good example of the month’s competition theme. These can be found among the images submitted to the Detroit Exhibition (which is on the club website each year) or various other exhibition websites, as well as images from the PSA Hall of Fame on the club hard drive or presentations given at the annual 3D-CON. Contact the maker to get permission to use the image and ask for a short description of details about the image. See previous newsletters for the kind of information needed. Add that information to page 2 (inside front cover).

3. Get the competition results and the awarded images from the Awards Chair after the judging of the previous month (except September. The September issue will have images from the June Awards presentation). Update the results on page 10 and copy the images to pages 6 and 7 (possibly extending to page 8). Format the images using SPM by resizing to 1920 X 1080 using a border and change the background to white. This allows all of the images to have their left and right images be centered (easier on the eyes) and they will all have the same height, although the width will vary, depending on the aspect ratio the make used. See previous newsletters for examples.

4. Update the back cover with details on the upcoming stereo exhibitions. You can contact the previous exhibition chair (another reason to start with the previous year’s newsletter, as the exhibitions occur about the same time each year). Exhibitions are also listed on the PSA website. If the number of exhibitions does not fill the page, consider adding one of the Aaron Warner 3D cartoons from Stereo World. We have permission to use anything in Stereo World as long as we give credit to the author, so I copy the whole cartoon including the name of the person who converted the cartoon to 3D.

5. Calculate how many pages of articles will be needed (usually four). We have a newsletter exchange program with the Sydney Stereo Camera Club in Australia and the Cascade Stereo Club in Portland, and articles from those publications may be of interest. Also, the Ohio Club's newsletter and Photo-3D discussion group are good sources for articles. Occasionally, a whole article can be copied from a previous DSS newsletter from years ago if the content is of particular current interest (e.g. an article on creating a sequence if the club program is going to be member sequences in a month or two).

6. When the newsletter is complete, run a spell check on all articles, then make a .pdf copy and send it to your proofreader (currently Steve Kiesling). When any corrections are made, send the .pdf copy of the Print version of the newsletter to the print person (currently Al Huberty) who will print the hard copy newsletter and send it to the members who have paid for that version. This should be done on the Sunday that is ten days prior to the meeting.

7. Create a "read" version in .pdf format with the pages in sequential order. If you are not also the webmaster, send both versions to that person to be placed in the images folder, and get the links to them to use with the newsletter email.

8. The newsletter is sent via email on the Thursday prior to the meeting. This gives enough notice for people to submit their competition images by the Sunday prior to the meeting, but avoids any confusion about which Wednesday the meeting will be held. Three email versions are sent out to three distribution lists, as created from the members' preference as recorded in the club roster, kept by the secretary (currently David Smith).

a) a "Web Letter" goes to the clubs we have the exchange with, as well as to the person whose image was featured on the cover.

b) a "Print Version" goes as an attachment to people who want the printed booklet version and choose to print the newsletter at home rather than pay the postage charge for the hard copy. Also, some people get the newsletter at work where they may not have permission to download a document from an outside website.

c) a "Read Version" goes to everyone in the club. The links to the .pdf documents are in all three emails so that people can download a different version.

The email will contain the upcoming highlights (program and competition topic) as well as a reminder of the format for submitting competition images. Any late-breaking news can be added to the email, as well as reminders about club services (like the library).

9. A final reminder of the meeting time is sent out early on the day of the meeting with a reminder of the Zoom meeting link for those who cannot attend in person.