

# **TOTEM II EDITOR and CLASS REPRESENTATIVE LIAISON JOB DESCRIPTION**

Following is the job description as defined by the By-Laws:

## **A.1.3 The Editor of the TOTEM II shall:**

- Act as Class Rep Liaison Person to receive materials from Class Representatives and other sources and edit it for quality and quantity.
- Feature TOTEM II masthead and artwork.
- Present President's message and apropos news items.
- List officers, Board, (including Class Representatives) and past Presidents at least annually.
- Include membership and dues application blank and form for including news of members.
- Give Scholarship information and updates.
- Interview and negotiate with qualified printer/bulk mailer and make recommendation to the Executive Committee.
- Direct and monitor selected printer/mailer.
- Upon appointment, the Editor of the TOTEM II shall serve as a member of the Executive Committee with full voting rights.

## **ADDITIONAL DETAILS/GUIDELINES OF TOTEM II EDITOR POSITION**

It's important that this position participate and take an active part on the Executive Committee and at Board Meetings.

## **CLASS REP LIAISON:**

1. Liaison between the LLAA Executive Committee/Board of Directors and Class Reps
2. Notify Class Reps of *Totem II* deadlines and follow-up on delinquent columns.
3. Keep Class Reps up-to-date on Board meetings and LLAA business
4. Attempt to fill vacant Class Rep positions
5. Welcome new Class Reps and provide Class Rep Handbook
6. Update Class Rep Handbook as needed
7. Notify Board of new Class Reps and have Website Chair set-up Class database access
8. Provide support for Class Reps (answer questions, create Class Lists, send out membership renewal reminders, provide resources, etc.)

## **TOTEM II EDITOR:**

### **PAPER CONTENT:**

- A. The paper is published three times a year.
- B. There are several items that are routinely published in the paper:
  1. President's Column, Treasurer's Report, Lynx Calendar, Beyond the Reef, LLAA Leadership, LLAA Membership Form, LHS Alma Mater, News From The Classes (more info to follow), etc.
  2. Additional columns are provided by others or are written by the *Totem II* Editor and may include such items of interest as: History of Abraham Lincoln, Notable Lynx Alumni, Memorials, Information About Lincoln High School, Poems from old *Totem* annuals, Stories from old *Totem* newspapers, Historical Photos, etc.
  3. The Spring issue deadline is March 5, published approximately April 15  
This issue includes the announcement of the All Class Luncheon; Scholarship deadline and information; advertisement of Lynx merchandise (can only be done once a year under our non-profit WA St Dept of Revenue tax laws).
  4. Fall issue deadline is July 5, published approximately August 15  
This issue typically includes a center spread of our Scholarship award winners; a report about the All Class Luncheon and lots of photos; announcement of the Annual Business Meeting.

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5. Winter issue deadline is November 5, published approximately December 15  
This issue is full of Class reunion stories and photos that generally fill up the center sections and sometimes the back cover.
- C. Artistic Design/Layout
1. *Totem II* Editor must come up with the basic idea/design/layout for the front page, center sections and back page of the paper. Graphic Designer will provide assistance.
  2. *Totem II* Editor provides Graphic Designer with additional artwork from old *Totem* annuals, newspaper archives, Internet, etc.
  3. *Totem II* Editor works closely with Graphic Designer on the entire layout i.e. what articles, photos are placed on which pages of the paper.
- D. Organization
1. Create a folder on your computer for each edition of the paper i.e. Totem II Spring 2018 (Can create folders in Outlook to store information before editing and saving columns on computer)
  2. Sort, create file names, and save columns/pictures for individual class columns on computer for editing and subsequent email transmission to Graphic Designer.
  3. Suggest creating separate folders for class column and picture storage.
- E. Editing
1. Edit and/or write-up each individual class column emailed or mailed by deadline.
    - a. Edit grammar, spelling, format (Arial 10, Justify, Single Space, Indent Paragraph), content, quoted submissions, edit obituaries, bold alumni names, column headings (see Class Rep Handbook as reference for submission requirements), etc.
    - b. Insert and label photos with captions in column (crop photos as needed)
    - c. Check all alumni names in column against database for spelling.
    - d. Add obits, membership dues and scholarship donations if they do not appear in column.
    - e. Write-up column for all "orphan" classes with no Class Reps.
  2. Communicate with Class Rep regarding any changes to their column prior to publishing.
- F. Submission of Columns/Photos
1. Each column is labeled and emailed as individual attachments to the Graphic Designer. This includes the President's Column, Treasurer's Report, Beyond the Reef, additional articles/inserts and all class columns.
  2. The columns/photos are labeled and identified in the subject line of the individual emails, i.e. Class of 1943\_F2018\_Totem II identifies it as the 1943 class column for the Fall edition of the *Totem II*. A photo would be labeled: 1943\_F2018\_Totem II\_Last Name(s) identifies person or object inserted in column. The President's columns would be stored on your computer as: Presidents Column\_F2018\_Totem II.
  3. Totem II Editor submits additional materials as stated above which are stored, labeled and sent to Graphic Designer as an attachment.
- G. Proofing Paper
1. Working with the Graphic Designer, after all columns have been submitted, Editor will receive an email with the first .pdf proof of the paper.
  2. Provide feedback to Graphic Designer on changes before providing .pdf proof to be used for galley proof.
  3. Print out (generally take copy on thumb drive to UPS Store or FEDEX) .pdf proof in color on 11 X 17 paper for galley proof (LLAA reimbursed cost)

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4. With red pencil, edit galley proof for errors.
  5. Return galley proof to Graphic Designer via FEDEX overnight (LLAA reimbursed cost)
- H. Publication of Paper
1. Communicate with publisher, Pacific Publishing Co. (PPC) regarding current schedule.
  2. Graphic Designer will email a corrected .pdf of *Totem II* to Editor. Editor will need to review for errors and give final okay on the .pdf to be uploaded to PPC.
    - a. Graphic Designer will provide Editor with a smaller .pdf file that Editor will upload to the LLAA website for those alumni who receive the paper electronically.
    - b. Graphic Designer will create the “newspaper” format for PPC and upload file to publisher’s website. She will notify them when ready,
  3. *Totem II* Editor must create the mailing label .csv file of all classes current LF, ND, MBR. (deleted and sort/review columns for accuracy before uploading) from LLAA database. Save this .csv file on Editor’s computer then upload the file to PPC.
  4. *Totem II* Editor sends email to PPC regarding specs of current publication and need for extra copies mailed to Financial Secretary and *Totem II* Editor in paper run.
  5. *Totem II* Editor sends email to all alumni who receive the *Totem II* electronically to notify them that the .pdf version is available on the website and how to access.
  6. Final publication of *Totem II* is approximately 4 – 6 weeks following deadline.

### **HARDWARE/SOFTWARE REQUIREMENTS (Preferred):**

Computer; color printer with scanner/copier  
Current version of Microsoft Office  
Current version of Adobe Software  
Pdf Conversion Software (several available) – converts .pdf to Word  
Photoshop software i.e. Adobe, Corel

### **SKILLS & EXPERIENCE:**

Current LLAA member  
Good Communicator  
Enjoys writing  
Proficient in use of Microsoft Word, Excel, Adobe, Photoshop, Internet Explorer/Google, Email  
Understands file naming, saving, retrieving documents/photos (.jpg) on computer  
Creative  
Excellent grammar and spelling  
Good time management and organizational skills.  
LOVE Lincoln history and traditions