

Inserting Your Newsletter into the Southern Sierran

The Southern Sierran is delivered monthly to every Angeles Chapter member. To insert your group newsletter into a particular issue, follow these instructions.

Step 1

A month and a half prior to publication, contact the editor (213-387-4287, ext. 212; ssierran@ix.netcom.com) and tell her/him your group wants to insert into the Southern Sierran. (Specify your group and the month in which you wish to be inserted.)

Step 2

Produce your newsletter and submit a copy to the editor by email, fax (213-387-5383) or mail (3435 Wilshire Blvd., Suite 320, L.A., 90010-1904) **BEFORE** sending it to the printer. This review copy must be submitted by the 25th of the month, and you will be notified of approval by the 1st—a full month prior to when your newsletter will be distributed.

Why must you submit a copy for review? The content of your newsletter will be examined to make sure the following conditions are met. Please be aware of these do's and don'ts:

Do *not* include any kind of postal insignia/mail permit on the newsletter.

Do *not* include solicitations for subscriptions to your newsletter.

Do *not* put any paid ads in the newsletter (or anything that resembles an ad).

Do *not* include political endorsements (this means no official Club endorsements, but also no statements such as “I think Candidate A is the best choice for...”)

Do *not* include copyrighted material from other publications. This includes using ANY photo or cartoon without the artist's permission. It also includes excerpts from books, periodicals or copyrighted websites that violate fair use rules. Under fair use, your writers can quote (and attribute) a few lines from an article or a book in their stories. However, you can't run lengthy excerpts without the copyright holder's permission.

Do include the following on the front of your newsletter:

The phrase: Supplement to the [Month/Year] Southern Sierran

The Sierra Club logo (if you don't already use it)

Your group's full name—e.g., “Angeles Chapter West Los Angeles Group”

Why must these conditions be met? Some are requirements of the U.S. Postal Service, which will decide whether the insert is covered by the Southern Sierran's postal permit. Others ensure that the Chapter can recoup expenses from the Sierra Club Foundation.

—over—

Step 3

Once you have received approval of your newsletter content, print enough copies for all members of your group. (Note: Newsletters must be produced by a printer, not duplicated on a copy machine.) To receive the most current member count possible, contact George Denny (213-387-4287, ext. 205; george.denny@sierraclub.org) a couple of days before you go to the printer. Actual count may vary by plus or minus 10%, so it is advisable to order extras. Also add the number your group needs for other distribution.

Then deliver the newsletters by the 15th of the month (or the Friday before, if the 15th falls on a weekend) to Ford Printing and Mailing, 125 N. Vineland Avenue, City of Industry, 91746. The contact person is Jack Duncan; his phone number is 626-968-3673. Please label all boxes clearly and include your group name and issue date. Example: Central Group, Southern Sierran insert, June 2003.

Step 4

Your newsletter is now making its way to your members...but your job is not over yet. You must mail copies of your printed newsletter to Safety Chair Joe Wankum (P.O. Box 90937, Los Angeles, CA 90009-0937) and Outings Reader Erik Siering (9359 Lincoln Blvd., #1252, Los Angeles, CA 90045-7101). They need to review your outings listings.

Step 5

Finally, the last step: Your group needs to be reimbursed by the Chapter for its newsletter expenses. To apply for reimbursement:

Collect copies of all relevant receipts (print bill, etc.).

Contact George Denny to receive a grant application form.

Mark up the “educational content” of the newsletter. The Chapter will apply to the Sierra Club Foundation for reimbursement, and the percentage of money the Chapter receives will be based on this markup. Briefly, only some articles and outings listings are considered educational in nature. You will receive a booklet on how to identify educational content.

Send your completed application form, receipts and marked-up newsletter to this address:

Newsletter Grants
Sierra Club Angeles Chapter
3435 Wilshire Blvd., Suite 320
Los Angeles, CA 90010-1904