

# **ALIFDO**

## **How to be content editor for the ALIFDO Gazette, ALIFDO's newsletter**

The ALIFDO Gazette comes out three times a year, and is available to members of ALIFDO only.

For each edition of the Gazette, one or more individual members are designated as "content editor" and "lay-out editor."

The role of the content editor is to reach out to the ALIFDO membership and others and ask for articles or other information pieces that may be of interest to the members.

### **What type of content?**

Any content that may be of interest to the membership is welcome, from longer, more researched articles, to very short pieces. Job opportunities are also welcome (but they must still be current at the time the newsletter is sent).

Pictures (*e.g.*, of the author(s), or relevant to the theme covered by the piece) and useful links to external websites help make the newsletter look more interesting.

### **How to reach out to get content?**

There are a variety of ways to do this:

Send an e-mail to the contact persons for content matters at each of the organisations where ALIFDO has members. Request the most current list from [admin@alifdo.com](mailto:admin@alifdo.com).

Send an e-mail to the coordinators of ALIFDO's ten practice groups asking for contributions. Request the most current list from [admin@alifdo.com](mailto:admin@alifdo.com).

Send an e-mail to the whole group of ALIFDO leaders and ask for contributions. Request the most current list from [admin@alifdo.com](mailto:admin@alifdo.com).

Reach out to your own contacts in the IFI world or beyond, including the organisations where ALIFDO has members.

### **Some logistical considerations...**

People committing to provide content should be given a deadline for doing so. Experience has shown that about half of those who have committed to write something actually do so... Don't be discouraged by this! The newsletter does not have to be long. Anything longer than five pieces is a success, and quality trumps quantity.

Once all the contributions are in, and have been edited by you (typically, "light touch," but at a minimum, checked for spelling and grammar), please put them into one "Master Microsoft Word Document."

November 2019

Please make sure all the links to external websites actually work, and that any pictures are in jpeg format.

Authors should be asked to provide their e-mail addresses so that interested readers can contact them if they have questions.

Footnotes are to be avoided, - because they don't transpose well into the newsletter format -, as are excessively long pieces (remember that ALFIDO also has a [law journal](#) which may be more appropriate for longer, more academic pieces, something you can point out to authors). Formatting is best kept to a minimum, again because of the way text travels into the newsletter format.

Content editors in the past have included a short piece from themselves, introducing the new issue to the members. You are welcome to do so as well, and even include a picture of you.

When the master word document is ready, send it to the designated lay-out editor(s) and to [admin@alifdo.com](mailto:admin@alifdo.com).

**Timing:** the spring Gazette should go out in March/April, the summer/autumn one in August/September, and the winter one in November/December. But there is great flexibility here. The key is to agree on a date and stick to it.

Please liaise with the designated lay-out editor on timing, as s/he will need at least a week to put the final product into the proper newsletter lay-out, for which ALIFDO currently uses mailchimp.com. It is best to agree to a deadline by which the Master Word Document will be provided, and thereafter a deadline by which the newsletter will be sent.

The lay-out editor(s) will then also be responsible for sending out the newsletter to members, typically both *via* mailchimp directly, and via e-mail directly to members from [admin@alifdo.com](mailto:admin@alifdo.com).

Please contact [admin@alifdo.com](mailto:admin@alifdo.com) if you have any questions.

Here again is a short checklist.

### **Checklist:**

Before the sending the Master Word Document to the designated lay-out editor, please make sure:

- Pictures are included for as many pieces as possible in jpeg format (either in the word document, or sent separately).
- Authors have agreed for their work-email to appear with the article so that readers can contact them (and their work e-mail is included in their piece).
- Footnotes/endnotes have been replaced by appropriate text at the end of the article, e.g. acknowledging sources.
- Formatting (bullets points, paragraphs indenting, etc.) has been kept to a minimum.
- All links are to external websites and work.
- Time sensitive information (e.g., job postings, upcoming events, etc.) will still be relevant after the anticipated date on which the newsletter will be sent to members.