

American Peony Society Bulletin Editorship Model Program

Background: The American Peony Society's quarterly Bulletin is a popular component of membership and is viewed as the top benefit for its members. Historically the compilation of all articles, images, advertising, messages, notifications and other content found in the Bulletin has fallen on the duties of one person-the Editor. The Editor has been responsible for arranging design, style, layout, production and mailing, among other related activities. Writers and contributors that supply content have always been scarce and in recent years even more so. Past Editors have resorted to reprinting older articles to fill space and more recently the Editor has written many of the articles, adding to their workload.

Current Status: Bulletins are current or close to being current in delivery to members.

Future: Through some changes that bring more members into the editorial process and procedure, our goal is to accomplish a number of outcomes.

Bulletins will no longer have the quarterly 'MONTH' designation printed on them in order to allow flexibility in production. However, 4 well time-spaced Bulletins will be produced per year. These issues will be numbered with Quarter (Q1, Q2, Q3, Q4) and also designated as Spring, Summer, Fall, Winter.

Finishing Editor

- Kim Bremer; Temporary until new Finishing editor can be found.

The Finishing Editor's responsibilities are:

- 1) Communicate regularly with the Compiling Editor for:
 - a. Determination of content and overall direction
 - b. Advertising updates
 - c. Sharing of ideas for future publications
 - d. Timeline needs
 - e. Overall article sizes
 - f. Image requirements
 - g. Other details
- 2) Do final general proofreading for grammar, spelling, punctuation and style.
- 3) Place articles and content into a format the Designer can easily follow (general layout).
- 4) Deliver rough format to Designer for final layout
- 5) Once Designer is completed:
 - a. Proof and approve layout
 - b. Deliver copy to Compiling Editor for approval
 - c. Deliver copy to Printer.
- 6) Supply printer with up-to-date membership list.
- 7) Communicate with printer and collect billing to be sent to treasurer for payment.
- 8) Keep Compiling Editor apprised of any delays or special needs with printing.

Compiling Editor

- Kimberly Bremer ; editor@americanpeonysociety.org

Compiling Editor's Responsibilities

- 1) Communicate regularly with the Finishing Editor for:
 - a. Determination of content and overall direction
 - b. Advertising updates
 - c. Sharing of ideas for future publications (Planning)
 - d. Timeline needs
 - e. Overall article sizes
 - f. Image requirements
 - g. Other details
- 2) Communication with contributing editors
- 3) Schedule meetings with Editorial group as needed
- 4) Schedule dates for submission of articles (see calendar)
- 5) Collection of articles and overall style layout
- 6) Coordination of article content, images and advertising to occur in the APS Bulletin.

Contributing Editor Group

- Kimberly Bremer; publicity@americanpeonysociety.org or kbremer@tm.net
- Larry Argatoff; lh.arga@yahoo.com
- Kris Casey; kriscasey@rocketmail.com
- Kate Crawford; info@lyndakerfarms.com
- Sam Finazzo and or Helen Finazzo finazzo@chibardun.net
- Leena Liljestrand (international); <http://www.pionisten.se>

- 1) Summary: The group would ideally consist of 4 or more APS members that enjoy writing, communicating, sharing ideas and creative planning. Additionally they should be able to edit submitted articles for grammar, spelling and style. All members are experienced in written media and have strong capabilities. All are volunteers (everyone is in the APS) and are donating time and talents to make the APS an outstanding organization.
- 2) Responsibilities:
 - a. Solicit content from writers
 - i. Feature articles (longer pieces)
 - ii. Short stories (humorous, serious, etc...)
 - iii. Poetry
 - iv. Slice of life stories
 - v. Interviews with peony people
 - vi. Historical pieces
 - vii. Plant features
 - viii. Growing and planting (division, disease, soil management, hybridizing, etc...)
 - ix. Activities surrounding (photography, showing, artistic design, etc...)
 - x. Anything involving our favorite plant, etc..., develop this list in more detail as a group
 - b. Write articles as needed or interests evolve. Preference is for Contributing Editors to solicit as many articles as possible rather than shouldering the writing of articles.
 - c. Develop a contact list of writers-submitters that can be further used (develop a network).
 - d. Proof and correct contributed articles before submitting them to the lead editor.

- e. Ideally submit 2-3 or more articles per year to the head editor for use or archiving to be used at a later date. We'd like to keep the amount of articles at a minimum so no one person does all of the work. The 'many hands make light work' idea at work.
 - f. Communicate and share ideas with other Contributing Editors and the Compiling Editor. The scope of Bulletin content can always be broadened and in doing so will certainly benefit members.
 - g. Do not be fearful of putting something unusual forward-it may be a big hit (often unusual things are the most rewarding).
 - h. Enjoy the process, don't put too much pressure on yourself, yet meet deadlines as they are decided upon.
 - i. Collect high quality images as needed for the articles. Submit more images than needed, so that there are options for a quality layout.
 - j. One or two Contributing Editors will receive Peony Society (not APS, but supporting- societies) updates for editing and submission to the Lead Editor.
 - k. Continually look for and share methods to streamline the Bulletin editorship process.
- 3) Contributing Editors are not responsible for layout, advertising, notifications and production aspects of the bulletin. Society Updates will be solicited by a special position and transferred to an editor for grammar, style and cleanup.
- 4) While the above would indicate a large amount of work, it only serves as supporting information that is likely intuitive in most instances. The APS would like this to be an enjoyable experience in which community is built. As you meet new members and find that they may have something to offer the group, invite them to join Bulletin Editorial Group-please confirm additions to the Compiling Editor before inviting. Education, integration and involvement in our organization are goals that the society would like to promote for a better experience.

Layout/Design

- Covington Press

Layout/Design Responsibilities

- 1) Duties are to arrange (layout) Bulletin in coordination with the Finishing Editor and Compiling Editor when necessary.
- 2) Completion of layout in a timely manner (preferably within one week)
- 3) Forward completed layout to Finishing Editor

Printing and Mailing

- Covington Group Press, Steve Conklin; Printing and Mailing responsibilities

Membership Mailing List Source

- Linette Sorrentino; membership@americanpeonysociety.org, dakotahgirl@broadband-mn.com

1. Summary: Linette is our membership chair and keeps careful records. She is an excellent resource for member information, ideas and guidance in the area of membership. She is also the Resource Chair for convention development. Plus, she and her husband single handedly plan and arrange the activities that surround the annual flower show and exhibition at the APS convention.

2. Responsibilities

- a. Supply a current membership list to the Finishing Editor for submission to the printer/mailer before the new printing occurs.

Photography and Image Support

- Steve Smith; snlgardens@gmail.com, Nate Bremer; americanpeonysociety@solarisfarms.com, Joe Cook; info@blossomhillnursery.com
 1. Summary: Photographers are willing to supply their work in photographing peonies and people.
 2. Responsibilities
 - a. Search for available images to support articles, covers, etc... upon request from Compiling Editor and Finishing Editor.
 - b. Take images at APS conventions, other gardens and home gardens to produce a collection of images APS may use in publications
 - c. Images of both people, plants, flowers, venues and other related activities are needed for the collection.
 - d. Any member of this group may contact photographers listed to inquire whether he has material that will fit their needs.

Peony Society News Compiler:

- Jerri O'Connor; jerri.oconnor@gmail.com
 1. Summary: This position involves collection of information through contact. Consistent contact and reminders may be necessary in order to get written pieces from society leadership. Often contacts change and some tracking-down of current sources may be required.
 2. Responsibilities and activities:
 - a. Contact Peony Societies that list with the APS to gather annual or semi-annual write-ups about Society activities.
 - b. Submit articles to a Contributing Editor for proofing. We recommend working with Kris Casey as a Contributing Editor. Kris is an excellent proofer and writing stylist.
 - c. News from the various societies once or twice a year is fine and can be place in any Bulletin issue, as this information is often not time sensitive.
 - d. Communicate and send updates to Compiling Editor on a quarterly basis.

Advertising Contact/Compiler

- Sharon Schmitz; peony-lover@hotmail.com
 1. Summary: This position involves contacting and coordinating with commercial membership advertising needs.
 2. Responsibilities:
 - a. Contact past advertisers and current commercial members a couple of times a year to:
 - i. Supply advertising information
 - ii. Discuss pricing and display options

- iii. Reassure advertisers that advertisements will appear at a time that is best for their needs
- iv. Schedule time for specific ads to be printed. Most will be on a yearly basis.
- v. Secure images and wording for advertisements.
- vi. Discuss wording and possible changes that may make their advertisements a quality presentation (many commercial growers want to include too much or use poor quality images, or have difficulty with clarity in what is said in the add).
- vii. Follow up with advertisers where needed.
- viii. Submit any advertisement to the Compiling Editor on a timely basis.
- ix. Work with Kris Jurik, our Treasurer to collect payments. Kris' email is: payment@americanpeonysociety.org.

NOTE FOR ALL POSITIONS: IT IS IMPORTANT TO BRING MORE MEMBERS ON BOARD TO MAKE THE TASKS LESS TIME CONSUMING FOR ANY ONE INDIVIDUAL. BRINGING NEW PEOPLE ON BOARD ALSO DEVELOPS A SUCCESSION LINE, WHICH THE APS NEEDS IN ALL PROGRAMS.

Needed for all Editor Group members:

Authors and Writers:

These people may be good for an article or two a year, but are not a writers board. Ask, plead, whatever it takes. This list needs to be broadened greatly to include more members. We very much need to be inclusive of as many authors as possible to grow this program.

- Nate Bremer (Plant articles)
- Kim Bremer (Features)
- Jordan Kabat (humorous pieces, etc...)
- Lois Girton (Ask)
- Harvey Buchite (need to ask)
- Ask members to become involved! Reassure and help them to find a way to share their experiences and talents.

Resources:

These people are proven resources for information, but may not necessarily be writers or want to write due to their heavy involvement in other areas.

- Don Hollingsworth: growing, scientific, hybridizing, APS history, almost anything
- Reiner Jakubowski: Peony Registrations, APS History
- Nate Bremer: hybridizing, woody peonies, species peonies, herbaceous hybrids
- Piet Wierstra: cut flower production, commercial members
- Jose Valasquez: Song Sparrow's grower and manager, excellent resource for history of the business and plant propagation, an interesting tidbits

Next page is a deadline chart:

Process Descriptions	Spring Issue (Q1)	Summer Issue (Q2)	Fall Issue (Q3)	Winter Issue (Q4)	New Cultivar Issue
Editorial deadline: Stories to editor	Jan 15	April 15	July 15	October 15	November 15

Ad deadline	February 1	May 1	August 1	November 1	November 15
Targeted Mail Release	March 15	June 15	September 15	December 15	December 15-20