

CHAPTER NEWSLETTERS

Most AGO chapters regularly publish a newsletter to keep members informed of upcoming events, circulate information about chapter activities and leadership, and provide job postings. Many software programs provide newsletter templates, but a basic word-processing program can also render a very effective newsletter. Many chapters develop a logo for the newsletter's front page. AGO Headquarters provides downloadable images of the AGO logo on its website - in the Official Documents Section - or you may request a logo sheet from the national office.

A chapter's newsletter may contain any or all of the following:

- upcoming meeting announcement with detailed information
- follow-up reports on past meetings
- dean's column
- notes from other officers
- committee reports, project announcements, etc.
- job placement information and/or substitute referrals
- AGO national news
- messages from your regional councillor and/or district convener
- messages from your regional coordinators for education and professional concerns
- calendar of local performances
- "who to contact" information
- election information
- names of current officers with contact information
- paid advertising (to underwrite production costs)
- regional and national convention information
- radio and television programs of interest to members
- interviews with members or visiting artists
- "Welcome" to new members
- "Dear Abby" column for organists, choirmasters, or teachers
- editorials
- special monthly features (e.g., clergy section, puzzle, or contest)
- newsletter editor's name, deadline date, and mailing address
- chapter directory corrections and additions
- membership renewal information

Be sure that each issue includes the date, your chapter's name, city, state, and the dean's name, address, and phone number.

Put the National President, Executive Director, regional councillor, and regional coordinators for education and professional development on your mailing list. This helps them keep in touch with concerns, ideas, and events at the local level. The President's and regional councillors' addresses are published each month in TAO; the Executive Director's copy may be sent directly to National Headquarters.

From time to time you may also receive camera-ready articles and notices from Headquarters for reproduction in your newsletter. If you use bulk mail, you will need to check current postal regulations regarding the inclusion of flyers promoting non-chapter events and paid advertisements.

If you are just starting a newsletter (or need fresh ideas), Headquarters will send you several recent issues from other chapters.

Some chapters distribute their newsletters electronically by e-mailing the publication to members or posting the newsletter on a web site and e-mailing members the web address to access the newsletter online.