

USMS Convention—Dearborn, Michigan 2006

Committee Name: Editorial	Session #: 1	Report #: 18
Minutes recorded by: Nadine Day	Date/time of meeting: 9/16/06 8:00 a.m.	

Proposed Expenditures

No proposed expenditures

Action Items

No proposed action items

Committee Chair: Lynn Hazlewood	Vice Chair(s): Maria Anderson	
Number of committee members present: 9	Absent: 1	Number of other delegates present: 13
Committee members present (list all, including chair and vice chair): Lynn Hazlewood, Maria Anderson, Tom Boyd, Nadine Day, Raena Latina, Heather Hagadorn, Jim Matysek (ex-officio), Bill Volckening (ex-officio), Mark Gill (ex-officio).		

Minutes

The meeting was called to order at 8:13.

1. Introductions
2. Remarks by committee chair—Lynn Hazlewood
 - a. Lynn Hazlewood reported on the projects worked on through the year. A copy of her written report is attached to the minutes.
 - b. Julie Heather recommended differentiating contents of the publishing policy manual into corporate policies and committee procedures. Maria Anderson was assigned to this task.
 - c. Julie commented that the name "Editorial" doesn't accurately describe the committee's function and proposed a change to Publication Management Committee. This task will be taken up during the next legislation cycle.
3. Deferred approval of minutes for July 10, 2006, and August 28, 2006, meeting.
4. Next meeting will be Monday, October 2, 2006, 8:30 p.m. EDT
5. Marketing report—Tom Boyd
 - a. Member survey
Tom reported on the survey project and his written report is attached to the minutes. He stated that he is willing to do custom survey results upon request. He also noted that USMS has a branding problem in that our name is inconsistent with our mission. The magazine will be a significant part of addressing that branding issue.
 - b. USMS SWIMMER long-term development
The survey was utilized in annual planning. Lynn stated that what we do with our publication must relate to the long-term goals of USMS and must be supportive of the marketing effort. During the next year, the committee will undertake a study of development of the magazine, which would likely require additional financial resources. When we know where the magazine fits into USMS development plans, we can then determine the manner of that development and when it could occur.
6. Business report—Maria Anderson
 - a. Maria reported on the business management issues the committee has discussed during the year. Her written report is attached.
7. USMS SWIMMER report—Bill Volckening
 - a. Bill discussed the publication year, including some remarks of the annual planning meeting that took place in June. He stated that everyone's input on ideas are collected to assist with annual planning and discussed during the meeting. There was a discussion on holding the magazine publication for important issues, as we did for the World Championships this year. Julie requested that the newsletter editors be notified if the magazine will be delayed and Doug Garcia cautioned against appearing to be too focused on competition. All agreed that holding publication for Worlds and National

Championships are acceptable exceptions in order to report news in a timely manner. Bill's theme this year will be to educate people how to contribute to the magazine by deadline and that their ideas are welcome and will be used.

- b. Development of ideas and resources: Bill reported that the survey confirmed that the USMS SWIMMER is on target with editorial content. The members did express the desire to have more training and technique and fitness information in the magazine. For the 2007 publication year, there will be some minor changes in the magazine structure to address the members' desires as well as solve some editorial problems. We will add a page of content to the training and technique department. Swimming Life and Inside USMS departments will be combined, since they cover the same content. Bill will be working on achieving more coordination with certain committees and discussed content development and making deadlines.
8. Website report
- Jim Matysek reported that we have two websites—usmsswimmer.com (magazine website) and usms.org (USMS website). There is work that needs to be done for both websites that relates to publications.
- a. usmsswimmer.com development report—Jim Matysek reported on plans to complete the functionality of usmsswimmer.com, the national publication's website. His written report is attached to the minutes.
 - b. Web Managing Editor position—Jim Matysek reported on a project for next year to develop a position of Web Managing Editor. This position will be the functional equivalent of the magazine's Managing Editor. His written report is attached to the minutes. Hugh Moore suggested we write an action item to create the position. This action item was postponed until next year's convention. The committee had previously brought this proposal to the attention of the EC and Mark Gill suggested that development of this position may be folded into the work of the IT Task Force. It was agreed that the Web Managing Editor and the magazine's USMS Editor would work closely together to avoid duplication of effort and poaching of content from one media to the other.
 - c. Web Content Management project—Heather Hagadorn came onto the committee to be the web content manager. She reported on the first stage of this project, which is to improve the accuracy and timeliness of editorial content on the website. Her written report is attached to the minutes. This project was facilitated by the work of a Communications Committee subcommittee, led by Ray Novitske, to audit the full contents of usms.org. Heather will begin to contact committee chairs after convention. Julie requested that the appropriate vice presidents be copied on all emails.

The meeting was adjourned at 10:10 am.

Tasks for the Upcoming Year

1. Separate corporate publication policies from committee procedural policies.
2. Integrate planning for publications development with USMS marketing strategy.
3. Develop concepts for long-range development of the magazine.
4. Discuss public display of magazine archives.
5. Completion of usmsswimmer.com functionality.
6. Work on concepts for a Web Managing Editor position.
7. Develop a process to include committees, special assignments and coordinators in the development of ideas and resources for the magazine.
8. Work on improving the accuracy and timeliness of web informational content.
9. Investigate changing the name of the committee to Publication Management Committee or some more descriptive title.

Editorial Chair Comments—Lynn Hazlewood

The Editorial Committee was created during the 2005 annual meeting for the purpose of managing all USMS publishing activities. In the past year, the committee has worked on or planned for a number of projects, which were reported on in the annual report. During the meeting, the project leaders discussed their work, answered questions and collected suggestions from delegates to consider in future work.

The projects fall into two categories: foundation work and publication management. The foundation projects are intended to create a rational basis for decision-making and provide direction for the development of USMS publications. The goals and objectives for publication development also needs to integrate with overall USMS goals and objectives and development.

The publication management is the practical side of committee work. The goals and objectives of publication management are to "develop and maintain or cause to be developed and maintained publications that: (a) support the Mission and Core Objectives of USMS, (b) provide benefits and information services for all USMS members, (c) provide viable marketing tools, where appropriate, (d) provide an income source for USMS, where possible and (e) employ the most current industry standards for design, style, editorial content and usability, where appropriate." (*USMS Publishing Policy Manual, Article I, Section 1.05*).

Publishing Policy Manual—Lynn Hazlewood

The purpose of the Publishing Policy Manual is to list and maintain in one place all publishing policies currently in existence in United States Masters Swimming. The initial version of the manual was created in November 2005 and adopted January 27, 2006, following approval by the USMS Board of Directors. The first edition largely consists of USMS SWIMMER policies. At the October and November meetings following convention, the committee will be updating the SWIMMER policies and begin to develop policies relating to web editorial content. A copy of the current manual is attached to this report.

USMS PUBLISHING POLICY MANUAL
(Adopted 1/27/2006)

ARTICLE I: INTRODUCTION

Section 1.01 Purpose

The purpose of the Publishing Policy Manual is to list and maintain in one place all publishing policies currently in existence in United States Masters Swimming. These policies shall be proposed by the Editorial Committee and approved by the USMS Board of Directors.

Section 1.02 Policies

- (a) The articles in the body of this document shall constitute the policies which govern USMS publications. These policies and their implementation shall recognize and integrate with the authorities expressed in other USMS documents including the Code of Regulations, Financial Operating Guidelines, Professional Management Guidelines, USMS style guides, and contracts with professional staff.

Section 1.03 Legal

The Editorial Committee shall see to the posting of necessary legal disclaimers in publications as specified by the USMS legal counsel.

Section 1.04 Powers

- (a) "...The committee shall manage all USMS publishing activities and shall set publishing policy. The committee shall support the operations staff handling the separate elements of USMS publications. The committee shall work with representatives from the publishers of the USMS national publication on magazine-related activities."ⁱ
- (b) The committee shall have the emergency power to adopt or suspend any publications policy provided the committee, with the advice and consent of the president or EC liaison, for all issues, plus the treasurer, for finance issues, determines immediate action is required to serve the interests of USMS. An action taken under this emergency provision shall be effective until the next meeting of the Board of Directors. The chair shall make a detailed report of the actions taken to the Board of Directors within 30 days of the action taken.

Section 1.05 Goals and Objectives

The Editorial Committee shall develop and maintain or cause to be developed and maintained publications that: (a) support the Mission and Core Objectives of USMS,ⁱⁱ (b) provide benefits and information services for all USMS members, (c) provide viable marketing tools, where appropriate, (d) provide an income source for USMS, where possible and (e) employ the most current industry standards for design, style, editorial content and usability, where appropriate.

ARTICLE II: NATIONAL PUBLICATION

Section 2.01 Mission

To support the Mission and Core Objectives of USMS, provide a benefit for USMS and all USMS members, a marketing tool to recruit new members, and a revenue source for USMS.

Section 2.02 Authorities

As the owner of the publication, USMS has the right to approve publication decisions as specified in the publisher's contract.ⁱⁱⁱ These rights shall be exercised by the Editorial Committee, with the advice and consent of the Executive Committee, or by persons designated in the contract.

Section 2.03 Production Management

The USMS Editor and the publisher's Managing Editor (hereafter referred to as "the editors") shall manage the production of the publication including creation of the editorial calendar and media kit, development of content, assignment of articles, selection of photographers and writers, communication with layout and design personnel, and integration with other elements of the production process such as advertising, printing and mailing.^{iv} The editors shall report on their activities to the Editorial Committee as requested.

Section 2.04 Annual Planning

Major decisions for the next publication year shall be made or initiated during the annual planning meeting. The

USMS Editor plus a team from the Editorial Committee shall participate in the planning session(s). The committee shall monitor preparation and execution of annual planning and shall see that: (a) suggestions are solicited from USMS leaders and members, organized by the editors and presented to the Editorial Committee for discussion prior to the meeting and (b) USMS participants file a comprehensive report with the Editorial Committee within 30 days of conclusion of the session.

Section 2.05 Structure

The basic structure and content of the publication including departments, columns, features, book size (number of pages) and advertising levels shall be developed during a periodic redesign process. The structure and content shall be reviewed each year during annual planning with minor modifications made as necessary. Anticipated changes in book size shall be requested during the regular budget process excepting where advertising levels exceed 35 percent of content during the publication year. In that event, the Editorial Committee shall request an increase in book size to maintain an acceptable editorial content level.

Section 2.06 Design

The basic layout and graphic design shall be developed during a periodic redesign process. Layout and design for individual issues, including choice of photographs, color schemes, and page layout, shall be determined by the needs of the specific editorial content. Treatment of all USMS-developed elements shall be consistent with the design of the rest of the publication.

Section 2.07 Balance of Content

The Editorial Committee shall see that the balance of content in the publication is equitable and meets the needs of USMS and all USMS swimmers. Special interest reporting shall also be present in the publication, space permitting. The editors shall determine the treatment and presentation of all editorial content.

Section 2.08 Editorial Calendar

The major decisions for the next publication year's editorial calendar shall be made during annual planning. Once the editorial calendar is agreed to, the editors and Editorial Committee shall adhere to the basic plan excepting the need to publish timely or compelling editorial materials. Should there be a need to include information in the publication that is not consistent with the approved calendar, then this information may be included provided: (a) the Editorial Committee agrees, (b) it does not replace any of the planned content and (c) funding is available to increase the book size, if necessary, to accommodate the additional materials. The editorial calendar contents shall be considered confidential and shall not be revealed, disseminated, or discussed with any persons outside the editorial management process.

Section 2.09 Production Schedule

The production schedule shall be set during annual planning with the goal of members' receipt of the publication by the first two weeks of the first month of publication and shall be adhered to, excepting the need to delay publication in order to cover timely events.

Section 2.10 Editing and Proofing

Editing and proofing shall be the responsibility of the editors. Assignment of Editorial Committee personnel for proofing shall be made by the chair of the Editorial Committee in consultation with the editors as needed. Assignment of outside proofreaders for specialty content shall be made by the editors. Materials distributed for editing and proofing shall be considered confidential and shall not be revealed, disseminated, or discussed with any persons outside the editorial management process.

Section 2.11 Archives

The publisher shall maintain appropriate digital and printed archive copies of each issue. Digital archives shall be maintained on the publication web site as defined in Web/Publication Integration below.

Section 2.12 Web/Publication Integration

USMS shall create and maintain a national publication web site that includes a section featuring each issue, advertising information, subscription information, digital archives and other content as necessary. The Editorial Committee, in consultation with other elements of USMS, shall determine the articles to be extracted for archival purposes as well as the timing for public release. The USMS Webmaster/IT Director shall determine the format, method of storage and retrieval, and storage location of the archives.^y

Section 2.13 Marketing

The Editorial Committee shall work with the Marketing Committee for the purpose of using the national publication as a marketing tool for recruitment of new members and other marketing needs. Bonus or complementary copies

of the publication for marketing purposes shall be printed based on pre-orders received by the managing editor as specified in the production schedule. Funding for the printing of bonus issues shall be borne by the requestor.

Section 2.14 Reproduction

Reproduction of all or part of the publication shall be subject to applicable copyright laws and contractual requirements and shall be approved by the Editorial Committee. Use of reproductions for commercial purposes shall be subject to the approval of the Executive Committee. Unless determined otherwise, extraction and reproduction shall be accomplished by the publisher's staff or USMS web staff, whichever is most appropriate. Cost of reproduction and distribution shall be borne by the requestor.

Section 2.15 Advertising

Advertising sales for the publication shall be the responsibility of the publisher's Advertising Director. The Editorial Committee, with the advice and consent of the Executive Committee, may approve the insertion of house ads or complementary ads provided they (a) have added value for USMS, (b) do not require an increase in book size, and (c) do not replace either paid ads or necessary editorial content.

Section 2.16 Finance and Budget

The Editorial Committee Chair, with the advice and consent of the Executive Committee, shall prepare the budget for the next publication year. The budget shall reflect the specifications in the publisher's contract, USMS financial operating guidelines^{vi}, USMS financial management policies^{vii}, and the needs of the publication as identified during annual planning.

ARTICLE III: Website Editorial Management

The Editorial Committee shall work with the Executive Committee or its designee to develop a plan to create, maintain, and update web editorial content.

ARTICLE IV: Rule Book

The Editorial Committee shall work with the Rule Book Coordinator to support the production and distribution of the rule book.

ARTICLE V: Other Publications

The Editorial Committee, in consultation with the Marketing and Communications Committees, shall direct the creation of logos, graphics and style sheets for consistent use by all parts of USMS. These guidelines shall apply to all written communications, including paper and electronic format. The Editorial Committee shall direct and assist USMS entities in the integration of these policies into practice throughout the organization.

ⁱ 2006 USMS Code of Regulations and Rules of Competition, Article 507.3.15

ⁱⁱ USMS Code of Regulations and rules of Competition, page 11.

ⁱⁱⁱ Reference relevant sections of publisher's contract.

^{iv} Reference relevant sections of publisher's and USMS Editor's contracts.

^v Reference relevant sections of Webmaster/IT Director contract.

^{vi} Reference relevant sections of USMS Financial Operating Guidelines.

^{vii} Reference relevant decisions from finance committee minutes and Controller opinions.

Editorial Committee 9/16/06
Report of Business Operations
Maria Anderson, Vice Chair and Chair of Business Subcommittee

The Editorial Committee selected Maria Anderson to lead the business subcommittee and concentrate on the business and financial operations and management of *USMS SWIMMER*.

The goal of the subcommittee is to oversee and regularize the business management and allow the creative minds of the magazine to continue to produce a high-quality product, which is USMS's most valuable asset.

The philosophy of our approach to financial management is as follows:

The overall management of *USMS SWIMMER* needs to be consistent with the stated goals of USMS and its national publication. To that end, the accurate recording of income and expenses must extend to a rigorous system of tracking these amounts and recording them in the proper cost/revenue centers. It is vital that we be able to not only analyze the activities during a given fiscal year, but also be able to map out trends across time. Categories of income and expenses need to be compared longitudinally so that in the years to come we will be able to look back and accurately assess our performance and target areas that need attention. This will be a valuable tool when the publication contract comes up for renewal, for example. Without consistent formatting and recording of these amounts, we will forever be looking back at numbers that aren't comparable and will not have a precise measure of our performance.

The specific issues addressed regarding business management of the magazine are as follows:

1. Production Timelines

Of great importance is the production timeline of the magazine. Many factors are involved, and we have to continually balance the time needed for tasks – such as producing the mailing labels from the National Registration Database and the inclusion of the two LMSC newsletters that are currently inserted into select mailings – with the desire to include as many new registrants and make sure the magazine is mailed so that all members receive it as early as possible in the cycle. The current timeline shows 25 days between the start of vetting of registrations through mailing.

2. LMSC Newsletter Publication in the Magazine

Currently two LMSCs have their newsletters inserted into their members' copies of *USMS SWIMMER* under a contractual arrangement with the publisher. The committee and the publication staff have discussed offering this service to other newsletters. We have been told that for LMSCs of at least 500 members this may be a more cost-effective way to deliver their newsletter. Thus we are extending the offer to LMSCs of this size or

larger. Any LMSC looking to pursue this option would have to meet the production timelines of the printer, though for the duration of the DMC contract would have the cost of postage covered by USMS. However, we will revisit the postage issue after the expiration of the current contract. Concerns over the postage cost being covered by USMS to subsidize the additional postage required to mail these magazines were assuaged when the figures showed that the additional cost of postage worked out to less than one cent per issue per USMS member.

3. Cost of International Subscriptions

The committee addressed the cost of nonmember international subscriptions. This was studied due to increased postage costs and the relatively high cost of re-sending magazines that were not received by overseas subscribers. The cost was set at \$48.

4. Reporting Cost of Subscription

When we applied for a reduced rate postal permit for the magazine we had to state the cost of the subscription to our members. As this had been traditionally reported as \$8.00 and broken out as such under “where your dues go” by the National Office and many LMSCs, that number was supplied to the postal service. We were also required to take the cover price of \$3.95 off the magazine. In an effort to validate the \$8.00 of each member’s dues that were targeted for the magazine, the breakdown of costs was performed. The estimate for 2006 is that \$7.21 of our membership dues goes towards the magazine and the committee deemed it unnecessary to follow through with revising our postal permit application. However, we will continue to track the amount of each member’s dues that go towards the magazine with an eye to offsetting that cost with increased revenue as we move towards the goal of making the magazine self-supporting.

Web Report: usmsswimmer.com—Jim Matysek

The development of the USMS SWIMMER website needs to be completed in order for the site to provide full services to members. The tasks involved will facilitate creation of site information, provide better archiving tools for the History & Archives projects and enable us to create web extras to supplement information printed in the magazine. The specific tasks to be done are:

- 1) Add a list of all swimmers mentioned in articles for a particular issue to the issue page.
- 2) Add the ability to show a download link for the full issue.
- 3) Add a feedback capability to the magazine website so that visitors can submit letters to the editor from the website
- 4) Activate the links to SWMMER archives that appear on the swimmer information pages.
- 5) Create a content management system similar to that on usms.org that would allow for dynamic content to be added.
- 6) Upload all PDF archives for issues from March 2005 through July 2006 and make links available for viewing.
- 7) Create administrative tools that will allow the magazine issue features to be created by nontechnical workers.

Web Report: Web Managing Editor—Jim Matysek

We have a need for a person to serve as the web managing editor for USMS. This position would fulfill our need for someone to be our primary contributor for writing for the website and coordinating and editing other written contributions for the website. Responsibilities would include:

- 1) Coordinate and author news releases for the website.
- 2) Manage article development, edit articles and obtain approval for articles as needed.
- 3) Write home page features for the website.
- 4) Report on hot topics within USMS such as convention results, rules changes and championships.
- 5) Develop a new web presence on the website for USMS activities that may require it (e.g., marketing).
- 6) Monitor the USMS discussion forums.