

NEVADA ASSOCIATION OF LAND SURVEYORS	GUIDELINES PAGE 1 OF 3
CBL §§ 13.7 PUBLICATION COMMITTEE • DUTIES	REVISION NO. 1 RE-APPROVED: 07 / 28 / 06

1.00 PURPOSE

The purpose of this guideline is to outline the full range of duties of the Publications Committee Chair, CBL §§ 13.7, and Editor of the official quarterly publication, The Nevada Traverse, CBL §§ 17.0. It is the responsibility of the Publications Chair/Editor to oversee all publications and press releases issued by the association, subject to review and approval by the Board of Directors. The Publications Chair/Editor is to be an *Ex-Officio* member of the Board of Directors, having the privilege of the floor, but no vote.

2.00 REFERENCE

- 2.01 NALS Constitution and Bylaws, CBL §§ 13.07, Standing Committee: Publications
- 2.02 NALS Constitution and Bylaws, CBL §§ 17, Official Quarterly Publication

3.00 SCOPE

The scope itself is an index to the various sections of the guidelines, e.g.,:

- 4.00 Important Dates - Editor
- 5.00 Important Dates – Executive Secretary
- 6.00 Duties
- 7.00 Keeping Records
- 8.00 Forms
- 9.00 Guidelines and Forms
- 10.00 Guideline Approval

4.00 IMPORTANT DATES - EDITOR

- 4.01 The publication cycle for The Nevada Traverse shall be quarterly, being on the first of March, June, September and December of each successive calendar year.
- 4.02 Content submittal deadlines shall be 1 ½ months in advance of publication date, being the 15th of January, April, July and October of each successive calendar year.
- 4.03 The editor shall organize all material for an issue, preparing a packet for the printer and submitting same one month in advance of publication date, being on the first of February, May, August and November of each successive calendar year.
- 4.04 The editor shall request all ‘permissions for reprint,’ contact all current advertisers, and all regular submittals, within the second week of January, April, July and October of each successive calendar year.
- 4.05 The editor shall receive from the printer a ‘first proof’ on or before the 20th of February, May, August and November of each successive calendar year. The editor’s first proof shall be made on the same day or no later than the next day, with any corrections being made by the printer on the same or next day, and the ‘final proof’ completed and checked by the editor no later than the 23rd of the above months, respectively.

5.00 IMPORTANT DATES - THE EXECUTIVE SECRETARY

The Executive Secretary shall provide the editor the following material or information, within the dates indicated below:

- 5.01 Extract from the database a complete set of mailing labels, in postal zip code order, by the 10th of the month preceding publication date (it is from this mailing label set that the print production count is determined).
- 5.02 An accounting of current Sustaining Membership status prior to the first of February, May, August and November of each successive calendar year.

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- 5.03 A listing, in electronic format, of those individuals who have not renewed their NALS membership, by April 25th of each successive calendar year.
- 5.04 Forward, via fax or email, open invoice summary statements for advertisers, Sustaining Memberships, and Professional Listing business card accounts, on the 15th of each successive calendar month.
- 5.05 Four (4) dual-signed, blank NALS association checks, indicating The Nevada Traverse postage, Vol. ____, Nos. 1,2,3 and 4, at the January Annual Meeting each successive calendar year.
- 5.06 A complete listing of all state and chapter level officers, plus chapter representatives, to include name, title, postal address, email address, telephone and fax numbers, in electronic form, by January 15th of each successive calendar year, for updating the **Who's Who in NALS** page of The Nevada Traverse.

6.00 DUTIES

The Publications Chair/Editor shall:

- 6.01 Oversee and coordinate all hardcopy printed matter to be released for distribution from the association at the state level.
- 6.02 Search, screen and select for content, assemble, format, coordinate and oversee production and dissemination of the printed version of the association's official quarterly publication, The Nevada Traverse. Coordinate with the printer for production of the digital version of same. Request and secure permission to reprint any previously published material.
- 6.03 Review, correct, notify and coordinate with the Executive Secretary, on mailing label packets to the extent necessary to maintain a current database.
- 6.04 Solicit, receive, review and approve all advertising submittals, coordinating ad space with other content.
- 6.05 Every three to five years, conduct an advertising rate analysis, setting ad rates and policy, publishing same, subject to approval of the Board of Directors.
- 6.06 Annually budget for, track and monitor all income and expenses associated with producing The Nevada Traverse, coordinating same with the Executive Secretary.
- 6.07 Provide to the Board of Directors, at its Annual Meeting, a year-end report detailing the income and expenses for production of The Nevada Traverse in the prior calendar year.
- 6.08 Conduct contacts and public relations with members, non-members, existing and potential advertisers, Sustaining Members, regional and national associations involved in the land surveying and allied professions.
- 6.09 Conduct marketing *contacts*, inquiry responses, provide information and media packets function as a point-of-contact for the association in all manner of information inquiries and advertiser solicitations.
- 6.10 Coordinate selection and award of the annual Sustaining Member and Article of the Year recognition awards, to be announced at the annual conference.
- 6.11 Coordinate and secure the annual Governor's Proclamation for Professional Land Surveyor's Week in Nevada, presented at the annual conference in the Spring.
- 6.12 Generate a written report for each association Board of Directors meeting.
- 6.13 At year-end, provide to the Executive Secretary a complete, itemized accounting of all advertiser income, and all production expenses associated with producing The Nevada Traverse, plus an estimated budget for the following calendar year.
- 6.14 At year-end, provide to the Executive Secretary an itemized accounting of all projected advertising for the following year, to function as a guide for pre-pay, first of year billing.

7.00 FORMS

The following forms shall be developed, updated as necessary, utilized, and records kept for their use in producing The Nevada Traverse:

- 7.01 The Nevada Traverse: Issue Check List
- 7.02 The Nevada Traverse: Issue Advertiser Contacts

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- 7.03 The Nevada Traverse: Insert Item Sheet
- 7.04 The Nevada Traverse: Advertiser Insertion Order
- 7.05 The Nevada Traverse: Permission to Reprint
- 7.06 The Nevada Traverse: Facsimile Message Cover Sheet
- 7.07 The Nevada Traverse: Statement and Invoice
- 7.08 The Nevada Traverse: Production Schedule

8.00 THE GUIDELINES AND FORMS


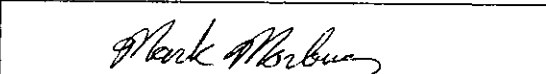
The guidelines outline the duties of the Officers and Chapter Representatives, Standard and Special Committee Chairmen and the Executive Secretary.

- 7.01 The guidelines are to be filed in numerical order; the order shall correspond with each section of the Constitution and Bylaw numerical system.
- 7.02 The guideline forms shall be filed in an appendix to the guidelines. The forms shall be numbered in numerical order, which shall correspond to the numerical system of the guideline they are an appendage to.

9.00 GUIDELINE APPROVAL

This guideline, Revision “1,” was approved by the Board of Directors on the 5 day of August, 2005 and duly noted in the official minutes.

This guideline, Revision “1,” was re-approve by the Board of Directors on the 28 day of July, 2006 and duly noted in the official minutes.

	
Name: Micki J. Jefferson	Name: Mark D. Morberg
President 2006	Secretary 2006

APPROVALS

- Revision No. 0 • Approved 03/18/05
- Revision No. 1 • Approved 08/05/05
- Revision No. 1 • Re-approved 07/28/06