

EDITOR DUTIES

Overview: Using MS Publisher, update the last file, and lay out new articles and photos. Export all pages as a PDF (for the website), and in two parts (for the printer). Generate and validate mailing list. Send files to the printer, webmaster, and social media.

- 1 Open the previous .pub file and rename it to current Volume and Issue
 - a. Vol-83-1.pub becomes Vol-83-2.pub
- 2 In the newly renamed file, update:
 - a. Front cover identifiers
 - i. Season (Winter, Spring, Summer, Autumn)
 - ii. Year
 - iii. Volume
 - iv. Number (No.)
 - b. Inside front cover (page 2)
 - i. Volume
 - ii. Number
 - iii. Season
 - iv. Year
 - v. If it's the summer issue, update the Board and Executive list post-election
 - c. First real page (page 3)
 - i. If it's a new year, update Copyright year
 - d. Master Page (Ctrl-m)
 - i. Season and Year (Ctrl-m to return to publication)
- 3 Delete all photos
 - a. Front cover
 - b. Back cover
 - c. Color pages (11-20) – EXCEPT Jelitto Ad (leave in to swap with current ad)
 - d. Any black and white photos in text pages
 - e. Any clipart
 - f. Do not delete black and white ads unless absolutely sure they are no longer going to be paying
- 4 Delete all text

I prefer this method instead of using a blank template because it allows me to carry over any formatting changes and ongoing content from the previous issue, rather than having to update a template every time. Now you have a blank slate to work with.

Themes for Issues

- Winter: Seed starting
- Spring: National Show notice
- Summer: National Show reports and photos
- Autumn: Membership List and Seed Exchange Information

General Template of Articles

- The View
- ICRA Update
- Growing *Primula* in: <Location>
- (Elizabeth Lawson)
- (Ginger Hudson)
- (Pins + Thrums)
- (Vintage Bit)
- (Primula Cousin)
- Minutes

Laying in Text

The View must go in first. The rest can be laid out as they come in or in any order you prefer, with the Minutes always coming last. I aim to have articles with color photos finish on page 12 or start on page 21, ensuring photos are adjacent to the relevant articles.

Styling:

- All instances of the word primula are to be Capitalized and Italicized: *Primula*
 - Named *Primula* are in single quotes and not italicized
 - Full name formatting: *Primula auricula* 'Star Wars' or *P. auricula* 'Star Wars'
 - Other formatting:
 - var. is never italicized
 - X or x is never italicized
 - See Richards if in doubt:
<https://archive.org/details/primulas0000rich/mode/2up>
- Body (main text): Garamond 11
- Title: Century Gothic 22 (All Caps)
- Author: Century Gothic 12 (All Caps)
- Captions (for color photos): Century Gothic 11
- Credits (who took the photo): Century Gothic 7
- TOC: Garamond (Best Fit)
- Minutes: Garamond 11 (except if space is needed, can go to Best Fit if necessary)
 - Bold the following:
 - Headers (numbered)
 - Sub-headers (lettered)
 - Motion/Carried
 - Action
 - Paragraph mark between numbered sections
 - No space between lettered sub-sections
 - Lettered sections indented .25"
 - Example:

3. **Approval of the Minutes** of August 28, 2022. **Motion:(Robin/Susan) Carried.**
4. **Approval of Treasurer's Report.** Motion: (Dean/Susan). **Carried.**
Income less Expenses July 1, 2022 – September 30, 2022: (\$674.22) loss.
Income less Expenses January 1, 2022 – September 30, 2022: \$1,045.07 gain.
Total Liability and Equity September 30, 2022: \$33,895.22
5. **Business Arising** from the August 28, 2022, meeting
 - a) **Dorothy Dickson Award** Location Update. Last location: New England, 2019. The award plaques have not yet been located. Replacement would be \$600-\$1,000. Board will continue search for now. **Motion (Susan/Dean): to table discussion on replacement until February 2023 meeting. Carried.**
 - b) **Elections/ Nominating Committee Report**
Spring 2023 election will have two candidates for VP, one candidate for Secretary and two candidates for a single Director position on the ballot.

Lay in photos:

- Front cover – not a copy of a photo inside (pick one that's squarer)
- Back cover – ditto (this one is a taller photo)
- Color pages (11-20)
 - Captions: see formatting. Sometimes a quote from the accompanying text is appropriate. If the photo is specifically referenced in the text add (See photo p.*) where it is referenced.
- To update the ad for Jelitto, pick a new ad that complements the surrounding photos or corresponds to a specific season they have tagged. Click on the center of this ad and drag it over the old ad to swap their positions. The new ad should automatically adjust to the appropriate dimensions. After the swap is complete, remember to delete the old ad.
- Any black and white photos in text pages to illustrate or that don't have enough color to go in color pages.
- Any clipart – see folder on OneDrive
- Make sure black and white ads are still supposed to be printed

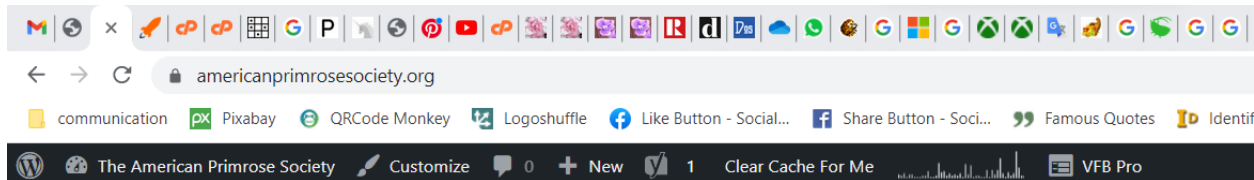
Proofing

When all the text is laid out, I copy it all (Ctrl-a) and paste it to <https://www.grammarly.com/grammar-check> to find basic grammar and spelling issues. Evaluate each suggested correction and make changes as you see fit in Publisher. [Wordtune.com](https://www.wordtune.com) offers re-writes of difficult sentences for free online and has a plugin for Chrome and MS Word. You can use Google Translate (translate.google.com) to hear the content of the Quarterly read aloud. Just paste the text into the left side (to be translated) and set the translation to English. At the bottom, there is a speaker icon. You can often hear errors that you can't catch visually.

Once you feel it's ready for proofing, export it to a PDF (File > Export > Create PDF/XPS). Check that it says "Standard" under printing Options, otherwise it will be too big to email. Then email the PDF to the proofreaders listed on p. 3 of the Quarterly plus all authors. The webmaster can get you the email addresses if you don't already have them.

Make up the Mailing List

- Log into the APS (you'll need administrative credentials – ask the Webmaster if you need them)
- There should be a black bar at the top of your screen after you log in that looks like this:



- Click the speedometer (red arrow)
- From the Dashboard (back end)
 - Click Users
 - Scroll down to find the Users full menu
 - Click "Export User Data"
 - To the right of Stored Options, use the pull-down on the second field and choose "mailing list", then click Load. After a few seconds, it will populate the second scroll-down above with options
 - Next to Advanced Options, click "Show"
 - Find "Standard User Fields", and un-tick
 - Scroll to the bottom and click "Run Export"
 - Save to your Downloads folder
- Open the spreadsheet in Excel
- Save As the same file name but the folder for the current Quarterly
 - Cut and Insert Cells to format both Billing and Shipping addresses to be in this order:
 - First Name
 - Last Name
 - Address 1
 - Address 2
 - City
 - State
 - Postcode
 - Country

- Sort and Filter > Custom Sort by “_wpmem_products” (make sure you have the box ticked for “My data has headers”)
 - Copy the “{"0":"}”
 - Use Ctrl-h to open Search and Replace
 - Paste the above into the Search, and Replace all with no replacement
 - Do the same for the “"}” section
 - You should now have the Date and time in the _wp_products column
 - Select rows where the Expiry date has passed but not including the current month (ie. If the current month is August, select expiry dates up to July 31)
 - Delete these rows
 - Scroll down to find any that don’t fit the format “2025-02-22 20:00:29”
 - Go to the Users section in WordPress and find out which date is the current expiry date
 - Correct field to show the current expiry date in the “_wpmem_products” field
- Sort and Filter > Custom Sort by “_wpmem_products_world-wide-digital-only”
 - Select all rows that have a number in this column (the number is a version of the expiry date, so these rows only apply to Digital memberships) and delete
 - Do the same for “_wpmem_products_life-digital” – Life members who get their Quarterly digitally
- Fine Tuning
 - Member 17 is Amy Olmsted’s Administrative account for the Seed Exchange. This account doesn’t receive a Quarterly, so delete the row.
 - Scrolling down, select all the rows that have {} or nothing in the _wpmem_products column – these people don’t get Quarterlies for various reasons – deceased members, seed ex customers, etc. – and delete
 - Scroll across to see the “Twin” column
 - Delete the rows for Secretary, Membership, Webmaster, and Admin Account
 - Member 859 doesn’t export the name, so put in John Quimby
- Billing vs Shipping Address
 - Sometimes people put in the Shipping address even though it’s the same as the Billing address, so you must check all the Shipping addresses to see if they’re different.
 - A project to delete all the shipping addresses on the Users page of the backend would be great, but people keep doing it, so it’s ongoing.
 - Sort and Filter > Custom Sort by “shipping_first_name”
 - There will be some errors here, the easiest way to find discrepancies is to type into the field beyond the twin column =IF((W2=N2),"same","different")

- This should then do the calculation comparing the first two shipping and billing addresses and return either same or different
- Select this cell, scroll to the bottom of the section, hit Shift-click to highlight all these shipping fields, then, while holding the Ctrl key, hit D
- This will fill all these fields with either same or different, so you can home in on ones that need attention
 - Ian McGowan has his twin on both of his accounts, so you have to cut and past only one of the shipping addresses onto Ian's account and make sure copy Ian's address into the place where you deleted Les's information
- Select all cells with text from the top "shipping_first_name" to the bottom "shipping_country"
 - Do not select the header row
 - Cut these cells
 - Click in the top "billing_first_name" (needs to match the top "shipping_fist_name" that you started with) and paste.
- Scan through all addresses to make sure none are missing
 - Fix as necessary

Final Fixes

- Replace all instances of "{"0";true}" with "Life"
- Change the column header for "_wpmem_products" to Expiry
- Select all columns starting with "_wpmem_products", and delete
- Select the ID column and delete
- Your column headers should be:
 - Expiry
 - billing_first_name
 - billing_last_name
 - billing_address_1
 - billing_address_2
 - billing_city
 - billing_state
 - billing_postcode
 - billing_country
- Delete all the columns that are empty after the Billing Country
- Change the long Date and time in the Expiry column to a more friendly date-only format by clicking in that Expiry header, then right-clicking and going down to Format Cells
 - Then choose Date from the left menu, and choose the one that shows, for example, March 14, 2020 – this prevents errors in the interpretation of all number dates (2022-03-14)
- One final scan for any last error/corrections

- Save and exit

Final Check

Once the corrections are all returned, ensure all the articles still line up with page breaks or other important formatting.

3 PDF exports

1. Export again to a PDF (File > Export > Create PDF/XPS). Then click Options towards the bottom. It should say “Standard” under printing Options (also make sure the Allow Bleeds box is ticked). Overwrite the file you sent out to the proofreaders. Send this file to the webmaster for the website. The file name should be like Vol-85-1 but use whatever the actual Volume and Issue number are.
2. Export a second time to a PDF but change it to show “High Quality Printing” under Options. Next, click Print Options... at the bottom. One page per sheet should be clicked at the top, and make sure Allow Bleeds is also ticked. Click the radio button for Pages and type in: 1, 2, 31, 32. Make this file the same base name as the “Standard” file but add OUTSIDE to the file name. The file name should be Vol-85-1 Outside
3. Final export to PDF. As above, print pages 3-30 and make this file name INSIDE.

Send an email to info@heartgraphics.net and let them know how many Quarterly Issues to print (the final line number in the spreadsheet plus 2). Attach Vol*-*inside.pdf, Vol*-*outside.pdf, and mailinglist.xls. In the email, add that the extras go to the membership chair (use their name).

Send the full smaller PDF to the webmaster to post on the website.

Send a picture of the cover and some of the photos used in the Q to social media managers.

January 2025