

THE HERB SOCIETY OF AMERICA, INC.
NATIONAL NEWSLETTER GUIDELINES
Approved February 2013, Amended August 2015

The newsletter is a benefit of membership and serves as a form of communication regarding The Society's events, news, and herbal information. The Society publishes the newsletter quarterly and posts it on the Members Only section of the HSA website. Members may request a mailed hardcopy at the current cost.

- Target newsletter publication dates are:
 - Spring issue (March/April/May) – March 1
 - Summer issue (June/July/August) – June 1
 - Fall issue (September/October/November) – September 1
 - Winter issue (December/January/February) – December 1
- Articles for submission are due one month prior to publication date.
- The HSA editor oversees newsletter production, including article length (word limits), electronic formats for accepting articles, images, and other media as well as selection of topical articles for any particular issue.
- The newsletter committee falls under the HSA Secretary's responsibilities.
- The newsletter committee job description delineates the responsibilities of the chair and committee members. The HSA Secretary is responsible for notifying board members of publication deadlines for submission of articles.
- Each issue includes:
 - President's message
 - Calendar of Events by district
 - Publication deadline schedule for future issues
 - The Society's address, telephone number, fax number, website address, board of directors, staff with email links and hours, mission statement, and medicinal disclaimer when appropriate.
 - In Memoriam listings (as applicable)
 - List of new members by district
 - Topical article(s) with subjects such as member interest, a new or specific HSA activity or event, timely reminders to members, educational articles, herbal Q & A, book reviews, etc.
 - Promotional article(s) on the upcoming Educational Conference and/or Annual Meeting of Members
- In addition to the standard items shown above, an annual article submitted by the National Herb Garden intern should be included in one of the issues.
- Items that shall appear in the specific issues are:
 - Spring
 - HSA award winners
 - Rosemary Circle and Golden Sage members

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- Summer
 - Grant awardees
 - List of donors for fiscal year and annual report
 - Call for presentations for the upcoming Educational Conference
 - Fall
 - New board member introductions
 - Photos from the Educational Conference and/or Annual Meeting of Members
 - HSA accomplishments
 - Winter
 - Excerpts from the audited or reviewed financial statements
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- HSA members are encouraged to submit articles and images regarding herbal activities or educational materials. Please refer to *The Herb Society of America, Inc. Style Manual* guidelines. The editor, upon collaboration with the newsletter committee chair, may choose to publish, hold for a future edition, or reject the article.

Reviewed and retained June 2006