

## The Readfield Messenger - Editor Job Description

### Make Contacts

- Readfield Messenger editors need to know what stories are out there by developing and maintaining contacts throughout their coverage area. If an organization is large enough to hire a full-time editor, that person will be able to devote most of their time to making those contacts. The most important tool an editor can use is a comprehensive and ever-growing list of phone numbers of important and relevant people.


### Assign and Write Stories

- If the Readfield Messenger is small enough, editors will write all the stories. Otherwise, editors pass assignments onto writers. Three types of content typically appear in Readfield Messengers: press releases, news articles and columns. As long as the editor keeps an open communication line for press releases, they should come unsolicited. News articles are actively solicited by editors, either by distributing assignments to writers or encouraging them to pitch their own ideas. Columns are assigned by the editor.

### Page Layout

- The gathered content needs to be compiled by the editor onto the page. A small one-page Readfield Messenger can be thrown together in Microsoft Word. A professional-looking Readfield Messenger will be created in Adobe InDesign. The editor is responsible for creating a consistent and appealing format for presenting information.

### Printing and Distribution

- Once a Readfield Messenger is written, the editor's final job is to distribute it to readers. The smallest of publications can be printed from an office  printer. A traditional print Readfield Messenger will be printed at a copy shop and distributed through the mail. A more economical option is to save the Readfield Messenger as a pdf file and distribute it electronically through an e-mail list. It is the editor's responsibility to maintain an up-to-date list of readers.