

## **Cheyenne Mountain Zoo Auxiliary**

### **Job Description – 2023-2024**

**Position Title:** Zooline Editor

**Reports to:** President

**Position Summary:** Compile articles and pictures for monthly docent newsletter

**Responsibilities and Duties:**

Zooline editor(s) should be very familiar with Microsoft Word, how to save a file to PDF, and basic ways to size and modify photographs. Writing, editing and layout backgrounds are a plus for this position.

The Zooline is meant to be a resource for all docents to stay updated on Auxiliary activities and news. It is sent via email to all active, inactive and sustaining docents. Copies are no longer emailed to AZADV or mailed to any docents.

Because so much of the Auxiliary's business is done by email, much of the content of the Zooline is a repetition of already disseminated information, but in a condensed form. It is suggested that the editor(s) try to obtain additional information, articles or photos of interest to members.

#### **ZOOLINE PRODUCTION**

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Zooline should be published monthly, from mid-July/August through June, and usually by the first of each month so the Auxiliary has it in hand before the month's Board and membership meetings. Occasionally, the president or another officer will request a delay in distribution to allow certain information to be published (e.g., election results). Because in recent years the Auxiliary has been active year-round, a Special Summer Edition of Zooline is published about mid-July and covers July and August. This is not a requirement of Bylaws or Rules and Policies (R&Ps). The Auxiliary is responsible for all Zooline expenses. (Article IV)

Zooline has had two editors for the last few years. Responsibilities are split fairly equally and editors typically alternate months, so one person is in charge of each issue.

Submissions are sent to a general Zooline email account rather than to either of the editors ([cmza.zooline@yahoo.com](mailto:cmza.zooline@yahoo.com)). This is to allow either editor to easily step in and take over the process, with all the information in one place, in case of an emergency or other unforeseen situation. Note: We tried to get the Zoo to let us use a CMZ.org address but were turned down for technical reasons. Joelle Shreves set up a Yahoo account, which is linked to her information ([joelle.pozza@yahoo.com](mailto:joelle.pozza@yahoo.com) with a password of LTBohmy19!). She may be able to continue to be the "owner" even when another person (or persons) takes over the editor's job. It has been a journey training people to use this address rather than send items to the individual editors' emails in the directory, but progress has been made.

A shared Dropbox folder was created using Linnea McDonald's Dropbox account. Copies of all current-year issues are kept there along with template files and pictures. This allows either editor access to the most important items needed for reference for each issue. Linnea intends to keep hosting this shared folder in the foreseeable future.

#### **CREATION OF ZOOLINE**

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Because almost all docents receive each issue via email, there is no longer a specified or limited number of pages that must be filled, and it is not as necessary to severely edit or reduce the number of articles or information in each issue to make things fit.

Typical issues are around eight pages long but can be shorter or longer when needed for special information such as a CEC or election ballots that need to be published. The current template places the president's letter on page one, along with a listing of important dates and training information, and a table of contents for the issue.

Other items of primary interest — tour and meeting information, CEC reports, social activities, Bylaws and Rule and Policy changes, or information from EdVenture should be put on pages two to three, when possible. Information about hours, field trips, special events and submissions from other supplemental chairpersons or docents are placed on the remaining pages in a “best-fit” manner. Pictures submitted from docents or the Zoo are inserted throughout the pages as appropriate to the text or as filler, and usually a number of remaining pictures are placed on the last page or two. All pictures and images should be credited, although many images pulled from Google searches or other locations may not have that information available.

Editors have access to an account on bitly.com to shorten long web links (e.g., links in the “Articles and Information of Interest” section). It uses the [cmza.zooline@yahoo.com](mailto:cmza.zooline@yahoo.com) address and the same password as the Yahoo e-mail.

The Index of Articles is no longer included as docents reported they didn’t think it was necessary.

## **REQUIRED CONTENTS**

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Our Bylaws require certain things to be published in the Zooline. Publication will meet the Bylaws requirements for “notice” in most instances. (Article IV)

- Article VIII, Section 3 requires the slate of nominees and candidates for the next Nominating Committee to be published in Zooline no less than 14 days prior to the Election and Evaluation meetings. Currently, that means the April edition of Zooline since elections are held in early May.
- Article IX, Section 2 requires Zooline to publish the time and place of all regularly scheduled meetings. In addition, R&Ps’ Section 29 requires the restricted Tour signup dates to be published in the fall and in the spring. These early signups immediately follow the September and March Board meetings. There may be changes coming to this section of R&Ps because of the move to online signups for most activities through the SignUp Genius program.

## **MONTHLY**

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Every month’s edition should contain:

- **Letter from the President** of the Auxiliary (the outgoing president’s last letter is in the June issue).
- **Program announcements** for the next meeting (president-elect and Vice President On-Grounds Programs).
- **Calendar** for at least the next two months (contact supplemental activity chairs, if needed).
- **Any finalized Board action** (if questions, get prior approval of the president).
- **Treasurer’s Report**, if possible. If the treasurer doesn’t submit a report, the editor for the month may write a short version giving the most current balance of the Operating and Restricted Accounts and an overview of expenditures and income. This report is always two months behind the publication date (September balances in the November issue).
- **Animal Report** – this is often available from the Auxiliary President, who attends the Zoo meeting where this information is shared, or it can be gleaned from the minutes of the TE/IE meetings when presented at those gatherings. It is typically a month or two behind the publication date (e.g., March animal report in May issue because it is finalized and presented at April meetings).
- **Fundraising information.** This can include information about King Soopers or other Auxiliary fundraising activities.

The editor should issue a reminder to all members monthly, via email, requesting articles or photographs for Zooline. We have found that setting a deadline of the 22nd of each month works well. The December and January issues need a slightly earlier reminder/deadline because of the holidays in November/December.

Particular attention should be paid to Tours/Safaris, Social Committee, Education/Training chairs, Program Chairs (president-elect and Vice President On-Grounds Programs), CEC chair, Special Events, and Field Trips since those particular activities often have news to announce, including dates, changes to policies and procedures, and other information crucial to the successful running of the organization.

**In addition, any prospective Bylaws changes or other issues requiring a vote by the General membership MUST be printed in Zooline at least 14 days prior to the vote.**

## THROUGHOUT THE YEAR

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**CECs:** In addition to CEC dates, the following are published...

- The Fall Recall and Spring Fling should be published in Zooline together with information about when they are due and how they can be turned in. The “Recall” and “Fling” documents take up a lot of room in Zooline, so planning is needed. Since Zooline issues are e-mailed as PDFs, the Fall Recall and Spring Fling are sometimes emailed as separate/attached Word documents to allow docents to fill out the CEC on the computer and email it to the CEC Chair. This saves time, money and paper.
- A list of dates and general topics for Zoo School classes that can be attended for CECs is published.

Take care to coordinate publication dates with the CEC chair. Normally, Fall Recall appears in the **September** edition, the list of Zoo School dates available for CECs appears in the **December** issue, and the Spring Fling appears in **March**.

**[March] Proposed Nominations:** The Proposed Nominations information is published in the **March** edition of Zooline (not a requirement but helpful information). Note: In the past, the list of all members who have held offices has been published in the February edition but is very lengthy, so distributing this information by email through the CMZAux mass mailing group is a good substitute. Note: This list is not required to be published in Zooline. Coordination with the past president is crucial as both documents take up much space in Zooline and must be delivered in a timely fashion before the Nominating Committee meets. **The slate of officers up for election and the Nominating Committee ballot need to be published in the April edition.**

**[January] In Memoriam:** It was decided in December 2020 we would keep track of docents or notable contributors to the Auxiliary who pass away during the year. Zooline editors should request article contributions in late November, for docents who knew the deceased. The compilation is typically published in January entitled “In Memory.”

## THINGS TO WATCH FOR

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Watch for letters or requests from the CMZ President; information about Quarters for Conservation; and Zoo Calendar event information from the Zoo’s website, Facebook page, or the Waterhole.

All Auxiliary members are invited to submit articles and, under certain circumstances, they can earn a CEC credit for publication of articles in Zooline (per R&P [35] and Education Manual Section Z-7 and 8). They must obtain prior approval from the Education and CEC Chair for credit.

Please cleanup/edit articles you receive. In addition, articles should not be centered, they should be left flush. Some common editing sources are noted below:

- How to use dashes: <https://www.merriam-webster.com/grammar/em-dash-en-dash-how-to-use>
- How to properly write dates (note: May 16<sup>th</sup>, 2024, is incorrect): <https://www.grammarly.com/blog/how-to-write-dates/>
- Text alignment (left alignment is best for readability): <https://theadminbar.com/accessibility-weekly/text-alignment-left-center-justified/>

Many docents send in photographs of the animals. It is helpful if the editors reduce the size of the photo files, so the Word file doesn’t get too large.

The PDF file size should be reduced so the file is more easily emailed to recipients.

## DISTRIBUTION OF ZOOLINE

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Before emailing Zooline, it’s usually a good idea to print off your “final” copy and PROOFREAD it! You won’t catch all the errors, but you’ll usually see more of them in print than on the screen. Once you have corrected everything, print another hard copy in black and white to be kept in the Zooline notebook. You can use the copier in the DRC to print these copies.

**Zooline is emailed as a PDF to all docents through the cmzaux@cmzoo.org mass distribution channel.**

Previously, some docents couldn't open PDFs, but no one has had issues with them in the last several years. The exception to this is for the issues that include the Fall Recall or Spring Fling CECs. For those issues, the CEC information is included in the body of the PDF issue and also attached as a separate Word file to allow docents to fill out the CEC on the computer and email it to the CEC Chair. This saves time, money and paper. It is recommended that the editors reduce the size of the PDF so it can be received more easily. The Zooline email is also received by the EdVenture Director, who will then distribute it to the Zoo Board and Zoo Staff. When the EdVenture Director has time, s/he also posts each issue to the docent website hosted by the Zoo. Approximately one year's worth of issues is available on the website.

**OTHER IMPORTANT INFORMATION**

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**Volunteer Hours:** The editor(s) should record and report all their volunteer hours each month. This is usually done by recording hours on the "Volunteer Hours" sheets available at docent meetings or emailing the hours to the Service Registrar.

**Expenses:** The editor(s) should keep a record of any out-of-pocket expenses that can be reimbursed from the Operating Budget.

- Zooline currently has a budget of \$50.
- Get receipts and turn in all expenses to the Treasurer with a completed reimbursement form. The reimbursement form requires the original receipts, so keep a copy of the receipts for your records. Reimbursement requests must be received by the first part of April in order to be paid prior to the end of the fiscal year on April 30.
- The Zoo has a preferred member account with Staples, which you should reference and try to use when shopping there for Zooline copies or supplies. The State Certificate of Exemption is in the notebook, along with the nonprofit registration for Office Depot (formerly OfficeMax). Make sure to show the tax-exempt certification if shopping elsewhere.
- Mileage for picking up supplies and making copies can be recorded and submitted as a charitable expense on your taxes, if desired.

**Backup:** There are two flash drives that hold many previous issues of Zooline and other related files. The 16GB Lexar flash drive has issues from 2007 forward. The 4GB Kingston flash drive also has many other docent-related files from 2014-2016 (minutes, animal reports, hours spreadsheets, etc.). At the end of each year, the Zooline editor must copy all of that year's Zooline editions, the annual report, any updated Job Description, and other pertinent information onto the flash drive for use by the next editor and also for safety. Linnea McDonald has saved backup copies of all the 2019-2023 Zooline issues as a secondary source.

*Joelle Shreves and Bailey Southard*  
Zooline Editors 2023–2024