

Minutes of the 3/10/21 Editors United Roundtable

INTRODUCTIONS –

There were 15 EU participants and two guests. The list of attendees is on page 4.

A discussion was held about corrections that were needed for the individual Society's information on the website. Any corrections should be sent to David Nock who will give to the web team.

Because of different platforms, members seem to be having problems changing things on their Zoom thumbnails, like adding society name (acronym).

SPECIAL GUEST – RYAN KLOCKNER OF GEOLOGY365.COM WAS INTERVIEWED

He was first asked a series of questions – some of which were unique.

For the complete interview on our page: efmls.org/editors-united/ (see **Previous Editors United RoundTables-**)

A discussion of Ryan's Geology 365 software was then discussed. Ryan said the purpose of Geology 365 was to bring awareness to the community of our hobby. A lot of club's do not have a digital presence. Geology 365 will generate a template driven website for these clubs and the information can be viewed from any device – phones to desktop computers. Ryan is setting up a membership management module as well as a presenter database. The latter is in the planning stage.

Another module that is planned is that of newsletter creation and distribution. Ryan was looking for input from the newsletter editors about this module. He thought about a template where you could enter the Presidents message, articles by the editors, images, etc. that would assist in creating a newsletter.

There would be an area that would be auto-filled with basic society information, meetings, their show, field trips, contact information for the officers, etc. for the newsletters.

Ryan spoke about a person in the Czech Republic that runs a website called

<https://mineralexpert.org>

On this website are minerals, localities and articles. A similar approach would be to have the same thing but locally where articles could be submitted by different clubs within the EMFLS.

A suggestion was given asking Ryan to create a list of shows because getting that information by the editors is very time consuming. The information can be on various websites with no common format for the newsletters. The calendar in the newsletters is the most time consuming for the editors to create. If the individual societies had a template where they could enter their show information, the format would be the same.

A mineral of the month module was also suggested

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GENERAL DISCUSSION

How often should these Roundtable meetings occur. General thoughts were every other month.

Some societies meet year-round and others don't meet certain months.

Newsletters

Some societies only create newsletters for the months they meet and others create newsletters for the entire 12 months.

Some newsletters are all digital and some societies print paper copies for historical purposes.

For digital information, some have not posted anything on their website or Facebook pages for years. Some are not even having Zoom meetings. Also, some societies do not use Facebook or Instagram and wouldn't see the posts anyway.

The latest AFMS newsletter had some good information about creating your newsletter: don't put the President's message on the first page; put a great picture on the first page instead – maybe a glitzy picture to go with the program: don't make the articles super scientific because some of your readers are just collectors who want to go out and find interesting minerals or fossils.

One of the EU members said to address your newsletter at the lower lowest or middle or lower denominator of the people in your club but every once in a while you can put a technical item in there, but if you do....explain it. Members like to see pictures especially ones that involve other members. If members bring in rocks to share at a meeting, put that into the newsletter so that other members start attending the meetings.

Newsletters with just words and no pictures will turn the members off.

A discussion was held about whether you could copy an article in another EU newsletter giving credit to where it originated. A comment was made that some groups are very protective about their articles, etc. and don't want to share.

The discussion went further about copying articles from commercial sources and the ramifications it might have. One of the solutions to this is to take one or two sentences, put it in your newsletter with the link that the reader can go to, to read the entire article.

The members of this round table thought a working document on the do's and don'ts of copying articles, would be of use to the group. For the EU group, a sentence in your newsletters saying any articles can be used in another EU publication would be helpful.

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2021-03-10 EDITORS UNITED ROUNDTABLE ATTENDANCE

Diane Burl	Editor – Connecticut Valley Mineral Club / MA	(CVMC)
Geoff Carton	Editor – Chesapeake Gem & Mineral Society / MD	(CGMS)
Christine Conlon	Host	(EFMLS)
Bill deLorraine	Editor – St Lawrence County Rock & Mineral Club / NY	(SLCRMC)
Elaine Giacomo	Editor – Keene Mineral Club / NH	(KMC)
Maureen Hartje	Editor – Staten Island Geological Society / NY	(SIGS)
Fred Haynes	Editor – Wayne County Gem & Mineral Club / NY	(WCGMC)
Anita Honkonen	Editor – Nashoba Valley Mineralogical Society / MA	(NVMS)
Diane Legg	Editor – Kanawha Rock & Gem Club / WV	(KRGC)
David Nock	Host	(EFMLS)
Theresa Peek	EU Co-Chair – Washington County Gem & Mineral Society	(WCGMS)
June Rogier	Editor – Presidential Gem & Mineral Society / NH	(PGMS)
Teddi Silver	EU Co-Chair/Editor – Delaware Mineralogical Society / DE	(DMS)
Richard Simcsak	Editor – Southern Maryland Rock & Mineral Club / MD	(SMRMC)
Lizzie Triano	Editor – Danbury Mineralogical Society / CT	(DMS)
Alice Wack	Editor – Burlington Gem & Mineral Club / VT	(BGMC)

ROUNDTABLE GUESTS

Ryan Klockner	Creator – Geology 365 Member – Friends of Mineralogy NJ Chapter / NJ	(Geology365.com) (FMNJ)
Dave Shapiro	President – Friends of Mineralogy NJ Chapter / NJ North Jersey Mineralogical Society / NJ	(FMNJ) (NoJMS)