

# The Philatelic Communicator

Quarterly Journal of  
Writers Unit 30, American Philatelic Society

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Third Quarter 2005

## Washington 2006 Needs You!

by Tom Fortunato

Washington 2006 Media Communications Chairman

Undoubtedly you're already aware that the United States is hosting Washington 2006, a once-a-decade philatelic extravaganza, this coming May 27-June 3 at the Washington, D.C. Convention Center. Much has been done over the past few years to inform the philatelic press and collectors around the globe about the exhibition.

Our web site at <http://www.washington-2006.org> has been operational since 2000. It has undergone three major design revisions, the most recent by current Webmaster Randy Neil. Between September 2004 and May 2005 more than 14,000 unique visitors have come searching for show details, and they have seen 310,000 pages. Fresh content is being added on a daily basis.

Washington 2006 has released forty-two separate press releases and also ten extensive multi-page member updates.

The international ad campaign for Washington 2006 kicked into full gear this past May with an advertising blitz in major U.S. and overseas philatelic publications, including *Linn's*, *Scott's Stamp Monthly*, *Mekeel's & Stamps*, *the American Philatelist*, *Stanley Gibbons* (Great Britain), *DBZ* (Germany), *Stamp News Australasia* (Australia), *Il Collezionista Francobolli* (Italy), and *Flash* (FIP), among others. Some will run on a continual basis in these periodicals.

Ads have been prepared and published in seven languages: English, Chinese, Dutch, French, German, Italian, and Spanish. A few more languages are on the way. These and other ads and graphics are downloadable at <http://www.washington-2006.org/wgraphics.htm>.

Show brochures are also accessible online at <http://www.washington-2006.org/wbrochures.htm>. That includes the show bulletin, membership and dealer pam-

phlets, registration brochures, and general information.

With all that being said, we believe we have done and will continue to do a thorough job in informing our philatelic friends about all the many reasons to attend Washington 2006. But that is only half the battle.

Hosting a mega-event like Washington 2006 gives us a unique opportunity to promote our hobby to the general public unlike any other in the past decade. We need to be doing that at local, state, regional and national levels. Who better to assist with this effort than members of the Writers Unit?

Washington 2006 will begin focusing promotional activities toward the non-philatelic press and general public over the next few months. This has been our plan all along, to pique interest as close to show time as possible.

Washington, DC is a truly international city. Many ethnic cultures can be found in and around the capital, augmented by the various embassies representing their homelands. Metro DC plays host to an assortment of headquarters of national organizations, whether they are business-related, fraternal, or cultural as well.

These groups and organizations all have publications geared to their special interests. As philatelists, we know that almost any subject on Earth (and the universe, for that matter) can be found on stamps. So the time is right to blitz these publications with philatelic articles of interest for their readers. Of course, we'll also want to plug Washington 2006!

We're looking for writers to author philatelic articles of no more than 500 words written with the non-collector in mind. Politics, religion, history, geography, transportation,

➤➤ continued on page 9



# The Philatelic Communicator

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Writers Unit 30, APS, publishes *The Philatelic Communicator* four times a year. A subscription to *TPC* is included with dues paid by members of the Unit.

Manuscripts are solicited on subjects of interest to writers, editors and publishers of all forms of philatelic literature. All submissions for publication, without exception, are subject to being edited. Opinions expressed in *The Philatelic Communicator* are those of their authors, and not necessarily of Writers Unit 30, APS, its officers, editor, publisher or agents. Letters received by the editor may be published unless labeled "Not for Publication." When possible, furnish copy, including letters, electronically (WordPerfect 8, RTF or Word!). Include a printed copy as a control. All editorial matters must be handled with the editor.

DEADLINES—For receipt of copy by the editor:

First Quarter . . . . . Jan. 15  
Second Quarter . . . . . April 15  
Third Quarter . . . . . July 15  
Fourth Quarter . . . . . Oct. 15



## The Quill Joe Foley

### CLOSE, BUT . . .

I was doing fairly well in getting *The Philatelic Communicator* out on time, but missed it for this quarter. The copy is going to the printer on October 3.

In early June an elderly relative in Rhode Island suffered a severe stroke and I have been taking care of her affairs—probably spending as much time in Rhode Island as in Maryland. Add to this a little travel for STAMPSHOW and a brief visit to London and a number of things slipped.

One casualty is the Secretary-Treasurer's report. I'm home for a very brief period and have just this limited window of opportunity to close out the issue. I neglected to give George a "heads-up" on the need for a quick turnaround and, with apologies, had to skip his report.

### ACROSS THE EDITOR'S DESK

A recent issue of John Dunn's *U.S. Stamp News* clearly shows how this journal has come of age. For just short of two years the monthly schedule has been maintained. Articles run the gamut from the classics to modern issues and are a "good read." In most instances the graphics are fairly good, but a little improvement in this quarter would be welcome. Any collector interested in U.S. material should try this magazine.

The Rocky Mountain Philatelic Library in Denver publishes a bimonthly newsletter *Scribblings*. The July-August issue featured an article on Canary Islands airmail stamps, greatly enhanced by excellent color illustrations.

### COMING ATTRACTIONS

At STAMPSHOW we had a very worthwhile Writers' Forum featuring three leading editors. A report of their comments and the question and answer session that followed will be in the next issue.

Several weeks ago I approached several prominent writers, all of whom keep very active writing commitments, and asked them to share their thoughts and experiences on writing. Some have already responded. I think you will enjoy the series.

### ACKNOWLEDGMENT

Al Starkweather's article "Building a Better Newsletter" first appeared in the APS *CAC Newsletter*. Both Al and Jane King Fohn, the *CACN* editor, thought our readers would find it of interest. I think you will. □

## WRITERS UNIT 30

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The Executive Committee includes the above officers plus Editor Joseph E. Foley and Dane S. Claussen, of Pittsburgh, PA (immediate past president).

The WU30 Council includes:

Lloyd de Vries

Joseph E. Foley

Ernest E. Fricks

James W. Graue

Ronald E. Leshner

Robert P. Odenweller

Steven J. Rod

Partamus, NJ (2003-7)

Riva, MD (2005-9)

Blackwood, NJ (2005-9)

Valleyford, WA (2003-7)

Easton, MD (2003-7)

Bernardsville, NJ (2005-9)

South Orange, NJ (2005-9)

Writers Unit 30 has as its primary objective the encouragement and improvement of philatelic writing in all of its various forms. Calendar year membership dues, payable in advance in U.S. funds through a U.S. bank or Post Office are:

USPS Zip code address

\$15.00

Canada & Mexico

\$17.50

All other addresses

\$20.00

Please report address changes to the Secretary-Treasurer as soon as known in order to avoid loss of issues.

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# President's Message

by Peter Martin



## STAMPSHOW 2005

I've just returned from the August 4-7, STAMPSHOW 2005 in Grand Rapids, Mich., and I can report that all the nay sayers who predicted that the show location would produce a bust were dead wrong. The American Philatelic Society, led by Executive Director Bob Lamb and Exhibition Manager Ken Martin, put on another superb show that saw excellent attendance, lots of activities and strong sales that put smiles on dealer faces.

Writers Unit #30 contributed to the heavy Friday meeting schedule with its first Writers Forum. I was pleased to serve as moderator while *Linn's Stamp News* Editor Michael Schreiber, *Scott Stamp Monthly* Editor Michael Baadke and *Chronicle of Classic Issues* Editor Charles Peterson each discussed an aspect of philatelic writing (news, feature and journal). Their presentations were followed by a question and answer period.

## WRITERS UNIT BREAKFAST

The Sunday WU30 breakfast was again well attended with nearly ninety members and guests in attendance. Officer reports were followed by an entertaining and informative review of WU30 history by Steven Rod, our newly appointed Happy Historian. The talk included a test provided to each table with prizes to the winners. Steven proved how little we know about our own history. The winning score was in the 70s.

Secretary-Treasurer George Griffenhagen reported that our finances are in excellent shape and that WU30 membership has risen over the same period last year but that recruiting remains a top priority.

The WU30 Hall of Fame inducted Robert Dalton Harris and Beverly S. King (1876-1935). Their induction biographies appear on page 4.

## ANNUAL MEETING

The WU30 council met after the meeting to begin an aggressive agenda for the coming two years. Each executive committee and council member has accepted at least one functional area of the unit and has agreed to actively participate during his term and to attend the annual meeting at STAMPSHOW.

Highlights from the meeting include: committee chairmen appointments were approved; a procedure to allow

members to renew via Paypal will be implemented; the website will move forward with the goal of being online this fall; WU30 will sponsor the Writers Unit #30 APS STAMPSHOW Literature Grand award for a period of three years; reconstitution of the Lidman Prize will be investigated by the awards committee; additional new writing awards will be reviewed; participation in Washington 2006 will be finalized this fall; Bylaws updates will be prepared for council review; a recruiting mailing will be conducted, an appropriate home for the WU30 archives will be investigated by the historian, and new WU30 Hall of Fame guidelines will be prepared.

## ELECTIONS

Despite the lack of any 2005-2007 term contested races, we received fifty-one ballots, which is a positive sign that our members are interested and engaged in WU30 activities. Steven Rod, Joe Foley and Robert Odenweller became new members of the council and Ken Trettin moved from council member to vice president, west. On behalf of all the members, I thank outgoing Councilmen Fr. Augustine Serafini and Jay Smith and Vice President David Herendeen for their service to our organization.

If you have comments or suggestions, or if you'd like to become involved in the society's activities, contact me at [pmartin2020@aol.com](mailto:pmartin2020@aol.com) or write to POB 4503, Danbury, CT 06813.

## WRITER'S UNIT #30 COMMITTEE CHAIRMEN

APS Representative—George Griffenhagen  
Awards Committee—Robert Odenweller  
Bylaws Committee—Joe Foley  
Critique Service—Charles Peterson  
Editor, *The Philatelic Communicator*—Joe Foley  
Hall of Fame—Open  
Historian—Steven Rod  
Literature Exhibitions—Jim Graue  
Member Services—Open  
Mentoring—Barth Healey  
Nominating Committee—Alan Warren  
Outreach—Barth Healey  
Publications—Peter Martin  
Publicity—Ernest Fricks  
Recruiting—Lloyd de Vries  
Special Events—Ken Trettin  
USPS Representative—Peter Martin  
Web Committee—John Cropper  
Webmaster—Andrew McFarlane  
WU#30 Breakfast—Ron Leshner

## Hall of Fame Inductees

At the Writers' Breakfast at STAMPSHOW Beverly King and Robert Dalton Harris were inducted into the Hall of Fame of Writers Unit 30. The citations follow.

### BEVERLY S. KING

Beverly S. King was born December 22, 1876, and grew up to be a noted architect, designing—among many other buildings—564 Fifth Avenue and the Engineers Club on West 40<sup>th</sup> Street in New York City; the Westchester Lighting Company Building in Mount Vernon, New York; the Carnegie Library in his longtime residence of White Plains, New York; and the Fairchild Mortuary in Brooklyn, from which he was taken for burial when he died twenty-two years after it opened.

Philatelists know King, however, as the author of the first two volumes of *United States Postage Stamps of the 20<sup>th</sup> Century* (1932 & 1934, respectively), with which he collaborated with Max G. Johl. This book was a landmark when it was first published, as it long encouraged much greater interest in recent U.S. stamps than would otherwise have been the case. For students, it has been for decades a starting point, if not the standard reference, on many points. *United States Postage Stamps of the 20<sup>th</sup> Century* was published both in book form and serialized as it was written in *Collectors Club Philatelist*.

Beverly S. King also was long the editor of the "Revenues" section of *The American Philatelist*, the regular writer of a current U.S. stamps column for *Stamps* magazine, and a frequent contributor to *Scott's Monthly Journal*, along with the numerous articles that he wrote for many other domestic and foreign philatelic periodicals.

King, of course, was an especially enthusiastic collector of 20<sup>th</sup> century U.S. stamps, which was evidenced by his side collection of original drawings for stamp designs. It was his love of modern stamps that prompted him to criticize "Farley's Follies," the printings of ungummed, imperforate, and otherwise special versions of 1930s stamps by Postmaster General James Farley as "gifts" for friends and political supporters. "It will discourage the young collectors," King told fellow collector and writer Michael L Eidsness Jr.

Bev King, by all accounts, was universally liked and admired by fellow philatelists. H.L. Lindquist wrote that "Few men in the Collectors Club [of New York] were better liked than Beverly King" and his friend Eidsness said King "personified. . . the richest and the noblest aspects of the philatelic game," having a "mysterious genius" for both his hobby and his profession of architecture. Because of his philatelic accomplishments and personality, King was elected to the Board of Governors and president of the Collectors Club of New York, president of the Westchester (NY) stamp club, and a Director of the Association for Stamp Exhibitions. He also was a member of the Washington Philatelic Society and a life member of the

American Philatelic Society.

In 1933, King moved from White Plains to Washington, D.C., after having been appointed Deputy Administrator of the National Recovery Administration by President Franklin D. Roosevelt. King, who was responsible for the implementation of the NRA regulations in sixty-five industries, including 17,000 plants, and 450,000 workers, temporarily gave up philatelic writing. But by 1935, King was back to writing occasional pieces. That year, on March 4, King was instantly killed when a speeding car hit him near his house in Washington, after he had spent the evening with friends. He was fifty-eight.

King was inducted into the APS Hall of Fame in its first group of fifteen philatelists in 1941, and today the American Philatelic Society Writers Unit finally also inducts this outstanding scholar, popularizing writer, and philatelic leader to its Hall of Fame.

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Editor's Note: King and Johl co-authored "United States Postage Stamps of the 20<sup>th</sup> Century." The first installment appeared in the January 1931 issue of the *Collectors Club Philatelist*. The last to appear under the names of both was in the January 1935 issue. The next issue of the *CCP* carried his obituary by Harry Lindquist and an appreciation by Laurence Mason. The *CCP* series was continued by Johl. The earlier sections were published as books by Lindquist. Johl subsequently revised the first two volumes and authored additional volumes.

### ROBERT DALTON HARRIS

Our second inductee into the Writers Unit Hall of Fame has been a stamp collector for more than fifty-five years, having begun at age five while in a hospital for polio. His mother challenged him to collect as many stamps as she had in her album, a collection that she had formed with the help of a Panama Canal engineer. At seven, Robert Dalton Harris had collected 1,218 stamps and his mother gave him her collection. By his college years at Stanford University, he had limited his collecting to pre-1920, but worldwide. After finishing his physics degree in 1965, Rob moved into postal history and postal stationery, neither yet very popular. His first article appeared in *Stamps* magazine in 1968, and by 1971, he had published about a dozen articles, several in *The American Philatelist*. That year, his article, "The First Postal Card," was published in *The American Philatelic Congress Book*, complete with three "frequency against time" graphs of postal card usage that, while unusual in philately, were second nature to a newly minted Ph.D. from Rensselaer Polytechnic Institute. Since the 1970s, Rob has written a variety of postal history and other philatelic articles for myriad periodicals, including not only the *AP* and Congress books, but also the *SPA Journal*, *Scott Stamp Monthly*, *U.S. Stamps & Postal History*, COMPEX programs, and even his local newspapers. Early on, Rob co-founded the philatelic and antiquarian business known as aGatherin'; he is a charter member of the

Ephemera Society of America, a former editor of the *Ephemera Journal*, and an organizer of numerous ephemera symposia and exhibitions, many of philatelic interest.

In 1979, Rob and his wife in business and scholarship, Diane DeBlois, founded their own quarterly journal, *Post Script*, later called *P.S. A Quarterly Journal of Postal History*, which they co-authored and co-edited for fifteen years. *P.S.* was a rich stew: original research that obviously was philatelic in significance; original research that was of interests to philately only if one followed the ways in which Rob and Diane were attempting to broaden what could be and should be of interest to philatelists; book reviews; reprinted rare documents and book excerpts; photographs of fascinating and rare items; and more. Shortly after discontinuing *P.S.*, Rob was a regular contributor to the *Postal History Journal*, which he and Diane now co-edit. For eight years, from Sept. 1996 until last summer, Rob and Diane, wrote a monthly column about philatelic trivia for *Stamp Collector*; from Jan. 1998 until today, they have written longer pieces for *U.S. Stamp News*.

Robert Dalton Harris also has edited the Series of Primary Sources volumes published by The Printer's Stone, written the telegraphs section of *The Stampless Cover Catalog*, and with Diane, wrote *An Atlantic Telegraph: The Transcendental Cable* (1994). Rob's knowledge of postal history, telegraphs, and their intersections is well-known and sought out, by non-philatelist postal historian Richard John as he researches telegraphs' history, to George Kramer and Richard Frajola writing a book about the Pony Express. Last year, Rob's work continued to be recognized in an international and interdisciplinary fashion as two papers presented in Europe, one on postal networks and the other on the Wiener Rohrpost, were slated to be published by the Business History Association and the French Post Office, respectively. Today, the Writers Unit recognizes Robert Dalton Harris as a researcher and writer who is not only a postal historian in every sense of that term, including focusing on postal history's technology and political economy, but also essentially philately's leading anthropologist and cultural studies scholar. □

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## Literature Exhibition Calendar

Coordinators of Literature Exhibitions are encouraged to submit full information, including a prospectus, for these listings. Please contact the editor well in advance of the closing date for entries.

### November 18-20, 2005

CHICAGOPEX 2005, Sheraton Chicago Northwest Hotel, 3400 West Euclid Ave., Arlington Heights, IL 60005. Entry fee \$25, entries have closed. For information contact John Kevin Doyle, 5815 Lenox Road, Lisle, IL 60532-3138, email: doyle-stamps@att.net, Website: www.chicagopex.com.

### March 10-12, 2006

COLOPEX 2006, Veterans Memorial Auditorium, 300 West Broad Street, Columbus, Ohio 43062. This location is near the heart of downtown Columbus. Entry fee \$25, entries close January 27, 2006. Information available from Walton Beauvais, Box 20582, Columbus, Ohio 43220, email: literature@colopex.com, Website: www.colopex.com.

### May 27 - June 3, 2006

Washington 2006, Washington Convention Center, Washington, DC. Entry fee \$55, entries have closed. For information consult the Bulletin at: <http://www.washington-2006.org/draob/bulletin.pdf>.

### August 24-27, 2006

A.P.S. STAMPSHOW, Chicago, IL For information contact Ken Martin, APS, 100 Match Factory Place, Bellfonte, PA 16823, phone 814 933-3803 ext 218, fax 814 933-6128, email: stampshow@stamps.org, Website (which will contain prospectus and entry forms): [http://www.stamps.org/Stamp Show/Intro.htm](http://www.stamps.org/StampShow/Intro.htm). □

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## The Happy Historian

by Steven J. Rod

I am delighted to once again be an active member of WU30 Council, and to accept President Martin's appointment as Historian of Writers Unit 30.

Over the years I have developed a complete run of *The Philatelic Communicator*, which started out as Vol. 1, No. 1 of the "news bulletin" [sic] of the APS Writers Unit No. 30, dated Winter 1968. I plan to use this quarterly space to educate our members about our colorful history, sharing with you the names, the people and the places that have come before us. Our goal is to publish a 40<sup>th</sup> anniversary history of WU30 in 2008. We have even bigger plans for 2018...stay tuned.

Dues were \$1.00 in 1968. Jim Chemi, editor of *The American Philatelist* at the time, agreed to serve as editor pro-tem of the *Unit News Bulletin* "while a call is made for a member to volunteer to serve at this important post." In October 1973 we published Vol. 1 No. 1 of *The Youth Spectrum, The Official Publication of the Junior Division of the APS Writers unit #30*. There were seventy-five paid members at the time, and sixteen-year-old Mark Kellner wrote a column called "The Stamp Scene." Now *there* is a piece of history that we will explore with you in the coming months.

Fellow members: if you have interesting correspondence, flyers, or other WU30 items, perhaps you would consider donating them to the newly founded archives – which we will maintain at the APRL. For now, perhaps you can send me photocopies/scans of interesting material, so that I may share them in future issues of the *PC*. Please send them to [sjrod@aol.com](mailto:sjrod@aol.com).

Thanks! □

# Building a Better Newsletter

by Albert W. Starkweather

Editor, *Stamp Insider*

Does your club have a newsletter? If so, is it lively and interesting? Is it being sent out on regularly? Do club members look forward to receiving their copies? A good newsletter or journal is invaluable to an organization, serving both to keep its membership informed and to attract potential members. An ideal newsletter — one containing more than meeting minutes and dues reminders — maintains contact with all members, including those who are unable to attend club meetings regularly, keeping them up to date on activities and news and helping to maintain their interest in the hobby.

Perhaps my experiences as editor of the *Stamp Insider* published by the Federation of Central New York Philatelic Societies, Inc. will provide some inspiration for others. Similar results are easily attainable if the task is approached one step at a time.

The two-decade old *Stamp Insider* and, to a lesser extent, the Federation had been stagnating for nearly a decade when I became the editor in September 2003. The publication was close to its demise because the previous editor had resigned and there was no immediate successor. Advertising and content were nearly nil, and several Federation member clubs were not submitting articles or receiving the publication. Readers were unhappy about lack of content and former advertisers complained about lack of response.

The publication was originally created to serve as an outlet for member clubs without newsletters. Although this continues to be an important role, the publication has grown to incorporate new columns, features, and news of general interest. However, I am treating it as a living organism that will continue to evolve and reflect the needs of the philatelic community it serves.

When I accepted the editor's position, I made it very clear that things were going to change — namely design, consistency, editing, printing, content including greatly expanded use of art, advertising, size, circulation, timeliness, and getting enough help to meet these goals — in order to attract participation by the “dropout” clubs and to gain enough advertising revenue to allow for the publication's growth while making it financially independent without increasing the subscription cost to the Federation's member organizations. Increased reader participation was also a mandate. I was given free rein to do so and followed the advice of a publisher for Thomson Newspapers: “Remember Al,” he said, “I didn't hire you to win a popularity contest, but to get results.”

## A SHARED VIEWPOINT

I discovered later that my hit list echoed key judging points for the APS Chapter Activities Newsletter Competition. A handy shopping list of the elements a publication should contain may be gleaned from the competition score sheet:

- Essential Information: officers, board, appointees, editor names and contacts; meeting notices/club events; local philatelic news/events; worker recognition; new members names, address, telephones, specialties; and club needs — dues, donations, etc.
- Timely content.
- Member's names.
- Illustrations — photographs, clip art, and original artwork.
- Masthead/cover: title, name of chapter, date, volume number/issue number/whole number, mailing address; headlines, and headers/footers.
- Member profiles, auction lists, members' ads, new issues, contests, quizzes, puzzles, book reviews, and cartoons.

## OUR ACCOMPLISHMENTS SO FAR

Over the course of ten bimonthly issues — from September/October 2003 to March/April 2005 — many of my goals were accomplished with newfound cooperation and resources, namely:

- The newsletter was reborn as a journal of general interest to member organizations as well as outsiders while retaining the pages for member organizations.
- The publication was redesigned with an eye toward attractive and readable typography, ample use of art, and the flexibility to accommodate ever-changing content.
- The new design dictated consistent type sizes for text and titles, as well as for standard typography — standing titles, listings, and boilerplate. These, in turn, meant stronger copy editing, attention to style, usage, and spelling. Club pages previously ran as submitted, including typos and grammatical and factual errors.
- Printing was outsourced to a national company that prints, folds, and saddle stitches (staples) the booklets by DocuTech™ — a xerographic process. Unlike the previous printer, who was unable to accept electronic files and required camera-ready pages, the *Stamp Insider* now is produced digitally from start to finish.
- Scope of the content has been expanded to reflect

collectors' interests, including new issues, first day covers, topicals, postal history, and puzzles and quizzes. We have sought advertisers whose product scope also reflects these interests — meaning both the collectors and the advertisers benefit.

- Circulation has been expanded in two areas: Five dropout clubs have returned to the journal, meaning only two small groups in the twenty-two member clubs currently are not participating. Currently, total distribution runs between 1,300 and 1,400. We are aggressively sending free copies to shows, while all advertisers with “bricks and mortar” stores are receiving multiple copies for their customers.
- A sixth issue was added to maintain continuity during the summer months. Deadlines are being strictly observed in deference to the expanded content, increased circulation, and an influx of new advertisers.
- We have added an associate editor and advertising manager to the previous staff of three — the editor, the financial and billing person and another person handling fulfillment.

## TWO PUBLICATIONS IN ONE

The *Stamp Insider* is actually two publications — one print and one online. It is laid out with illustrations and page elements in full color for the Federation's Web site as well as for annual archives on CD-ROM. A duplicate of this version has the color elements replaced with grayscale art for DocuTech reproduction. Adobe Acrobat PDF files are used for both the electronic and print versions. The Web version is optimized and has lower resolution art, while the CD-ROM and print versions are output in high resolution.

The PDF files allow me to exchange proofs with my associate editor and contributors as well as advertisers. They also mean that the Web, CD-ROM, and print versions are identical in layout and typographic style.

## STEP BY STEP REBIRTH

Redesign — This was the first task undertaken as it was the key to ensuring that the other goals were successful. The basis of a good design is a straightforward format with enough flexibility to handle all content. In this case, I adopted a single-column format for articles and club newsletters, a two-column format for the masthead/contents page, a three-column format for the new issues and show/bourse pages, and a four-column format for puzzle clues. In the case of the show and bourse page, supersized business cards take up the two outside columns and the show listings the inside column. Special formats were created for the cover and back cover.

These pages were saved as templates that may be dragged into my page composition program. In addition to the grids, the master pages contain common elements — a

footer with the publication name, date, and page number and an overline at the top for inside pages; the footer only for pages containing a full-page ad on inside pages; the nameplate, date, volume and number, and footer with the Federation's name on the front cover; and the Federation logo, address, and mailer information on the back cover — leaving space for a ¼ page advertisement.

Single-column format works well for us as the publication is journal format — half folded 8½ x 11, although publications using full 8½ x 11 or other large formats should opt for two columns to optimize line length for readability.

Great typography goes hand in hand with page design. For the *Stamp Insider* I chose Stone Print for text; Stone Sans small caps for standing heads, subheads, and column heads; and Stone Sans for heads, boilerplate, and listings. Main text is set in ten points on twelve points of leading (line spacing). The temptation to use more fonts should be strenuously avoided. Castellar, an all-caps in line font, was selected for the nameplate. Ads are set in fonts that reflect the product or service, but never in the Stone fonts reserved for editorial matter.

Paragraph styles were created for body copy, subheads, column heads, heads, bulleted lists, bylines, and captions, and other commonly used page elements. These allow quick and accurate formatting of imported copy. Similar character styles were created so individual paragraph elements can be set in italics, small caps, etc.

I am laying out pages in Adobe InDesign, but other programs, such as Microsoft Publisher, QuarkXPress, and Adobe PageMaker offer similar options. Word processing programs offer fewer options and are less flexible, but may offer satisfactory results for smaller publications.

Graphics — The *Stamp Insider* previously used only a limited amount of art, often on the cover and no more than one or two inside illustrations in addition to the club logos. These logos have been uniformly sized and retained as part of the headers for the club pages. Similar logos have been adopted as identifiers for other columns. However, my primary goal was to introduce more art into the publication in order to amplify the written word and to break up the previously gray appearance of the publication. This has included a cover with a strong philatelic connection and relevance to an article in the issue, ample illustrations with feature articles, club and show covers, and photos of club and show events. The new influx of advertising with illustrations has also brightened the journal's appearance.

Covers are now receiving extra attention to make them more lively and attractive. This is a particular challenge as the printed output is in black and white.

I am editing images in Adobe Photoshop, although there are many less expensive alternatives, including Adobe



Photoshop Elements. I design advertisements in Adobe Illustrator, but they just as easily could be created directly in InDesign or the other programs. The benefit of my method is that contract ads can be used from issue to issue. Illustrator is also ideal for creating maps of show and store locations.

In display ads and cover layouts, type is also treated as a graphic element. A recent cover featured an Arts and Crafts with a Roycroft cover and letter. Arts and crafts is based on type designs created by Dard Hunter for Roycroft. Railway post office illustrations on another cover were paired with Railroad Roman, which was similar to lettering used on New York Central passenger cars during the steam era.

**Output** — The completed design is delivered to the printer in PDF format. This means that all fonts and artwork are embedded into a relatively compact file that will print exactly as designed. This obviates the necessity of delivering fonts and graphics files along with the layout files to the printer. InDesign and PageMaker allow the user to generate PDF files from within the application. I have established three PDF profiles — one for the lower-resolution online version, another for the high-resolution black and white print version, and yet another version for the high-resolution CD-ROM version that is now being compiled for each annual volume. PDF files also allow me to quickly put a proof version on my Web site and to exchange proof files with my associate editor. While her computer is Windows based and I use a Macintosh, there is a seamless interchange of information.

**Printing** — The *Stamp Insider* was printed for two decades by the same printer who was unable to accept electronic files and had to work from camera-ready pages. This led to muddy appearing type, images that were little more than black blobs, and a long lead time between final layout and the delivered magazines. More frustrating was the lack of modern equipment to meet our needs or to put screens over halftone (continuous tone) images to avoid black blobs.

In the end, we chose a national company offering print services. This firm's outlet in the Syracuse, NY, area accepts electronic files and turns the print job around in twenty-four to forty-eight hours at a cost lower than what the former printer was charging. More importantly, the output is now clear and crisp and I was able to extend the deadlines for contributors and advertisers, meaning the content is much more timely. Another of my goals is to print at least some pages in color, but the price charged for DocuTech color is beyond our budget.

Smaller publications may opt to print their newsletters themselves on inkjet or laser printers. Inkjet printing is expensive and not particularly compatible with duplex (two-

sided) printing. Laser printers often do not reproduce continuous tone images (photographs) well and may require a PostScript upgrade to do so. Taking print files to a print services outlet is an attractive alternative.

**Expanded Content** — In addition to the regular club pages, the *Stamp Insider* previously regularly carried only the Federation president's column, U.S. new issues calendar, show and bourse listings, and a club and officers listing along with an occasional editor's column, feature or show report, and Federation meeting minutes.

In my first issues, the editor's column became a part of every issue, a Canada new issues calendar was added along with a column highlighting Internet sites of interest to philatelists. The publication was expanded from twenty-eight to thirty-two pages, then to thirty-six, forty, forty-four, forty-eight, fifty-two and sixty-pages to make room for additional features, columns, and an influx of new advertising. One of the member club's correspondents submitted a puzzler, which is now part of the regular mix. Since feature articles were not forthcoming from members, I broke the ice by writing some myself. This has encouraged others to follow suit. A bonus is that I can assign articles and not be turned down.

I now maintain a list of future articles and hope to create a file of edited evergreen material that may be used at any time to fill any space that may open up at the last minute.

Recent features in the journal have included an examination of a Roycroft cover from East Aurora, NY; a railway post office history focusing on New York State; a closer look at the 1911 Garden City pioneer airmail flights; a study of the 1888 blizzard mail local; New York women honored on U.S. stamps; and creating your own album pages. These articles and other previous content may be viewed online at the Federation's Web site: <http://www.geocities.com/fcnyps>.

Part of my associate editor's duties are to write a column — "The Last Words," which runs facing the inside back cover that now has advertising. Another member of two member clubs asked to contribute a column on forming interesting collections without spending a fortune. This became "The Thrifty Philatelist" and it runs following the U.S. and Canada, editor's, president's, and Internet columns. These run on the verso (left) page and are interspersed with ads on the recto (right) page.

The expanded content, along with new advertising, made a summer issue a viable option. Our first issue for the summer of 2004 received the full participation of member clubs

**Information Packaging** — Grouping information appearing in every issue makes it more accessible to readers. Clubs and contacts and Federation officers contact



information runs on a spread near the back of the book. This was redesigned to hold the advertisers' index that was bumped from the masthead/contents page to make room for an expanded table of contents. The latter also contains the masthead of our staff of five, along with a box of legal boilerplate, including copyright and trademark notices, and an infringement disclaimer. The box also contains the advertising rate card, which formerly was an oversized box that ran beneath the U.S. new issues. This move opened space for the Canada new issues listings.

Advertising — This is a controversial issue for many, but an absolute necessity in our case, if we wish to maintain a viable publication with expanded content. When I assumed the role of editor, the *Stamp Insider* had six contract ads — two half page, three supersized business cards, and the outside back cover — and no one-time ads. Combined with the charge back rate to clubs, this was not covering the production cost and the publication had been running in the red for some time. Because of the poor reproduction quality and limited content at the time, I was hesitant to solicit new advertisers or to attempt to win back former advertisers. However, by the time I produced the fourth issue the ad count had grown to ten, but of the four new ads only one was on long term contract.

The online version of the journal provides a bonus to advertisers, as these contains contain hyperlinks to their Web sites and e-mail. As a matter of fact, all Web and e-mail addresses are hyperlinked in this version, as are jumped pages.

When we were able to switch to the new printing service with my fifth issue, we began actively soliciting new ads. The tenth issue had grown to twenty-two ads producing a little more than four times the revenue of the first issue. Of these, 80 percent are on long-term contract that guarantees a steady income and that the cost to clubs is not increased. Federation members pay \$3 for each member per year. Others may subscribe for \$6 a year.

Getting Help — As the publication grew, I soon realized that this was not a solo act. I needed more help than the new Federation president, John J. Nunes, who handles finances, and Federation Secretary John A. Cali, who handles mailing and subscription duties, could provide given their busy schedules. Typos were an ongoing problem and attempting to write, edit, and proofread are counterproductive. Writers never should attempt to proofread their own copy.

I shanghaied Heather Sweeting, the Federation's then new Central Vice President, as associate editor. Her experience with her late father in publishing two postal history books was invaluable, and she is able to write, edit, and create graphics. A large share of the *Stamp Insider's* success is attributable to her ongoing efforts and interest in all aspects of philately.

Obviously she will be my logical successor as editor. She currently is learning InDesign and already is a

Photoshop power user.

At the same time, I recruited Joseph O. Christofaro, an officer in the Fort Stanwix Stamp Club and a stamp and coin dealer with extensive contacts to become advertising manager. He is responsible for several of the new advertisers in the publication.

Goals — Our primary goals are to continue to improve the content in order to attract and keep new readers and advertisers. Short term goals include finding someone to write a column aimed at youth and newer collectors and getting more individuals from Federation member clubs to become writers. One long-term goal is to further improve our printing quality — to run the publication in full color on coated paper with page bleed options attainable only through offset.

#### SEND US AN ARTICLE OR REQUEST A SAMPLE COPY

If you wish to see a recent issue of the journal, please write to the *Stamp Insider*, P.O. Box 401, Fulton, NY 13069-0491 and we will send you a copy. The *Stamp Insider* also welcomes your articles and illustrations. These may be submitted by mail or electronically to Albert W. Starkweather, 5520 Gunn Hwy. #1406, Tampa, FL 33624-2847, e-mail [designondemand@verizon.net](mailto:designondemand@verizon.net).

In the spirit of sharing, other organizations are welcome to reprint our articles without prior consent of the publisher, provided that credit is given to both the author and the *Stamp Insider*. □

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#### ►► Washington 2006 . . . (continued from page 1.)

leisure travel, medicine, food, sports, kids and banking are just a few suggested topics. Stay away from fly-specks, plating, and narrow specialist studies. Remember that this may be the first introduction to the hobby many readers will encounter. A few colorful images would also be appreciated to help make your work memorable.

If you write it, we'll find the right publication(s) to submit it to. While there is no guarantee that your article will make it to print, we are confident that we will be able to "break the ice" with a few of them.

Only original unpublished works can be accepted. Submissions become the property of Washington 2006, and authors will always be acknowledged as originators of the work. Washington 2006 reserves the right to make them available to show visitors in a variety of possible formats.

Here's what we'll need: Submit your article in electronic format by email (as text, or a Word/WordPerfect attachment) to the email address above no later than January 1, 2006. Scanned images at a minimum resolution of 300 DPI may be sent as well, or arrangements can be made to scan them for you.

Questions? Contact me at 28 Amberwood Pl, Rochester, NY 14626-4166 or [stamptmf@frontiernet.net](mailto:stamptmf@frontiernet.net). Let's all work together to make Washington 2006 a success! □