

A PLAN FOR PFRA 1993

A Method for Involving More Members in the Activities of the Organization

Although PFRA can be considered a successful organization, one failing has persisted throughout its existence – an inability to involve the members more fully in activities of the organization. This is particularly unfortunate at the top where two officers, the Vice-President and the Secretary, have been able to do little in the past except for such involvement as they chose to initiate themselves.

The following is a proposal to

1. Involve more members in the preparation of The Coffin Corner, the newsletter-magazine of PFRA, and explain how such preparation may be accomplished
2. Provide a specific schedule for the production of six Coffin Corners through the year
3. Outline a specific and useful task for the Vice-President and provide a methodology whereby that task may be accomplished
4. Outline a specific and useful task for the Secretary and provide a methodology whereby that task may be accomplished
5. Outline specific and useful tasks for committee heads and provide methodologies whereby those tasks may be accomplished

THE COFFIN CORNER **Duties of Volunteer Editors**

1. Volunteer editors will handle the main preparation of all six Coffin Corners. Each Volunteer Editor will be responsible for gathering material for "his" Coffin Corner. He can do this by

- * accepting (and editing) submitted articles
- * writing articles himself
- * inducing others to write articles
- * finding suitable articles from other sources to be reprinted (the Volunteer Editor should get permission to use any material from another source; if this is not possible, check with the Supervising Editor)

In choosing material, Volunteer Editors should keep in mind

- * variety (i.e., a "mix" of articles about teams, players, games, stats, or whatever of different lengths and concerning different periods of pro football history)
- * past CC articles (check the index for recent articles)
- * novelty (seek areas for exploration that have not been done to death in the CC or national publications)
- * accuracy (it is not necessary for the Volunteer Editor to be an expert on every phase of PF history; questionable statements in submitted material should be checked with the Supervising Editor well before the due date)

Note that PFRA cannot pay writers for their articles.

Each column of The Coffin Corner runs approximately 400 words. Volunteer Editors will be responsible for 16½ or 20½ Coffin Corner pages, depending on the disposition of the center four pages. This means from 33 to 40 columns or from 13,000 to 16,000 words of text.

- * Page 1 of the Coffin Corner will be the cover.
- * Page 2 will contain (col. 1) a 350-400 word message from the president and (col. 2) a 350-400 word Spotlight on PFRA member(s)
- * Page 24 will contain PFRA-ternizing and Classifieds.

* The space of one column will be left available for ads and/or illustrations.

2. Volunteer editors will submit material to the Supervising Editor according to the schedule below. It is crucial that due dates be met.

COFFIN CORNER DEADLINE SCHEDULE (as of Jan.)

COFFIN CORNER SCHED.	ALL MATERIAL TO SUP.ED	CC TYPE & PASTE UP	CC PRINTED	CC MAILED	CC SHOULD ARR. BY
# 1	Jan. 23	Feb. 7	Feb. 14	Feb. 21	Mar. 7
# 2	Mar. 23	Apr. 7	Apr. 14	Apr. 21	May 5
# 3	May 23	June 7	June 14	June 21	July 5
# 4	July 23	Aug. 7	Aug. 14	Aug. 21	Sep. 5
# 5	Sep. 23	Oct. 7	Oct. 14	Oct. 21	Dec. 5
# 6	Nov. 23	Dec. 7	Dec. 14	Dec. 27	Jan. 11

3. All material submitted to the Supervising Editor must be typed or clearly printed. Photocopies of reprint material are acceptable.

4. If at all possible, volunteer editors are asked to submit articles on IBM-compatible computer disc. The Word Star program is preferred, but Word Perfect and some other programs will work. Editors planning to submit material on disc should first send a sample disc to the Supervising Editor. Normal Coffin Corner dimensions are 53 lines in length / 65 characters wide per column. Paragraphs are not indented. A space is left between paragraphs. Material should not be right-justified.

5. It may be that material that is neatly and accurately typed can be entered directly into the Coffin Corner paste-up. Such material will be reduced by photocopy by the Supervising Editor. As this will increase the word count, the Volunteer Editor should discuss this with the Supervising Editor first.

DUTIES OF THE SUPERVISING EDITOR

1. The Supervising Editor will counsel the Volunteer Editors during the preparation of their Coffin Corners. He will promptly direct received submissions to the appropriate Volunteer Editors. In case of disagreement, he will have the final say on any material that may be excluded from the Coffin Corner for reasons of taste, accuracy, or competence.

2. The Supervising Editor should receive the material for each Coffin Corner from the Volunteer Editor by the specified deadline, along with other materials from those responsible (i.e., message from president, Spotlight on PFRA, paid ads).

3. The Supervising Editor will write the PFRA-ternizing column, classified ads, table of contents for the cover, and such fillers as may be necessary to fill spaces.

4. Under the direction of the Supervising Editor, the Staff Artist will prepare a cover illustration and such other illustrations as may be deemed necessary.

5. The Supervising Editor will see to preparation of The Coffin Corner paste-up to be delivered to the printer by deadline. This will usually involve directing text to be typed into the computer for hard copy, finalizing lay-out, and producing the final dummy copy. He will also instruct the printer in the number of copies to be printed.

6. The Supervising Editor will accept the required number of copies of The Coffin Corner from the printer.

7. The Supervising Editor will print mailing labels. He will keep an up-to-date membership list for this purpose.

8. The Supervising Editor will see to it that The Coffin Corners are placed in envelopes and addressed. If there are enclosures, he will also be responsible for them.

9. The Supervising Editor will mail the Coffin Corners by the specified deadline. He will also be responsible for keeping the mailing permit up to date.

10. Should any Volunteer Editor be unable to complete his duties, the Supervising Editor will see to it that they are accomplished, either by replacing him with another Volunteer Editor or undertaking the task himself.

11. The Supervising Editor will seek other ways in which The Coffin Corner may be improved.

Note: Should the Supervising Editor choose to write an article for The Coffin Corner, he will submit it to the appropriate Volunteer Editor for consideration as would any other member except in such cases as may occur as indicated in #10 above.

ADDITIONAL DUTIES OF PFRA OFFICERS

President

In addition to the duties of the President outlined in the PFRA Constitution and By-Laws

1. The President will counsel (by telephone) with the Supervising Editor and the appropriate Volunteer Editor at least one week before the material for the issue is to be delivered to the Supervising Editor.

2. The President will write a 350-400 word Message to the Members for each issue of The Coffin Corner. It will be sent to the Supervising Editor by the deadline date for submitting materials. This may be editorial, inspirational, questioning, congratulatory, etc. The purpose of the message (in addition to whatever purpose the President cares to make of it) is to bring the membership in closer contact with the PFRA president.

3. The President will counsel (by telephone) with the Vice-President, Secretary, and four committee heads concerning their additional duties at least four times per year at regular intervals. (Suggestion: in February, May, August, and November.)

Vice-President

In addition to the duties outlined in the PFRA Constitution and By-Laws, the Vice-President of PFRA will be its chief recruiting officer.

1. The Vice-President will write and send letters to former members urging them to rejoin. The Executive Director will provide a list of addresses for lapsed members. Such letters should explain PFRA, discuss The Coffin Corner, Annual, and Special Publications, and include the amount of dues.

2. The Vice-President will write and send letters to prospective members whose names and addresses he can uncover.

3. To interest prospective members in joining, the Vice-President should offer to send a sample of The Coffin Corner if the prospective member asks for it. (This should bring better results than simply sending out sample copies to any and all, many of whom will have no interest.)

In order to perform his additional duties, the Vice-President will receive an extra 15 copies of The Coffin Corner each issue.

The Vice-President will also have a postage budget for the year of up to \$200.

Secretary

In addition to the duties outlined in the PFRA Constitution and By-Laws, the Secretary of PFRA will have the responsibility of

1. Keeping an up-to-date membership list. The Executive Director will provide the initial list and mail a list of dues received to the Secretary on the 15th and 30th of each month.

2. Informing members once a year of the state of their membership. The Secretary will secure a number of general statement forms (cost to be submitted to Treasurer for reimbursement), fill one in for each member, and submit them to the Supervising Editor by April 10. (Note: it is suggested that these forms be printed four to a page; most print shops will run 100 photocopies – 400 forms – for a very low price.) The forms will be mailed along with The Coffin Corner on April 21.

3. Provide each member in good standing with a membership card. These should be mailed to the Supervising Editor by April 10. As members pay dues through the year, the Secretary will provide them with cards by mailing completed cards to the Supervising Editor. To complete a card, the Secretary must fill in the members' name, when his membership expires, and sign it. A supply of cards will be obtained from the Executive Director by January 15 of each year.

4. Inform members who are one month in arrears in dues by postcard.

5. Inform members who are two months in arrears in dues by letter.

6. Inform the Executive Director and Supervising Editor of any members three months in arrears in dues.

The Secretary will submit all postage and printing costs to the Treasurer for reimbursement.

(COMMITTEE HEADS)

Advertising Committee

The Committee Head shall be the Director of Advertising for PFRA. He will

1. Seek advertising revenue for The Coffin Corner by contacting prospective advertisers (i.e., publishers, video producers, etc.)

Advertising rates for one-time appearance in The Coffin Corner:

To members:

Classified ad (25 words or less).....	\$2.50
Classified ad (26-60 words)	\$5.00
1/4 page (camera ready).....	\$25.00
1/4 page (non-camera ready)	\$30.00
1/2 page (camera ready).....	\$45.00
1/2 page (non-camera ready)	\$55.00
Full page (camera ready)	\$80.00
Full page (non-camera ready).....	\$95.00
Insert (per sheet).....	\$40.00

To non-members:

Classified ad (25 words or less).....	\$5.00
Classified ad (26-60 words)	\$10.00
1/4 page (camera ready).....	\$35.00
1/4 page (non-camera ready)	\$40.00
1/2 page (camera ready).....	\$55.00
1/2 page (non-camera ready)	\$65.00
Full page (camera ready)	\$90.00
Full page (non-camera ready).....	\$105.00
Insert (per sheet).....	\$60.00

2. Seek to place the PFRA name before the public by

* exchange of ads with other publications

* contacting appropriate media representatives. For example, should a story on pro football in Baltimore appear in The Coffin Corner, the Advertising Director should notify the Sports Editor of the leading

Baltimore newspaper and enclose a copy of the article. The Director should be sent an additional number of Coffin Corners with each mailing for this purpose.

* writing to the Letters columns of various pro football publications and identifying himself as a member of PFRA. (An ideal situation might be to praise an article published in the magazine while adding additional information published by PFRA.)

* Overseeing listings for PFRA in various publications.

3. Keep a careful record of all transactions.

The Director will submit all postage and printing costs to the Treasurer for reimbursement.

PFRA Documents and Bibliography Committee

The Committee Head shall be the Director of PFRA Documents and Bibliography. He will

1. Create a complete index of all PFRA publications. This is a huge but important job. It is estimated that it will take many years to complete. At a minimum, the member should index the current year's publications. Hopefully, a few earlier publications may also be indexed each year.

2. Initiate a 3 X 5 file card system of articles and books published by PFRA (title, author, subject) similar to the system found in most libraries. If at all possible, such cards should be typed. The Director shall keep the master card file, but photocopies of all completed cards shall be forwarded to the Executive Director.

3. In cooperation with the Supervising Editor, begin a master documents file, wherein each Coffin Corner article is placed on an individual sheet(s) and photocopied. A one-page description and table of contents for all PFRA books shall also be part of the file. Once this is completed, PFRA will be able to offer individual articles to members for the cost of handling and postage. Copies of all master copies should be sent to the Supervising Editor.

4. Create a committee to help with the work.

The director will submit all postage and printing costs to the Treasurer for reimbursement.

Outside Documents and Bibliography Committee

The Committee Head shall be the Director of Outside Documents and Bibliography for PFRA. He will

1. Initiate a 3 X 5 file card system of articles and books relating to pro football not published by PFRA (title, author, subject) similar to the system found in most libraries. If at all possible, such cards should be typed. The Director shall keep the master card file, but photocopies of all completed cards shall be forwarded to the Executive Director.

2. In cooperation with the Supervising Editor, begin a master documents file, wherein each (non-PFRA) article is placed on an individual sheet(s) and photocopied. A one-page description and table of contents for all non-PFRA books shall also be part of the file. Once this is completed, PFRA will be able to lend individual articles to members for the cost of photocopying, handling and postage. Copies of all master copies should be sent to the Supervising Editor.

3. In cooperation with the Director of PFRA Documents and Bibliography, prepare bibliographies on various pro football subjects (teams, players, eras, stadiums, equipment, etc.) to help members in research projects.

4. Create a committee to help with the work.

The Director will submit all postage and printing costs to the Treasurer for reimbursement.

Committee for Spotlight

The Committee will most likely consist of one or two hard-working members. He (or they) will produce for each Coffin Corner a 350-400 word Spotlight column in which one-to-four PFRA members are profiled.

The purpose is to make PFRA members and their interests better known to other members.

In preparing the Spotlight column, the "Committee" will either interview the spotlighted member(s) by telephone or letter. Any expenses involved may be submitted to the PFRA Treasurer.

Suggestions or comments regarding this plan should be sent to the Executive Director: Bob Carroll, 12870 Rt. 30, N. Huntingdon, PA 15642.