

Regional Newsletter Publishing Software: A Survey

By *Binion Amerson*

Introduction

Below is a survey I conducted over the summer to see what publishing software was being used by the AHS *Daylily Journal* Editor and all the Regional Newsletter Editors. Table 1 summarizes the publishing software and accessory software being used.

The Daylily Journal

Meg McKenzie Ryan, Editor

I use Quark Xpress to do the layouts and Adobe Photoshop for processing the art. Though Quark is easy to learn, Photoshop is not. You could probably buy Photoshop Elements which is a greatly scaled back version of Photoshop, and it is way less expensive. But for a beginner, it, too, would be difficult.

Lots of people are now using InDesign for their layouts instead of Quark. It's fine, too. I prefer Quark even though the fact I still use it dates me back a bit. I'm not a techy kind of gal. If something works, then I just stick with it.

Region 1

Kyle Billadeau, Editor

I use Adobe InDesign. I have Creative Suite 3 and it is part of that package. So I have Adobe Photoshop and the pro version of Adobe Reader, which allows me to edit PDFs. Very useful.

Region 2

Winnie Garabis, Editor

I do all of the layout work myself using Adobe InDesign Premium Creative Suites 5.5. The primary tools within the suite that I use are InDesign, Photoshop, and Illustrator. I believe this is the print industry standard at this time. It is very expensive, but you can get it at a substantial discount if an educator or student makes the purchase.

Region 3

Bob Quay, Editor

Here in Region 3 our newsletter *Fanfare*, is produced using Adobe CS 5.6. Should you be looking to buy this software it is now out as Adobe CS 6. Adobe CS includes the programs InDesign, Illustrator, Photoshop, and another new one which I found very handy, called Bridge.

A version of Microsoft Office also came on the computer, and this along with email, gives me all the tools I need.

As a short description of how these different programs work I'll mention each one separately telling you what I mostly use it for. From Microsoft Office I use Excel to keep track of member lists, and mailing lists, and that sort of thing, and Microsoft Word to bring in and cleanup text that people send me for their articles. I do not format my text in

Microsoft Word, but InDesign more on that later.

Photographs when received have a tendency to be in the color mode RGB. For the press the color mode should be CMYK. And Photoshop is used to make this correction. I also use Photoshop to adjust the size of the picture or anything else that may be wrong with it. Photoshop is extremely flexible and you can correct over dark photographs or crop photographs, and many other things as well.

Should you need to make a drawing that's what Illustrator is for. For the most part all your art will come in scan-able form, or by email, so you're not likely to use Illustrator very often.

It is InDesign that does all the layout work like font sizes and faces, borders, and every other one of the 1000 or so things that can go into making a complex document.

The computer monitor keyboard, software, everything belongs to AHS Region 3. This way when it is time to change editors, all I will have to do is put everything in a box and ship it.

Region 4

Adele Keohan, Editor

As editor of the Region 4 newsletter, *Daylilies In The Great Northeast*, I use Adobe InDesign CC [version 6] software to put the whole Region 4 issue together and have it ready for the print shop to publish. It was a bit overwhelming to use at first, but I love it now and the results of using it are superb. I learned how to use InDesign from scratch, but a tutorial on CD-ROM (for the price of a newer daylily introduction) was indispensable and really sped up the learning process for me ("In Design for Beginners" by David Blattner, available to order via **Lynda.com**).

To edit/format digital photo images that are sent to me for publication, I use Adobe Photoshop CC. I did not buy the Adobe software outright. Instead, I subscribe to Adobe Cloud and pay monthly to use all of the Adobe products. I downloaded the ones that I needed to use on a regular basis - InDesign and Photoshop. When the Adobe software is upgraded/updated, I will see on my computer that an update is available, will click to update.

Table 1. Regional Newsletter Publishing Software Summary

AHS Regions	Publishing Software	Accessory Software
AHS, <i>The Daylily Journal</i>	Quark Xpress	Photoshop
Region 1	Adobe InDesign	Photoshop
Region 2	Adobe InDesign 5.5	Photoshop,
Region 3	Adobe InDesign 5.6	Photoshop, Illustrator, Bridge
Region 4	Adobe InDesign 6	PhotoShop
Region 5	MS Publisher	PhotoShop
Region 6	Adobe FrameMaker 7	Paint Shop Pro 6, Word
Region 7	MS Publisher, Adobe InDesign	?
Region 8	PDQ Printing	?
Region 9	No Information	?
Region 10	Adobe InDesign 5.5	MS Photo Gallery
Region 11	MS Publisher	Photoshop, Paint Shop Pro
Region 12	No Information	?
Region 13	No Information, "Stapled Copy	?
Region 14	Adobe InDesign (CS 2)	PhotoShop
Region 15	Adobe InDesign 4	PhotoShop

Continued on Page 35.

SOFTWARE

Continued from Page 34.

Region 5

Sue Calbreath, Editor

I use Microsoft Publisher as my publishing software; Photoshop for photos. I do my own layout. Our printer is an Internet Printer called Sundance Press.

Region 6

Binion Amerson, Editor

I use Adobe FrameMaker 7 along with Paint Shop Pro 6. I compose and format the newsletter in FrameMaker, save it as a PDF file with Adobe Acrobat Distiller. The Newsletter is printed in Albuquerque from the PDF file. FrameMaker is a professional publishing tool designed especially for technical writers in the computer field. I used it to produce my hardbound book *The CORAL CARRIER*.

Region 7

Cathy Craig, Editor

I have NOT as yet produced my own newsletter for Region 7. I will begin this fall. I have produced Bulletins, catalog-type bulletins, newsletters, etc. for the International Bulb Society and for the Pacific Bulb Society - all with Microsoft Publisher. I will probably do my first one or two newsletters for Region 7 using Publisher but plan to switch over to a Cloud subscription to Adobe InDesign for Region 7 the RP himself produced the "emergency-stapled" newsletter.

Region 8

MaryAnn Borcharding, RP Region 8

Our editor is Pam Erikson, soon to be our next RP. Pam works for PDQ printing in BC, Canada. You would have to address what she uses for layout and design to her. She does it all, we do provide some articles to her for publication.

Region 9

Editor position OPEN.

Region 10

Jack Alexander, Layout Editor

We have a committee of editors and I thought one of the other editors had responded and he thought that I responded. In Region 10, the software that I use for the layout is Adobe InDesign CS 5.5. For supplemental software, I usually just use the basic Windows Photo Gallery or Office Picture Manager. I am not by any stretch of imagination a graphics per-

son (accountant by trade) and have no training in layout design and all of the layout and graphics are done without professional help. We send the completed product to a professional printer.

Region 11

Michael Bouman, President

Our Editor, Faye Yoder, prepares the newsletter copy for production using Microsoft Publisher. She has only done one issue. I helped her put that together, also with Publisher. We prepare the images ourselves. I don't think the photo editing software matters. I use both Paint Shop Pro and Photoshop Elements when it handles a particular task better.

I convert the Publisher file to a PDF file. I think our printer works from the PDF file.

Region 12

Greg Crane, no information from him.

Region 13

Gail Rasberry, Editor

No information from her. However, Region 13 produced a "nick-of-the-time stapled" newsletter before election since that editor failed to produce.

Region 14

Oliver Billingslea, Editor

I have been using Adobe CS2 with Photoshop, Acrobat, etc. for the past 6 years; but there are newer Adobe programs now available: CS6, CS7 or even newer.

I started off using Microsoft Publisher for about 3 years, but Adobe is an advancement. I've heard that stores don't stock the newest Adobe Program, but that it has to be ordered on-line. Please check.

Region 15

Linda Sue Barnes, Editor

I do the layout myself and do not get paid. I use Adobe InDesign 4 which is quite outdated. InDesign 6 is out and they are trying to get everybody to go with their "in the Cloud" garbage which is too doggone expensive for a non-profit organization since they apparently don't let non-profits have it at the educational rate. I don't know what the Region will do about software next year since I paid for my own and it is for MAC. The new editor will most likely have a PC. Even if they can get Adobe Creative Suite 6 at the educational rate it is gosh awful expensive. If they would let non-profits have the educational rate for Creative Suite 6 in the Cloud at \$20/month that would probably be the cheapest thing to do. Other programs I use are Photoshop -- I

have the Adobe Creative Suite 4 and Photoshop and InDesign are part of that package with a bunch of other stuff I don't use. I also have the OnOne Suite that works with Photoshop and use the Fractals and Phototune components all the time to increase size of photos and correct color. The Region and I split the cost of OnOne Suite several years ago. I think that answered all the questions. I started out the first time I was editor with Quark Xpress because Roger Mercer gave me his old edition. When I became editor the second time I asked the layout guy for Worth Printing if he could only have one desktop publishing program what would it be. He said InDesign so that's what I bought.

MISCELLANEOUS COMMENTS

Carol Faldet. Johnson Printing, Addison, TX

I personally would recommend Adobe InDesign for doing any page layouts. Adobe InDesign CS 6 or Creative Cloud.

Gisela Meckstroth

I know that the editor position for Region 3 is vacant and for Region 7 the Regional President himself produced the "emergency-stapled" newsletter. Also, Region 13 produced a "nick-of-the-time stapled" newsletter before election since that editor failed to produce. I believe Region 2 uses Adobe Creative Suite 6 but our editor will, undoubtedly, answer your request. Kudos for you for hanging in there and trying to get the info. What I wish you would also do is update whether or not the layout is done by other-than the editor (for example, Region 1 where the editor's husband is a graphics department person. As you may have noted, the Newsletter Awards Subcommittee Chair is an almost separate with the Regional Officers Chair having only oversight of the process. Also, my second term on the Board is ending December 31 and so will my daylily activities involvement (due to age and my husband's health problems).

SUMMARY

Adobe has stopped selling InDesign as a separate piece of software. They now sell what they call "Adobe InDesign Creative Cloud." This is by subscription only; cost is currently \$49 per month. This includes InDesign, Photoshop, and other accessory software. This sounds great, but the package may be too expensive for Region Editors or Clubs to purchase. Looks as if many writers are going online and buying older versions of InDesign.