

EDITOR TIPS

Prepared by S.C.R.I.B.E. Editors for Rock Club Editors



DECEMBER 1, 2015

SPECIAL CONGRESS REPRESENTING INVOLVED BULLETIN EDITORS

[HTTP://SCRIBE.RBNET.NET](http://scribe.rbnet.net)

Table of Contents (TOC)

Note: Press “Control” key, and click page number to jump to the specific tip.

I.	Foreword	3
II.	EDITOR AND BULLETIN TIPS	4
A.	Bulletin Content.....	4
1.	Repeated Content, e.g., Names, Clipart.....	4
2.	Was Your Article Catchy?.....	4
3.	Recognizing Sources	4
4.	Copyright Guidance	4
5.	Club Information	7
6.	Club News	7
7.	Federation News.....	7
8.	Club Member Hints and Tips.....	8
B.	Bulletin Formatting.....	8
1.	Creating a Bulletin Background.....	8
2.	Uniform Page Layout	9
3.	Number of Columns and Overflowing Articles	10
4.	Bulletin Background Color	10
5.	Bulletin File Naming Convention	10
C.	Text Editing.....	11
1.	What Is the Right Paragraph Length?.....	11
2.	Simplifying a Sentence	11
D.	Grammar	11
1.	Proper Use of Series Comma	11
2.	Body Text Font Style and Point Size.....	11
3.	Spaces Between Sentences	12
4.	Proper Use of That and Which.....	13
5.	Should Word Hyphenation Be Used Within a Bulletin Article?.....	13
E.	Bulletin Distribution	13
1.	Reducing a Bulletin PDF File Size for E-mail Distribution	13
2.	When Should a Bulletin Be Distributed?.....	14

S.C.R.I.B.E. EDITOR TIPS

3. Bulletin Size is Limited	14
F. Other	15
1. Checking PDF Document's Font Style and Size.....	15

S.C.R.I.B.E. EDITOR TIPS

I. Foreword

This document is the result of S.C.R.I.B.E. members participating in a group dialogue on the S.C.R.I.B.E. Discussion Group, <http://groups.yahoo.com/group/Scribefolks>. We began with the basic intent of capturing and sharing our rockhound bulletin editors' experience as "tips" to attract and guide new editors in this fun and rewarding service to their clubs.

The *Editor Tips* is a living document and will be updated as captured tips are further refined and new tips are identified and added.

With gratitude to the original contributors:

- Richard Busch, Webmaster
- Betty Cain, Rocky Mountain Regional Vice President
- Dan Fontaine, Eastern Regional Vice President
- Barbara Florio Graham, Publishing Consultant & Marketing Strategist
- Mark Nelson, President
- Sheryl Sims, Past Editor, Mineralogical Society of DC
- Jeff Ursillo, Vice President
- Carolyn Weinberger, Secretary

S.C.R.I.B.E. EDITOR TIPS

II. EDITOR AND BULLETIN TIPS

A. Bulletin Content

1. Repeated Content, e.g., Names, Clipart

- Contributor: Barbara Florio Graham, BFG@SimonTeakettle.com

Problem: Having to repeat the same names or other information many times.

Solution: Use a program like ClipMate which will save many clips in different collections, or prepare a document with things you often have to repeat, then bring it up and copy what you need, item by item.

2. Was Your Article Catchy?

- Contributor: Dan Fontaine, maineguydan@yahoo.com

Problem: The bulletin article does not seem to grab the club member's interest.

Solution: This may be because the article doesn't contain adequate information. For example, if your club went on a field trip, including some background on the minerals found at the mine and some happy pictures of members holding stones with the minerals might enhance member interest.

3. Recognizing Sources

- Contributor: Dan Fontaine, maineguydan@yahoo.com

Problem: Club members would like to learn more about the bulletin article topic. Appropriate credit within/for an article was not included.

Solution: Always include a hyperlink to background/source for information in your article. If the article is about a mine, include a link to their website. If you are using an article from another club, identify the club, bulletin, and issue.

Ensure that you are complying with appropriate copyright rules; see the S.C.R.I.B.E. website (<http://scribe.rbnet.net/>) for more information.

4. Copyright Guidance

- Contributors: Barbara Florio Graham, BFG@SimonTeakettle.com; Richard Busch, rbusch@rbnet.net; Jeff Ursillo, bnmjeff@aol.com; Mark Nelson, mnelsonair@aol.com; and Carolyn Weinberger, cscrystals2@gmail.com

Notes:

- See the S.C.R.I.B.E. website's copyright link for detailed guidance: <http://scribe.rbnet.net/copyright.htm>
- Legal Requirements: <http://www.copyright.gov/title17/92chap1.html#106>

S.C.R.I.B.E. EDITOR TIPS

Problem: A club editor is unsure as to the application of Copyright law to articles included their bulletin.

Solution:

General Guidance: Copyright applies not only to articles, but also to maps, drawings, cartoons, logos, photographs, poems, crossword puzzles, letters to the editor, etc. It is generally accepted that articles will be exchanged with other editors on request. The rules are simple:

- Contact the editor for permission to reprint an article in your bulletin. If the editor has blanket permission from the author to give this permission, you're all set. Just be sure to include full attribution, including to the author and the original publisher (the bulletin in which it first appeared).
- To facilitate this, editors should ask club members to give this permission in advance. In the case of authors who do not belong to your club, it would be wise to ask for permission when you accept the article.
- It is assumed that articles appearing in S.C.R.I.B.E. will be archived on the SCRIBE DVDs. But that is for research and reference purposes only. Permission is still required to use these articles in any other publication, unless that permission is included in the author credits.
- Whenever an article is reprinted in another bulletin, it's a courtesy to inform the author about this use.
- Be careful about sharing articles with any publication that pays contributors. These publications need to contact individual authors to arrange for permission and payment.

Specific Guidance:

- Federation Articles: Federation newsletters freely give permission to reprint articles, unless something in the article clearly says it cannot be used without permission.
- Club Bulletins:
 - Look for a statement similar to the following that provides guidance for use of their article(s) by your club (suggest you add a similar statement to your bulletin): “Non-commercial reprint permission granted to non-profit organizations unless otherwise noted.”
 - If you don't see a statement, contact the club's president or editor for permission before using any content from their bulletin.
- Internet, Articles, and Books: Contact the website for permission to reprint an article in your bulletin. If the editor has blanket permission from the author to give this permission, you're all set. Just be sure to include full attribution, including the author and the original publisher (the bulletin in which it first appeared).

S.C.R.I.B.E. EDITOR TIPS

Fair Use of Copyrighted Material

- Question: May I republish someone else's article/map/drawing/photograph/etc., under the Fair Use provision of U.S. Copyright Law?
- Fair Use Legal Requirement: § 107. Limitations on exclusive rights: Fair use
 - Notwithstanding the provisions of [sections 106](#) and [106A](#), the fair use of a copyrighted work, including such use by reproduction in copies or phono records or by any other means specified by that section, for purposes such as criticism, comment, news reporting, teaching (including multiple copies for classroom use), scholarship, or research, is not an infringement of copyright. In determining whether the use made of a work in any particular case is a fair use the factors to be considered shall include—
 - (1) the purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit educational purposes;
 - (2) the nature of the copyrighted work;
 - (3) the amount and substantiality of the portion used in relation to the copyrighted work as a whole; and
 - (4) the effect of the use upon the potential market for or value of the copyrighted work.
 - The fact that a work is unpublished shall not itself bar a finding of fair use if such finding is made upon consideration of all the above factors.
- How to Approach: First, make a sincere, bona fide attempt to obtain permission from the author or publisher of the work you want to reprint. If they say "no," then we very strongly recommend that you not republish the article. If you are unable to contact the author or publisher, then you may consider Fair Use; however, Fair Use should be used only as a last resort. To republish something under the provisions of Fair Use, your organization must adhere to ALL of the following conditions (the provisions of Section 107 of U.S. Copyright Law):
 - Your organization must qualify as a non-profit educational organization. A 501(c)(3), 501(c)(4), and 501(c)(7) designation is sufficient; otherwise the charter, constitution, or bylaws of your club must include "education" as designated purpose and your organization must be non-commercial. Further, it is recommended that your club adhere to 501(c)(3), 501(c)(4), and 501(c)(7) restrictions regarding non-political behavior and appropriate distribution of income even though it may not actually have a 501(c)(3) designation.
 - The content of the material to be reprinted must be pertinent to the designated purpose of your organization.
 - The amount of material to be republished must be limited. See U.S. Copyright Office Circular 21 (Reproduction of Copyrighted Works by Educators and Librarians) for guidance.
 - Republishing the material must not deprive the original author or copyright holder from making money from sales of the original material.

Consider a variation of the Golden Rule: Don't republish more of a copyrighted work than you would be comfortable with if someone else was republishing your copyrighted work.

S.C.R.I.B.E. EDITOR TIPS

5. Club Information

- Contributor: Dan Fontaine, maineguydan@yahoo.com

Problem: Club members and others do not find vital club information in the bulletin.

Solution: Include vital club information on the bulletin master. Vital club information includes items such as: purpose of the club; day, time, and place of monthly meetings; visitor policy, cost of membership; mailing address; and at least one club contact address (e-mail and USPS).

Many clubs include club contact information on the back page as part of USPS mailing. Our club of about 100 has only four members without an e-mail, so I don't include a mailing back page. Vital club information is included toward the front, and envelopes are used for USPS distribution for the few members without e-mail.

6. Club News

- Contributor: Dan Fontaine, maineguydan@yahoo.com

Problem: Club members are not enticed to come to a meeting.

Solution: The main purpose of the bulletin is to inform members about what's going on in the club. Write up the "coming attraction," i.e., the club meeting program before the event. Your job is to entice members to want to attend and hear a speaker. If it's nasty weather and folks know nothing (other than perhaps the title) of the program, they may elect to stay at home. If the program announcement is exciting, they may well come.

Make It Personal - Members enjoy reading about themselves, so you should include a bit of member news and a picture, if available, in each issue. Some clubs do a "sunshine" section where they tell who is ill, who has received an award, etc. Others include a list of birthdays and/or member anniversaries. Some use both. By doing this, you include even the "lurkers" in membership.

7. Federation News

- Contributor: Dan Fontaine, maineguydan@yahoo.com

Problem: Club members are not aware of vital Federation news.

Solution: While 99.9% of your club members probably care little about your federation or AFMS, there is some important information from both newsletters that should be shared with your membership...and not just those who attend meetings. You can always reprint the safety message and conservation messages along with news about upcoming annual convention. These are areas that your members should be made aware.

Go to the AFMS website (<http://www.amfed.org/>) to access their national federation's newsletters. The AFMS website also has a list of regional federations and links to access your regional federation newsletter even if your club is not a member of the regional federation. As a regional federation member, your club should be receiving copies of the regional and the national federation newsletters. If you are not included, ask your Board who receives your club's copies each month and then notify the

S.C.R.I.B.E. EDITOR TIPS

federation editors that you are the club newsletter editor and ask them to include you on their distribution lists.

Just remember to give source credit with any article used in your club bulletin that came from the AFMS or your regional federation newsletter.

To encourage participation in the regional and national show competitions each year, always include the regional federation's editor on your newsletter distribution list. That editor, in turn, provides articles to the national federation editor. Your members will love seeing their rockhounding articles included 'up the chain' to these publications and will develop a friendlier and 'more included' attitude toward these organizations.

8. Club Member Hints and Tips

- Contributor: Dan Fontaine, maineguydan@yahoo.com

Problem: Bulletin does not contain enough articles of interest to club members.

Solution: Your club members could be enriched with one or two hobby-related articles each month as well as a series of hints and tips. You can easily get these by exchanging bulletins with other clubs. Suggest that once your federation bulletin contest winners are announced, you look over the list of winners and contact the highest placing editors and ask if they would exchange with you. With e-mail today, it's easy.

Club members are often a good source of hints and tips. "How did someone get that phenomenal polish on rhyolite or jade cab?" "How did the member create that engraved pendant?" Lots of good ideas flourish in home workshops, and it's a shame when they are not shared.

B. Bulletin Formatting

1. Creating a Bulletin Background

- Contributor: Mark Nelson, MNelsonair@aol.com

Problem: The Bulletin front or back page needs a more engaging background.

Solution: At the last meeting of S.C.R.I.B.E., a poll was taken to determine the most popular format for creating lapidary club bulletins. Microsoft Publisher was the choice of most of those editors. So this explanation will be geared to editors creating in Publisher, and is applicable for either the back page (usually the mailing page) or the front page. I'll use the back page for this example.

- 1) Pick and slide your standard items off the page. This might include your return mailing address, club affiliations (including the S.C.R.I.B.E. logo), mission statement, calendar and such. Now you have a blank page.
- 2) Let's say your bulletin is for August and that you want to create a background that highlights your article on Peridot.

S.C.R.I.B.E. EDITOR TIPS

- a) Use your search engine, in my case it is Google, to search for “peridot sand”.
 - b) Switch the results to Images and scroll to one that you like - such as the image shown at: <http://geology.com/minerals/olivine.shtml> .
 - c) Right click on the image, select Save As, and save it into your file for the August bulletin - either as the default name of “olivine-sand.jpg” or whatever you choose.
- 3) Back to Publisher.
- a) On your blank page, create a text box and expand it to fill the entire page.
 - b) Right click inside the box.
 - c) Select Format Text Box, and put a black border around it.
 - d) Left click on the Fill tab on the toolbar and left click again on the Texture tab.
 - e) Left click again on Other Texture and a screen will open to allow you to go to your August file.
 - f) Select the JPG called “Olivine Sand”. Now the background of your bulletin will be filled with striking green peridot gems! Note: Do not forget to give credit for photo’s source.
 - g) Go back to the outside margins of your page and bring back those standard items for that back page.
 - i) You can select your return address and do a cut-and-paste, or slide your item onto the new background and either click on the “Bring To Front” button on your toolbar or press Alt+F6 on your keyboard.
 - ii) Position the item where you want it and lay out your page as you like.

That’s all there is to it! Now you have a page of olive-green gemstones. You can use the same background for the front cover, or use another background - your choice! This is particularly impressive when you either print the covers in color for your members or email your bulletin in PDF format. Give it a try!

Note: Use of a background should be an editor’s and club’s choice. If used, ensure that logo background is authentic.

2. Uniform Page Layout

- Contributor: Dan Fontaine, maineguydan@yahoo.com

Problem: Bulletin pages do not look uniform.

Solution: The margins and line spacing may be different. I have noticed that information copied into our club bulletin may have different formatting from the standard bulletin layout. You may not notice it as you are putting the bulletin together. However, it tends to be very noticeable to your members as they read the bulletin.

Check for font size and style, line spacing between lines and on either end of lines, and margins against your standards for your club bulletin. Adjust as necessary to ensure uniform content and a pleasing bulletin reading experience by club members.

S.C.R.I.B.E. EDITOR TIPS

I use MS Publisher. I first look for obvious differences between pages and also between articles on a page. Where I see a difference, I right click on the area and go to either “Change Text” or “Format Text Box,” then select which formatting item that I want to adjust.

As another tip, I always put a black border around inserted pictures to help them stand out better. I find that 0.75 point works pretty good; don’t forget to insert the border on all the pictures, as that can also be pretty noticeable. Also use “Tight” selection under “Picture Tools, Wrap Text” to align pictures with text for a more professional, flowing but compact, and readable page.

3. Number of Columns and Overflowing Articles

- Contributor: Dan Fontaine, maineguydan@yahoo.com

Problem: How many columns should be on a bulletin’s page?

Solution:

- Generally you should be able to get more words on a page with two columns. However, your club member may have an easier time reading the bulletin on smaller electronic devices, if formatted in one column. Suggest that you survey your members for their preference.
- It is also annoying to search for the rest of an article that is placed 2 or 3 pages away from the first part. Scrolling, searching, and trying to locate “the rest of the story” is distracting to readers.

4. Bulletin Background Color

- Contributor: Dan Fontaine, maineguydan@yahoo.com

Problem: What background color would be best for readability?

Solution: Some elderly club members may have difficulty reading a newsletter with a colored background. If you use a background color, be cautious that they remain somewhat light and the font remains clearly dark enough. I’ve found that a white background seems to work best.

5. Bulletin File Naming Convention

- Contributors: Contributor: Barbara Florio Graham, BFG@SimonTeakettle.com; Jeff Ursillo, bnmjeff@aol.com; Richard Busch, rbusch@rbnet.net; and Mark Nelson, mnelsonair@aol.com; and Carolyn Weinberger, cscrystals2@gmail.com

Problem: I have difficulty locating a bulletin. What would be a good naming convention for bulletin pdf files?

Solution: Have the file name include the bulletin name with year and month to support easy sorting. For example, Rockhound2015-10.

S.C.R.I.B.E. EDITOR TIPS

C. Text Editing

1. What Is the Right Paragraph Length?

- Contributor: Barbara Florio Graham, BFG@SimonTeakettle.com

Problem: How do I know when a paragraph is too long?

Solution: Forget what you learned in school about each paragraph dealing with a different topic. Newsletter text is tightly formatted, and paragraphs have to be really short. Don't be afraid if you have just one or two sentences in a paragraph. That will make it easier for readers.

2. Simplifying a Sentence

- Contributor: Barbara Florio Graham, BFG@SimonTeakettle.com

Problem: What do I do about a sentence with so many phrases and clauses that it is hard to understand?

Solution: Search for the main clause, the key information the author wants to get across. Everything else “modifies” the subject and verb of that main clause. Select the most important phrases and clauses to use in that sentence, and use the rest of the description in the following sentence.

D. Grammar

1. Proper Use of Series Comma

- Contributor: Richard Busch, rbusch@rbnet.net; Barbara Florio Graham, BFG@SimonTeakettle.com

Problem: An editor is unsure whether or not to include a period after the next to last item in a series of three or more items? Should it be “a, b, and c or a, b and c?”

Solution: To better assure clarity, include a series comma, i.e., a, b, and c.

2. Body Text Font Style and Point Size

- Contributor: Dan Fontaine, maineguydan@yahoo.com

Problem: What is the optimal font style and point size for easy reading?

Solution: See the American Writers and Artists Inc. website's article by John Wood on “**The Best Fonts to Use in Print, Online, and Email.**” <http://www.awaionline.com/2011/10/the-best-fonts-to-use-in-print-online-and-email/>.

- Printed Bulletin: Serif fonts are easier to read when it comes to fonts on paper. Use a serif font, such as Times New Roman or Garamond. So, if you're sending out a bulletin in the mail or if most of your club members print the bulletin before reading it, you probably want to use serif font.

S.C.R.I.B.E. EDITOR TIPS

- Bulletins Read Online or as E-mail Attachments: For easiest online reading, use Arial 12-point size and larger. If you're going smaller than 12 points, Verdana at 10 points is your best choice. If you're after a formal look, use the font "Georgia." And for older readers, use at least a 14-point font.

In extreme cases, especially with non-standard fonts that contain symbols rather than alphanumerics, characters in the non-standard font may be displayed as spaces; hollow, rectangular boxes; or as gawlix. (A gawlix is a string of typographical symbols, such as "@#\$%&!", used in comic strips to represent swearing.) In general, if a bulletin is going to be distributed in electronic form, it's a good idea to stick with standard fonts.

There are a few exceptions. For example, PDF has the ability to copy non-standard fonts into the PDF file for electronic transmission. This increases the size of the PDF, sometimes dramatically; but will faithfully display the document on the reader's screen. The size versus fidelity tradeoff is a decision the editor has to make if he/she wants to use non-standard fonts in online or emailed documents.

- Picture Editing:
 - Barbara Florio Graham, BFG@SimonTeakettle.com: I use a free program called FastStone. One feature I like is the ability to highlight a black cat's fur, as that's always difficult to capture in photos. You may have a better program to suggest. I find this one works well to prepare images to insert into pages on my website.
 - Sheryl Sims, sesims4@cox.net: I've only used WORD to do those things and haven't had any problems.

3. Spaces Between Sentences

- Contributor: Dan Fontaine, maineguydan@yahoo.com

Problem: Is it more appropriate to use 1 or 2 places between sentences.

Solution: Use 1 space.

Note: You can do a search and replace in MS Word to change all your sentence spacing from two spaces to one.

- Click the "Replace" tab at the upper top right of the page.
- In the "Find What" block, press the space bar twice.
- In the "Replace With" block, press the space bar once.
- Click "Replace All."

S.C.R.I.B.E. EDITOR TIPS

4. Proper Use of That and Which

- Contributor: Sheryl E. Sims, sesims@goodwin.com

Problem: Unsure of the proper use of “that” and “which” in a sentence.

Solution: When I’m writing, two little words always stop me in my tracks. They are “that” and “which.” Every time I start to use them in a sentence, I go back and forth in my mind about which one is proper to use in a particular sentence.

I’ve heard that a quick way to decide is to remove the words that follow “that” or “which.” If the meaning of the sentence changes, then use “that.” If the meaning of the sentence doesn’t change, then use “which.”

A restrictive clause such as “that” is the part of a sentence “that” you can’t do away with because, of course, it restricts some other part of the sentence. A Nonrestrictive clause, such as “which,” is that which can be left off without changing the meaning of the sentence. It is basically additional information. For example: Cars, which are expensive, are a necessary luxury.

5. Should Word Hyphenation Be Used Within a Bulletin Article?

- Contributor: Dan Fontaine, maineguydan@yahoo.com

Problem: An editor is unsure if word hyphenation should be used within a body of an article.

Solution: While acceptable, they should be used only where needed.

Note 1: I liked this explanation from the Stack Exchange’s English Language and Usage webpage (<http://english.stackexchange.com/questions/385/what-are-the-rules-for-splitting-words-at-the-end-of-a-line>): “Technically speaking, hyphens are acceptable between any two syllables. But it is best to use them between prefixes, roots, and suffixes if at all. In most casual documents, hyphens decrease readability and oftentimes make documents look more cluttered, despite the fact that they form a nice, neat block. However, in news articles or novels, in places where moving the entire word would compromise the shape of the document, it is very common to see end hyphenation.”

Note 2: To remove automatic word hyphenation in MS Publisher, do the following: Click “File, Options, and Advanced, and then uncheck the box “Automatically hyphenate in new text boxes.”

E. Bulletin Distribution

1. Reducing a Bulletin PDF File Size for E-mail Distribution

- Contributor: Dan Fontaine, maineguydan@yahoo.com

Problem: Large bulletin PDF file size clog up club member e-mail inboxes.

S.C.R.I.B.E. EDITOR TIPS

Solution: Pictures are an essential part of a good bulletin. They draw attention to an article that otherwise might not be read. While pictures help make an article more interesting, they quickly add to your file size.

I develop our club's bulletins using Microsoft Publisher and use their "save as" feature to convert the file to a PDF for e-mail distribution. However, even after conversion to PDF, the file is typically still 3 to 4 megs. This is a large file to send to our club member's inbox.

I recently made a new 'editor friend', Mitch Portnoy, of the New York Mineralogical Club. We agreed to share future bulletins.

When Mitch received my 4 meg Gem and Mineral Society of the Virginia Peninsula (GMSVP) bulletin file, he suggested that I use a link that he uses to reduce PDF file size. I tried it, and it worked great! It reduced the 4 meg bulletin file size to under a meg and didn't lose any of the document quality and content.

I plan to use the link to reduce PDF file size before distributing future bulletins. I also sent it to our club webmaster to use in PDF files loaded to our club website.

Here's the link, if you would like to give it a try! <http://smallpdf.com/compress-pdf>

2. When Should a Bulletin Be Distributed?

- Contributor: Dan Fontaine, maineguydan@yahoo.com

Problem: An editor is unsure as to the optimal time to distribute a club bulletin.

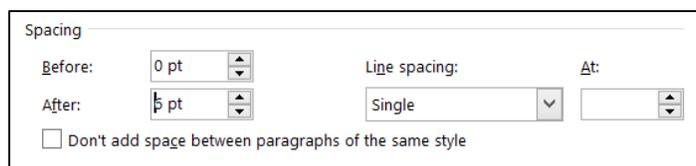
Solution: Distribution should be aligned with vital communication for a club. While this typically would be a week before an upcoming club meeting, it may be prior to an important club event such as a field trip.

3. Bulletin Size is Limited

- Contributor: Betty Cain, bettycain3@comcast.net

Problem: Most bulletins that are distributed by hardcopy have a limit of 12 pages (printed front & back) in order to stay within the one stamp weight limit.

Solution: Whether you use MS Word or Publisher, it is possible to compact the paragraphs and line spacing between lines and paragraphs by changing the spacing before or



Spacing

Before: 0 pt Line spacing: Single At: [dropdown]

After: 12 pt

Don't add space between paragraphs of the same style

after a hard return and selecting a smaller line spacing. Sometimes all you need is a tiny bit less space between lines in order to have the whole article remain on one page.

S.C.R.I.B.E. EDITOR TIPS

Changing picture characteristics (using Wrap Text and selecting Tight) will also provide more space on a page as I did in the paragraph above.

F. Other

1. Checking PDF Document's Font Style and Size

- Contributor: Dan Fontaine, maineguydan@yahoo.com

Problem: An editor would like to determine the font style and size used in another club's newsletter PDF file.

Solution:

- Open the PDF in whatever PDF reader you use.
- Go to Document properties and there should be a font list available.
- Or, you can simply select some text in the PDF document, copy and paste it into Word or Publisher or whatever and then you can see exactly what it is.