

15 July 2006

Proposals to change THN format and publication frequency

Marty Folsom

Communication Team Leader/Tar Heel News Editor

Proposal No. 1 - Format

Print three 8.5 x 11, 12-page, 24 lb. White newsletters (standard format), instead of four 11.25 x 13.5 eight-page news-print tabloid format newsletters.

Use non-profit rate instead of periodical rate.

Projected savings: \$200 printing, \$175 mailing service, \$250 preparation. Postage may cost more due to added weight. We won't know net savings until we try it.

Reasons for change: Save money and make format web-friendly.

Method: Print six-issue, two-year supply of shells with teal ink, to be imprinted as needed. Budget would need to be adjusted every other year to allow for printing the shells.

Beginning with Fall 2006 issue, THN would be published pre-fall, pre-convention and pre-summer meetings.

If needed, a shorter electronic version could be produced in the winter.

Proposal No. 1 - Distribution

Continue US Postal Service distribution for at least six issues. Even though many branches now distribute electronically to 40%-95% of their members, electronic distribution of THN to branches is not feasible, based on lack of response by branch communication leaders to a June 2006 inquiry by the AAUW NC communication team. Discuss possibility of electronic distribution in 2008.

Post at www.aauwnc.org.

Beginning with Fall 2006 issue, distribute to national and state leaders via listserv announcement about availability for download from www.aauwnc.org.

Continue to mail to MALs through Fall 2006 and Spring 2007 issues. Place notice in THN how to subscribe, join AAUW NC or download two of three issues per year. The fall issues will continue to be provided to them.