

AAUW NC Communications Committee

*Preliminary report on new format of the **Tar Heel News***

October 16, 2006

Overview

The Fall 2006 issue of the AAUW NC newsletter, the **Tar Heel News**, was published in an 8.5x11 format for the first time in several years. Comparing the large format Summer issue to the new format, we find the following:

| | Summer 2006 | Fall 2006 |
|-------------------------|---------------------------------|------------------------------------|
| Print area | 1116 sq. in. (8 large pages) | 1122 sq. in. (12 smaller pages) |
| Printed/Mailed | 2700/1942 | 2600/1826 |
| Postage per unit mailed | \$.17 | \$.18 |
| Print cost per unit | \$.19 | \$.19 |
| Services | 608.59 | 610.00 |
| Total cost | 1527.90 | 1514.65 |

This analysis shows that the change in format was done with minimal effect on the overall cost. In particular, a slightly higher cost of production was offset by a lower cost for mailing service preparation.

Next steps

We had planned to drop from 4 to 3 issues a year and use the savings and a bulk mail permit for targeted mailings to at-large members and branch/state offices. However, we are still working with the Post Office (and got incorrect information from them) so the next mailing will be in December to branch/state officers only and will be an abbreviated version printed on the **Tar Heel News** stock.

We hope to do a separate mailing to the at-large members by early next year.

With the cost information from those two mailings and information from a planned survey of branch members, we will be able to provide the data needed for the 07-08 budget and recommendations for longer term publication schedules.

Risk factors

The primary risks are increased postage and Marty's generosity with her discount (approx. 75%) on the production costs. Going to 8.5x11 helps to mitigate both of these, making an online-only issue more palatable, and opening other options if we needed to fill in for the irreplaceable Marty.

More details are available from Marty Folsom or Nancy Shoemaker