

CO-4

Communications Committee Report

The Communications Committee has been working on editorial policies for the MPLA Newsletter, marketing issues, and working with the EC Working Group on suggestions for a Communications Portal to replace the current ECs.

The Committee has two proposals to submit to the Board of Directors related to the Newsletter

1. MPLA members advertising their products or services can place free classified advertisements in the MPLA Newsletter. Members or the vendors/publishers selling their products will receive a 50% discount on advertising space for advertisements with graphics.
2. The MPLA Newsletter Editor will have authority to decide whether to publish articles written by non-members or vendors, and to decide whether the articles are to appear in the print or online versions of the Newsletter. The Editor may also suggest that the articles be published in some other format (such as the "MPLA Stories" section of the webpage), though final decisions will be referred to the Webmaster or the appropriate party. The Newsletter Editor will have the authority to reject articles by non-members as well if they are deemed not appropriate for the publication or if they represent some conflict of interest.

We are also consulting with the Newsletter Editor on the "expanded" online edition of the Newsletter which will contain articles and content not found in the print edition (due to space considerations), and we have been discussing postage rates in light of recent changes from the USPS. We are continuing with both a print and online version of the Newsletter, but are giving members the option to choose online only. It is likely that fewer copies of the print version will be needed in the future. The Webmaster is also developing an MPLA Stories section on the Website that will complement the Newsletter, though it will be its own separate section of the site.

The Communications Committee along with the Membership Committee has been exploring slogans for MPLA. After deliberation with both committees, the slogan that we recommend is:

Big Horizons, Close Communities

This slogan can be incorporated into advertising, and used in conjunction with the MPLA logo.

The Committee is continuing to work on marketing, though we have not formed a full plan to date. We are in close consultation with the Membership Committee on graphics to use in advertising and will work with that committee on recommendations for the Website as well as brochures and other promotional materials.

The EC Working Group is recommending a restructuring plan which would create a single Communications Portal to replace the 13 ECs. The proposal is being submitted to the Board for

its consideration, and if approved, the Committee would work with implementation group on creating this Portal.

Respectfully Submitted,

David Oberhelman, Chair