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Newsletter Editor Report  
Judy Zelenski  
October 1, 2008

The October issue of the MPLA Newsletter is online and in the mail. Thanks to Rob's request to members to update their profiles, many more members have chosen to view the newsletter online-only and our bulk mailing costs have gone down with each mailing.

Currently, of the 617 individual members (personal, student, retired, and trustee), 478 have made a choice in their profiles. Of these, 282 (59%) have chosen "online only" and 196 (41%) have chosen to "receive by mail." The 140 who have not made any choice receive the newsletter by mail.

Of the 60 institutional members, four have chosen "online only."

In addition to the individual and institutional members, there are 16 paid subscriptions and 39 library education programs which receive the Newsletter gratis.

The Communications Committee is proposing a poll of the membership regarding continuation of a printed Newsletter vs. online only. In addition to the results of the poll the following is information which may be useful to the discussion.

- 2008 Newsletter total printing and mailing cost will be a little under \$7,000. Cost per recipient receiving by mail is about \$9.50 annually.
- Cost of printing. Our costs for the past year have ranged from \$1.12 - \$1.35 per copy, depending on total numbers printed. As we print fewer, the per-copy cost rises a little.
- Bulk rate. Currently the postal rate is 42 cents each. Beginning with this October issue we are required to validate our mailing list once each year by paying for address corrections.
- Bulk mail permit. Annual cost for 2008 will be \$180 which we pay it in November. In order to keep the non-profit permit, an organization is required to do at least one mailing every 2 years. A mailing must consist of at least 200 pieces.
- Institutional members. Many of our institutional members subscribe through EBSCO, and most of the institutional members pay at the \$125 dues level. A quick look back at institutional memberships, excluding state members, suggests: 73% @ \$125; 4% @ \$100; 10% @ \$75; 5% @ \$50. If there were no printed newsletters, would we lose some of these? (Revenue from these is a little over \$5,000.)
- Paid subscriptions. There are 16 paid subscriptions currently; 15 @ \$25 and 1 foreign @ \$50 (Revenue - \$425.)

- Gratis copies. There are 39 newsletters sent to library education programs. The cost of printing and mailing for these is about \$370 annually.
- Advertising. Advertising revenue for 2008 will be about \$770.
- Booth at Conferences. About 75-100 extra copies are ordered for handing out at the MPLA booth at the state conferences.
- Editor. The Newsletter editor spends the same amount of time whether the publication is online or in print (40-60 hours per issue). Actually, it takes a bit longer to format the online version because of creating hyperlinks.
- Clerical. The Executive Secretary is responsible for labeling and preparing the bulk mailings (6-8 hours per mailing.)

Thanks to everyone for sending information and photos for the newsletter! The deadline for the December is November 1.

Judy