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Newsletter Editor Report
February 8, 2006

After producing several issues of the MPLA Newsletter as an interim editor over the past few years, I am really pleased to be the regular editor! My pre-library training was in journalism, advertising, and PR so it's a treat to be able to use it this way.

The December 2005 issue of the Newsletter featured tributes to Joe Edelen. The February 2006 issue led with an article encouraging participation in the survey for electronic communities. The upcoming April issue will herald the MPLA reorganization.

The February newsletter is on the website and has been mailed. This issue was the first to be printed by National Hirschfeld and the first to be mailed with a Denver bulk-mail permit. Many people helped me with this transition. The Post Office Bulk Mail employees quickly and graciously responded to all my newbie questions. My home mail carrier told me that the mailing label on the newsletter should be on the bottom third rather than the top. He had noticed many newsletters which had to be re-routed because automated systems were picking up my tiny address at the end of the membership form rather than the mailing address label at the top. This change should get newsletters to their destinations much quicker.

So far I've used the same basic format that has been in place for some time. With the April issue and coinciding with MPLA's reorganization I'll make a few format changes (banner and headline fonts) to better match the new website design.

EBSCO and Dona Ana Branch Community College have extended their advertising for another year. A new advertiser, Mansfield University (online program for preparing school librarians), will begin a year's advertising with the April issue.

The functions of the Newsletter Editorial Board will soon be folded into the new Communications Committee and I look forward to working with them on MPLA's overall promotion. Many thanks to David Oberhelman and Francine Canfield for being on the editorial board the past few months.

There are several people from libraries in the region who were mentioned in the February issue but who are not MPLA members. I sent them complimentary copies and will follow up with invitations to join MPLA. There are also several presidents of member state associations who aren't MPLA members but who will receive complimentary issues during their terms.

Two ongoing requests:

1. Please continue sending sparkling news items and great pictures.
2. Please encourage your colleagues to join MPLA or renew their memberships so they will receive the April 2006 issue.

Thanks!

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