

## **Publicity**

## **Fred Barker**

So far this year seven Telltales have been published, beginning in March. July and October were skipped because material seemed to accumulate on a five week schedule rather than a four week schedule, so missing those months didn't mean members went two months without a Telltale. Hunter Currin supplied me with a good flow of photographs of most of our club events, John Hudson provided an informative series of racing rules and tips, and the Waterfields contributed many articles concerning club events and racing news. Many thanks to these folks and also to others who contributed articles.

Looking to next year, I reviewed the issues and noticed a lack of articles about club history and articles like Dave Hidinger's memories of his first race in the May issue. These are subjects that Mike Funk had recommended for development in his annual report last year. I'll try to solicit more of these articles next year.

Beginning with the April issue, I followed Dave Hudson's suggestion to try the United State Post Office's Netpost system where an MS Word document and a membership list is submitted via the internet and as if by magic, a week later members receive their Telltale. The good news is the cost of this method is about a 70% savings over our previous publisher's cost. The bad news is that it isn't in booklet form, and isn't stapled. Judging from the lack of member complaints on this issue, however, it seems that the trade-off is acceptable.

Another task as Publicity Chair was getting the pocket calendar published. I started with the company that has done it in the past and had nothing but problems with them. At Clark Cooper's suggestion, I typed the calendar up in MS Word and took it to Staples where it was printed for a savings of about 85%. The disadvantage here was that although they cut them apart, they don't fold them. The ticket takers at the July 4th Barbecue kindly folded them before passing them out. Next year I will have them done early enough so they will be delivered folded.