

The CWC Bulletin

The roll-out for the first electronic edition of the CWC Bulletin was accomplished on November 13, 2015. Rusty LaGrange is the new Editor-in-Chief, and she produced an attractive 20-page issue in pdf format which was distributed by volunteers from each branch. There were comments on its colorful layout, photos and the quantity of news reported. There was also one report of regret over not receiving a printed copy; there may have been others, but only one got reported back to us.

The Editor extended the deadline for submissions from October 30 to November 2 because several branches had not sent in material by the original deadline.

Two branches who submitted were inadvertently not included. They were Orange and Writers of Kern. Our apologies to them. We have implemented a system of double-checking, and this should not happen again.

Advertising revenue was \$455, and reduction in budgeted expense of publishing and mailing is approximately \$2,500 two times a year, or \$5,000 total annual savings. I believe advertising revenue could be at least maintained and probably increased by branch presidents and program chairs notifying past guest speakers of the advertising availability in the Bulletin. Blast emails to the membership, reminding them of this potential market, would also help. Thanks to those of you who did this.

There were two problems that, with everybody's cooperation, can be easily overcome:

The first difficulty was getting the copy from all branches in a timely manner. It is important to identify the sender's first and last name and identify the branch as well. Include a phone number also so that the editor can contact you rapidly if she has any questions. Because this is a CWC Statewide publication, it would be best if the CB Rep were the submitting person or at least "in the loop" for submission status so that we can make you aware of its status.

The most difficult problem was distribution and confirmation of distribution. I made requests on October 14, 2015 but not all branches responded effectively. Again, thanks to those who did respond. Recommend setting up a MRMS designated contact person as Bulletin Distributor who will reliably send out the file or link that is sent to them to all their branch members. That way, even if the designated person leaves his/her post, they can be replaced immediately via MRMS designation. 100% distribution is especially important now that we have paid advertisers who are relying on us to do so.

Respectfully Submitted,
Bob Isbill