

Publications Committee (John Warner)

To: W. Bruce Fye, MD
From: AAHM Publications Committee

Dear Bruce,

I write with a brief update on the AAHM Publications Committee.

I have not received from the Bulletin the names of the AAHM members chosen by the editors of the Bulletin to join the Advisory Editorial Board, which in the past the Publications Committee has submitted to Council for approval. I will convey that to you when it arrives.

The main standing issue for the Publications Committee is the future of the AAHM Newsletter. The Committee members greatly value the Newsletter as it is now being published, welcome its current contents, and enthusiastically applaud the thoughtful work of the Editors in providing our membership with such a valuable resource.

At the same time, the cost of printing and posting a hard copy Newsletter is a continuing source of concern, all the more so with the intensifying financial challenges the AAHM will be facing. Just to give a ball-park idea of the expenses currently associated with the Newsletter, here is information that the Secretary of the Association recently provided:

Here is a recent bid from one of the 2 printing firms that competitively bid for each printing:

1 Color Newsletters 8.5 X 11 70#

White Offset Saddle Stitched

Fold to 5.5 X 8.5 Wafer Seal address & Mail

1000 16 Page Self Cover @ \$1140.00

1000 20 Page Self Cover @ \$1468.00

1000 24 Page Self Cover @ \$1600.00

The total costs with postage for two recent mailings (I will have the most recent numbers for this current letter later this week):

March 2008 19 pp
\$2,685.21 Newsletter quantity 1,232
\$ 270.61 Foreign Mailing
\$ 714.01 Postage

\$2,955.82

August 2008 19 pp

\$1,654.82 Newsletter quantity 1,500

\$ 320.14 Postage

\$1,974.96

The big cost associated with the March 2008 was that traditionally the voting slate was printed separately for the candidates and inserted into the Feb newsletter, which was a higher charge.

We now realize there was no necessary restriction on simply printing the voting material into the Newsletter, which we have done.

We face a bottleneck in cost in the future if the page number rises too high. Already at 19 pp. it is a stretch to use a folded mailing, which is significantly more expensive. If the Newsletter reaches 24 pp. the post office will require an enveloped flat mailing with the attendant extra costs.

We would like to urge that in the coming year, the Committee and the Council consider again the possibility of moving to an electronic Newsletter. It is possible that this should be a phased shift, and that there should be an opt-in mechanism by which members could request to receive a limited-run paper version (which could also be helpful for the Archives and for libraries).

We understand that another AAHM committee looking at the future of the Association is also considering electronic options for publications, including the Directory. Our committee has not discussed the range of possibilities sufficiently in order to make recommendations to the Council at this point. Instead, we would urge that this be a priority for the coming year. Even the Chair of the Publications Committee, a print-loving dinosaur who likes reading the paper Newsletter, was convinced by the February electronic Newsletter that it is time for change.

All the best,
John

For the Committee:
Janet Golden
Greg Higby
John Warner