

***AAHM NewsLetter* Editors' Report to the AAHM Council**  
**April 2010**

During the last year the editors of the *AAHM NewsLetter* continued the planning for the transition to an electronic-only publication as directed by the AAHM Council. The planning entailed reviewing the existing print newsletter, selecting useful and popular sections for inclusion in the next-generation publication, and adding enhancements to the pdf newsletter files currently hosted on the AAHM Web site.

The editors submit to the Council for its consideration the following plan for the next-generation newsletter:

- 1) The editors will work with the Secretary and Web Master to develop a mechanism for members/institutions who must have a print copy of the newsletter to opt-out of the electronic distribution plan. (May-June 2010)
- 2) The July issue of the *AAHM NewsLetter* will be the last regular paper-based newsletter in the current format. Notification of the opt-out plan will be outlined in the July issue. (July 2010)
- 3) The October issue of the *AAHM NewsLetter* will be issued in its existing format but only distributed electronically except to those who registered their interest in opting out. (October 2010)
- 4) The editors will work with the Secretary, Web master, members of the Membership Committee, and any others Council recommends to develop a "brand" for the AAHM. (May-October 2010) This brand may be use in future Web redesigns and will form the basis of the new design for the electronic newsletter.
- 5) The editors recommend the publication of one print copy of the newsletter per year. The print newsletter will serve as a marketing piece for the Association and may also help promote the annual meeting. (February 2011) This new print newsletter, limited to 8 to 12 pages, will be issued in color and include more substantive articles. The editors will solicit short articles on the following topics for this special print issue: history of medicine in the locality of the annual meeting; significant new digital resources in the history of medicine; teaching the history of medicine; and other public history topics related to the history of medicine. The editors propose working closely with the AAHM publications committee to ensure that quality content is secured for the print issue.
- 6) Beginning with the July 2011 the newsletter will be issued electronically in the new format with the exception of the special February print issue.

The editors remain open to other suggestions or plans issued by the AAHM Publications Committee or Council. The move to an electronic publication presents many opportunities to add images, color, and a modern design to the *AAHM NewsLetter*. We look forward to working with Council, the Publications Committee, the Secretary, and Web Master to make this happen.

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