

Bulletin Budget for 2008
Terry Aitken, Managing Editor

Bridgetown Printing (4 issues at \$11,500)	\$46,000
AKA Direct (Mail sort + shrink wrap + \$10,000 postage)	\$16,000
Aether Design (Graphic Arts/layout)	\$ 6,500
Managing Editor (4 issues at \$500)	\$ 2,000
Guest Editors (4 issues at \$1,000)	\$ 4,000
Symposium Ballot	\$ 1,000
Contingency	\$ 1,000
Total	\$76,500

Last fall, it was proposed that we try one bulletin issue using 70# paper instead of #80 as a money saving idea. After it was settled as to which of 3 publishers we were going to use, that publisher indicated that there would be no savings for using a mix of 80# on color pages and #70 on text pages. We have used #80 all year.

Last fall, it was voted to pay the managing editor \$750 per issue and the guest editor \$750 per issue. After working through 2 bulletins with guest editors, my recommendation would be to pay the Managing Editor \$500 per issue and the Guest Editors \$1,000 per issue.

Guest Editors. Both guest editors, Jim Morris and Kelly Norris, performed services above and beyond the call of duty.

Both Guest Editors came to appreciate just how much “white space” there was to fill in these bulletins. Doing it again, we would all be scrambling for more text.

There is a need to develop a system of checklists of articles and photos so that the managing editor and guest editor can work better as a team to accomplish the end product. Erica Bjerning seemed to appreciate the punch list of materials that Kelly came up with as an assist in laying out the bulletin.

As Managing Editor, I found Kelly’s punch list helpful in doing a photo search. We were able to send images back and forth to select the best images.

These last 2 issues are the first in which we all contributed by “remote control”. Bulletin drafts were sent back and forth via PDF files on e-mail from Erica Bjerning to the Managing Editor and Guest Editor. It cost a ream of paper and a set of ink cartridges but saved hours of travel time plus the convenience of all of us working at our own place and time.

My recommendation is to continue the guest editor system as a method of de-stressing the job.