

EDITOR'S REPORT

FSMTA Executive Board Meeting November, 2010

Two issues of *The Florida State Music Teacher* newsletter have been published since the June Executive Board meeting. Both of these issues came out later than I had hoped due to a slow turn-around by the printer. They may have a new designer, as the first issue this year required four sets of revisions before it was ready for publication. The designer took a week to send me the first proof of the last issue, and there were delays in returning corrected proofs to me as well. I was given no explanation for the delays. This is especially bothersome when we have time-sensitive items in the newsletter.

The chart below breaks down the number of copies printed and the costs for mailing and printing each of these issues.

Date	No.	Pages	Printing costs	Postage	Total
Aug./Sept.	760	12+insert	\$1005.80+187.25	\$366.31	\$1559.36
Oct./Nov.	700	8	\$ 834.60	\$295.22	\$1129.82

The cost of the August/September issue was higher than any of the other newsletters that have been published since I took over as editor. Since the state conference was returning to the fall, we sent this issue not only to the members who had renewed for the 2010-2011 membership year but also to those who had not yet renewed. The hope was that this would not only encourage them to go ahead and renew but also to attend some or all of the conference.

The October/November issue cost less than the previous six newsletters because fewer copies were printed and mailed. This may be an indication of a decline in membership numbers since only 111 members have currently agreed to view the newsletter online compared to 124 members at the end of last membership year.

We did not have any advertisements in these two issues, although I have had some inquiries from advertisers for future issues.

The deadline for the December/January issue is November 10. If you have pictures or articles about the conference to include in this issue, please prepare them right away and get them to me as soon as possible. I will try to accommodate late submissions if you warn me in advance to expect them, but I will need to get the information to the printer a few days before the Thanksgiving holiday to get this issue out in a timely fashion.

Respectfully Submitted,

Becky Barlar, Editor