

REPORT TO NZAP COUNCIL, APRIL 2023

From the Newsletter Editor

For our sins, the Newsletter in its current form has brought out of the woods every possible and sundry advertiser, almost *none* of whom read the advertising format requirements (word limit, image file format) regardless of how clearly I state them; you would think I had written them in Hindi. There is a word limit and image limit, so as not to overwhelm the Newsletter with advertising content, and instead I am routinely sent extensive conference brochures in PDF format, totally wrong. It seems none of us really read carefully anymore. I spend more time than I want to communicating with these folks, stating and re-stating, and *re*-stating what is clearly delineated in the Newsletter, trying very hard not to betray my exasperation. While I'm happy to be the editor, I really do not want to be the advertising department. It makes me very crabby and grind my teeth.

I have asked our IT person, Iain, how much he would charge per issue to take over this task, in essence be the advertising department. He has guesstimated \$100/issue. We would need to balance this additional cost against the advertising profits, plus my mental health.

An alternative is to have no advertising. My gut feeling is that the advertising provides something that people/readers/members look for as a place to see room rentals, upcoming trainings, etc. That's the upside. But those things could possibly go somewhere else? On the website? Or we keep the advertising but get Iain to liase with those non-reading advertisers.

Or we move to publishing on Substack where there is no advertising, but I don't know what's involved in that move and I am sorry to say but am clear that I don't want to investigate it. But if someone else wanted to, I'd be delighted.

That's me. Members continue to send me kind words, and some write me about what's going on in their lives, people I don't even know but would like to.

Marianna

Marianna Ackerman
Editor