[From the Publications Manager:]

The survey identified a number of areas which the respondents, as our customers, would like to have addressed. These areas include:

OPEN ACCESS TO EVERYONE
1. ***PROPOSE: Online electronic newsletters will no longer be maintained behind the login/password wall. Electronic newsletters will be openly available on kingdom websites and also be available on sca.org.***

This was the most frequent request in the survey. The respondents don't like the need for a "frustrating" login process and feel that the newsletters should be openly available to disseminate information and also used as recruiting tools. They also noted that the majority (if not all) of the information is available elsewhere without a need for login. This proposal also addresses the concerns of Family Membership holders. People who are part of a family membership have felt disenfranchised because they are considered members but do not have access to the newsletters without the login information from the sustaining member. This has created issues for a number of people. Having open access to the newsletters allows family members and interested non-members to be included in the information flow.

COMPATIBILITY WITH DIFFERENT KINDS OF TECHNOLOGY
2. ***PROPOSE: The electronic newsletters will be distributed in formats to allow for easier access. The primary distribution will be in PDF format. All electronic newsletter formats will have the same content.***

The current newsletters are distributed in print and the same newsletter is posted online as a PDF file. While a PDF meets the needs of some of our customers, we need to provide alternate formats for those who wish/need to access the newsletter on their smart phones or tablets. Smart phones are becoming the mainstay of electronic communication access and we need to address this community in our communication efforts. A lot of the nuances of this need can be addressed by using WordPress.

RSS FEED
3. ***PROPOSE: Establish a system for people to subscribe for RSS feeds.***

Providing an RSS Feed was requested by several respondents as a means to keep informed. Overall, the respondents ask for information to be PUSHED to them. Subscribing to a RSS Feed removes the need for the user to manually check the website for new content. This would also provide an additional avenue (besides 'Announcement') for connecting with people interested in the SCA.

REMINDERS AND INFORMATION DISSEMINATION
4. ***PROPOSE: The Publications Team, Webministers, and Social Media Officers will be placed under the Publications Manager to form a cohesive team for efficient and timely information dissemination.***

5. ***PROPOSE: The "Team" will work as a collective to ensure the widest possible distribution of information and news concerning information and announcements concerning the SCA. The information will be pushed to members and non-members alike.***

6. ***PROPOSE: The Gazettes which many Kingdoms now have will be actively used as information outlets to publicize different aspects of SCA activities and information.***

Besides the 'Announcement' list and an RSS Feed, we need to find other methods for pushing information to the officers, members, non-member participants, and newly interested people. To meet this need, we need to form a cohesive team of publication team members, webministers and social media officers. This team would be best positioned to ensure the widest distribution of news and information to people who "need to know."

Social Media should be used to share information and direct people via links to items of interest pertaining to the SCA. Social Media should also be encouraged as a venue for socializing and building excitement and interest in all things SCA.

We also need to be mindful of communication which can generate interest and increase revenue flow. Example: In the survey there were some comments about how they wished that TI was still available. Some of the respondents were unaware that *Tournaments Illuminated* was an ongoing publication. We have a new plan to send out messages letting people know that TI has been published and the new edition is on the way… including teaser information about the content. The same plan is in place for CA. By reminding the people that the publications are available and "teasing" them with content, we may be able to attract more subscribers. At the very least, publicity will generate conversation about the publications.

We can also use this team to increase communication and humanization of the Board Members to lessen the "Them V. Us" mentality. We would use the avenues of information distribution and publications to help share information from and about "The Board."

SCA APP

7. ***PROPOSE: The "SCA Gazette" would include filters for geographic regions and Kingdoms. The "SCA Gazette" would include a calendar and also receive announcements and news alerts from Kingdoms, Corporate Officers, and the Board of Directors.***

The development of the "SCA Gazette" would be another helpful tool in the communication toolbox. It would be a boon to the Smart Phone users allowing them to personalize the app by kingdom or geographically and also have news items pushed to them via the App. Smart phones and tablets are portable technologies which are the method an ever increasing number of people are using to monitor the communication channels of interest to them.

DIFFERENT FORMAT / CONTENT FOR THE NEWSLETTERS

8. ***PROPOSE: The print newsletters and the electronic newsletters no longer need to have the same content. Electronic newsletters will no longer be required to include Regnum listings or event announcements as this information is readily accessible on the Kingdom websites. Print newsletters will remain unchanged. Electronic newsletters will have no page limit but will have a file limit of 5MB. Print newsletters will have a limit of 20 pages. PDF versions of both types of newsletters will be maintained on a dedicated SCA site for publications and information and Kingdom websites will have the option to maintain a copy on their Kingdom site.***

9. ***PROPOSE: Continued research to find a more cost effective way to provide information to our print subscribers, to include different physical size of the newsletter, modified page count, and the possible establishment of a Known World Newsletter to replace the individual Kingdom newsletters.***

The print newsletter, for the time being, should remain as it is. We are exploring other print options, but have not yet found a cost effective format to replace the current system.

The online newsletters should not be required to mirror the print versions. The newsletter should be posted on the Kingdom website and should provide a colorful and exciting accounting of activities in the kingdoms, a wide range of articles, and kingdom specific news. It should not duplicate information otherwise available on the website, such as the Regnum and event announcements. A new list of required content will be developed with input from the Kingdom Chroncilers.

To address the concern of "Timelines of Information" – Separation of the newsletters would allow the printed newsletters to be prepared with the same schedule as it now follows. The electronic newsletter would be prepared for immediate distribution – the date on the newsletter and the content would reflect that.

NON MEMBER SUBSCRIPTION TO SCA PUBLICATIONS

> **10. PROPOSE: *Non members will be encouraged to subscribe to Tournaments Illuminated and Compleat Anachronist. They will pay the non-member rate rather than the discounted rate for members.***

The more copies of a publication in a print run, the lower the cost per piece. Increasing the number of subscribers will reduce the cost per magazine and increase the revenue. Also, with a larger audience, TI would be able to attract more advertisers and further increase the income.