

UNTDA Board Meeting - September 12, 2017

Newsletter Report

The July 2017 Newsletter went out to **806** email addresses and **10** physical addresses.

For the September 2017 Newsletter, those numbers will be about the same.

We are losing people, as you well know, but that loss is, at the moment, being roughly compensated for by new contacts.

We continue to work on resolving email bounces which seem to have run consistently at about 4%. I believe we will be able to continually lower that percentage.

The July 2017 Newsletter was almost entirely consumed with current events, for which we had excellent and detailed reporting and pictures.

The next issue will have much less current news to report on and so some of the backlogged feature stories, previously mentioned, can be advanced.

As has always been the case for the past 30 years, a Newsletter Issue results in a flurry of complimentary messages and great tips for data updates and new stories. With the digital format and its increased exposure, its also very much easier for Issues to be "passed around" and mirrored, which has had a positive effect.

Respectfully submitted.

Bill C