

UNITED STATES MASTERS SWIMMING INC.

Publication Committee
MEETING MINUTES

DATE: 9/13/85

TIME: 9:00AM

PRESENT: Chris Gøerges (Chairperson), Gene Donner, Hill Carrow, Gail Dummer, Kris Wingemoth, Darci Fazio.

NONMEMBERS PRESENT: Jane Moore, Hugh Moore, Chris Carey, Janice Hagen (Recorder), Ann Overton, Janice Krauser, Nancy Polisky, Goerge Cunningham, Verne Scott, Bert Petersen, Suzanne Rague, Tom Spear, Larry Kreitzer, Stu Isaac, Dorothy Donnelly,

A. SWIM MAGAZINE PROPOSAL:

Kim Hansen, publisher of Swim Magazine, presented a proposal that Swim Magazine become "an official magazine of the USMS" (see attachments). Discussion included the following items:

- length of the agreement preferred by the magazine is two years, but negotiable.
- USMS would pay no costs.
- USMS would have editorial control over its one or two page articles every issue.
- approximately 25% of current subscribers are USMS members.
- Swim Magazine would amend the agreement to print all official USMS national events, and agreement to what this constituted would be resolved between the magazine and USMS.
- there may be conflict present between Swim Magazine and Swim Master in relation to the use of the phrases "the official publication..." and "an official magazine".
- it was also discussed at the Marketing committee meeting yesterday, and that committee recommended that the mailing lists not be shared other than the labels, and that confidentiality be guaranteed.
- it was suggested that USMS members be considered to be maintained at current subscription rates when there is a rate increase.
- it was decided to hold the decision to the end of the meeting.

B. USMS NEWSLETTER

It was discussed that a two-issue newsletter was planned for by this committee and budgeted for in this year (\$7500). The original intention was to publish as listed here:

- Issue #1 - Feb/March 1985, with Short Course Nationals entry form.
- Issue #2 - June, 1985 with Long Course Nationals entry form and convention information.

A lengthy discussion followed which included these items:

- the newsletter should carry the business of the organization.
- samples of newsletters distributed by other swimming organizations were distributed as samples, such as the one by the AAU Masters Sports and Fitness Program, and the North Carolina newsletter.
- Hill Carrow discussed that his organization had submitted a bid to do the newsletter for Masters (printing/distributing), and was currently printing and distributing the newsletter. The first issue was not published in February or March, and has just been printed.

- it was discussed that the content was felt to be "folksy", and was not what was intended by the committee.
- it was suggested that we not mail these newsletters, but rather absorb the cost.
- it was suggested that we assign responsibilities for and monies planned for this publication to the proposed promotional/information officer type of position that has been recommended in other committees.
- it was discussed that the marketing committee subcommittee is recommending that the promotional/information officer exist only for a short period of time prior to and following nationals.
- Motion made that we continue with two newsletters per year, one before the convention and one after the convention. Motion seconded and carried.
- Motion made that the executive committee have responsibility for determining and soliciting the content. Motion seconded and carried.
- Motion made and amended that this committee recommend to the House of Delegates that the Executive Committee hire a promotion/information director on a part-time but permanent basis whose responsibility would include but not be limited to the production of twice yearly newsletters. Failing that, the Executive Committee would solicit the professional services of a vendor for the production of the said newsletter. Motion seconded and carried.
- Motion made, seconded and carried to open the discussion regarding the current newsletter.
- it was suggested that we save the insert for future use.
- Motion made, seconded and carried to mail the existing newsletter as planned.

C. OTHER PUBLICATIONS

1. Adapted Swimming Handbook

It was discussed that the Adapted Swimming Handbook is near-ready for production. A discussion was held regarding the type of production and the amount of copies. It was recommended that we start the first publication of this handbook, that 300-400 copies be printed, and dispersed, that we obtain comments, and revise prior to a glossy production. Gail Dummer will arrange printing. Distribution will be through the national office.

2. LMSC Guidelines

It was discussed that approximately 100 of these have been requested thus far. Chris Georges will put in a budget request to produce sufficient amounts of this publication to meet the needs of the next two years.

3. USMS Calendar

The Marketing Committee yesterday discussed the possibility of production of a USMS Calendar. Each LMSC would submit photos. It was discussed that there will be some initial monies needed.

4. Sports Medicine/Research Committee

Jane Moore reported that the Sports Medicine/Research Committee is suggesting sports medicine brochures be developed/printed. Monies will be budgeted from that committee.

D. COMMITTEE STATUS

Chris Georges reported that he will recommend that this committee become a subcommittee of the Marketing Committee.

E. SWIM MAGAZINE PROPOSAL


Motion made to accept the Swim Magazine bid as presented. Amendment made that details contained in the discussion be resolved between the Executive Committee and Ms. Hansen. Motion was seconded and carried.

The meeting adjourned at 10:30AM.



Janice A. Hagen (Recorder)

Approved by:



Chris Georges, Chairperson

ATTACHMENT: Swim Magazine proposal

June 19 deadline for Aug/Sept issue

subscriptions
advertising to
Speedo - long term back cover

SWIM™

The Magazine For Adult Fitness & Competitive Swimmers

SWIM Magazine published by Kim A. Hansen hereby proposes to become "An Official Magazine of United States Masters Swimming." SWIM Magazine is currently the only magazine in the nation published exclusively for adult fitness and competitive swimmers.

As "An Official Magazine of USMS," SWIM Magazine will publish in each issue an editorial of USMS written by the National Secretary (Dot Donnelly) or any other USMS approved officer; and National USMS Meets and Places To Swim Across The USA as contributed by the Local Masters Swimming Committees. In addition, SWIM Magazine will carry the Official Entry Forms for Short Course and Long Course Nationals; National Championship Meet Results; and National Top Ten Short Course and Long Course Results. USMS will have editorial control over its one to two page articles per issue, USMS agrees to strictly adhere to SWIM's submittal deadlines. SWIM Magazine will publish results and official Nationals entry forms exactly as received. All of the above will be published in SWIM Magazine at no cost whatsoever to United States Masters Swimming.

In return for becoming "An Official Magazine of USMS," SWIM Magazine will be provided the USMS member mailing list, twice yearly. SWIM Magazine requests the first label printout within two weeks following formal approval of this agreement, the second printout six months later. USMS will cover the cost of printing the peel-off labels. In addition, USMS will acknowledge on its national registration forms and official promotional information that there is "An Official Magazine" of USMS available at the rate of \$12.00, prepaid per year. (A two-year rate is \$22.00; three-years is \$32.00, prepaid). SWIM Magazine's address and telephone number will also be listed. As such, it will NOT be mandatory for registered USMS swimmers to subscribe to SWIM Magazine. Also, "An Official Magazine of United States Masters Swimming" and the USMS logo will be printed on the inside cover of SWIM Magazine and will be used in our promotional brochures.

SWIM Magazine will continue to cover all production, publishing, subscription fulfillment, promotion and distribution costs for SWIM Magazine. As such, Kim Hansen, Publisher of SWIM Magazine will retain complete control over all of the publishing, editorial and design aspects of SWIM Magazine and will continue to solicit articles and advertising as she sees fit.

SWIM Magazine is a glossy publication with four-color covers and advertisements. The contents of the magazine are published in black & white, approximately 48 pages per issue. SWIM Magazine is one-year old and is published six times per year.

Kim A. Hansen 8/25/85

523 South 26th Road ★ Arlington, Virginia 22202 ★ 703/549-6388

membership to California