

PARTICIPANT COMMENTS – NEWSLETTER IMPROVEMENT

*Thanks for convening the group tonight to talk about newsletters. I was glad for the reminders about using photos and illustration and white space to make reading more pleasant. It was also instructive to hear seasoned newsletter editors talk about how they handle emails to lots of people with the attachment of a PDF of the newsletter. **Beverly Shaw – CWRT of Western Missouri***

*Tonight's session provided further proof that we have some remarkably talented people harnessing technology to advance our CWRTs into the post-pandemic period. If Carol or someone else could put together a "best practices" summary of the suggestions made tonight and circulate it, it would be very helpful. Thanks for hosting such an informative class. **Steve Smith – Harrisburg CWRT***

*The presentation and conversation were quite useful. The biggest take away for me was how to increase distribution of newsletters to make them a more effective marketing tool. Our greatest challenge remains: How do we get the word out? **Ted Kunstling – Raleigh CWRT***

*I enjoyed our discussion and Carol's presentation. I thought the information she provided was insightful and I plan to incorporate some of these guidelines into our newsletter. **Roland Bienvenu – Houston CWRT***

I very much enjoyed the program, although I didn't quite understand all the info as I was "filling in" for our newsletter writer. I now know that there is quite a lot of behind-the-scenes production required to provide a newsletter to members and friends.

I will say that I was astounded to hear of the CWRT's with 400 and 800 members in places like Arizona! We are in the NYC metro area and have only 50 or so regular members....and we've been around since 1994! And I know it's not all due to the pandemic.

*Thanks for providing these Zoom programs – I have enjoyed all the presentations that I have joined. **Norm Dykstra – Phil Kearny CWRT of North Jersey***

*I found it interesting and informative. It gave me some ideas to improve "The Arsenal", The newsletter of the Greater Pittsburgh Civil War Round Table. Yes, we are still a functioning round table. **Joe Schulmeister – Greater Pittsburgh CWRT***

Excellent program yesterday. I learned a few things that I will try. Just since yesterday's program, I have already tested putting a secure link to our newsletter on my Facebook page. Today I will paste that link into our round tables Facebook page. I'll also see if I can set up the MailChimp account. I also will try sending the link to our local libraries and history departments of our local colleges.

Thanks again. It's good to be going back to "class" again. **Mike Hoover – Inland Empire CWRT**

Thanks for hosting that wonderful Zoom meeting last night. I learned so much. I think I took 4 pages of notes. Spent two hours after the meeting trying to figure out how to redesign our newsletter. Right now, ours reads like a tablet. I am using Microsoft Word but am going to look into Microsoft Publisher. Glad you liked the colorful side of our Cumberland Mountain newsletter.

We are making efforts to work with our local mom and pop military museum to partner in some projects. If our efforts are successful, I may send you an article about the results. Thanks again for a very informative training session. **Mark Pfaffenroth – Cumberland Mountain CWRT**

In my opinion, it is the kind of ant work, as they say in my land, to improve the functioning of the institutions. We know that in the last 2 years, things have changed, for better and for worse (in my case it has been a complete blessing with the opportunity to participate in virtual meetings, but of course, I live very far away), and in the human, you have to adapt to the circumstances.
Fernando Bastidas – Venezuela