

Publications Report

2019-2020

It has been a pleasure to be involved in MSMTA's publications this year! We continue to publish the Montana Music News on a biannual basis, along with a printed conference booklet. Thanks to the heroic efforts of our advertising chair, Laura Detrick, our advertising expenses continue to cover the vast majority of our printing and mailing expenses. Ad revenue for 2019-2020 was \$1,589.50, with total publications expenditures of \$1,603.74. Thank you, Laura!

Our updated website continues to thrive under the technical savvy of web master Carla Bell. Our site allows us to offer so many benefits to our members, from the ability to easily access conference videos, to online conference registration, to the online availability of our newsletter. Thank you, Carla!

Late in 2019, I worked with the graphic designer who created our website elements to create a new newsletter banner to match our web site brand elements. Brand cohesion is so important for marketing, and one of my passion projects this year has been insuring that our publications and web site present a cohesive brand style (colors, logos, typeface, etc.) across all platforms.

The Montana Music News continues to be available both in print and online, and the feedback for continuing to provide print copies to all members has been overwhelmingly positive. Our new website allows for the upload of a hyperlinked version of the newsletter, leading readers directly to our advertiser's websites.

In 2019, Margaret applied for and received a special non-profit bulk mailing rate which has greatly decreased our expenditures for mailing. MSMTA applied for and was granted a non-profit Pro account on the online design software called Canva, which allows for the easy creation of newsletter elements and social media graphics. (This is an account that our local associations can apply for as well!)

Huge thanks to our outgoing newsletter editor, Sandy Soltis, for all of her amazing work on the newsletter during her years of service! The MMN continues to thrive as a result of her efforts.

Respectfully submitted,

Jessica Olson, Publications Chair