

May 20, 2020

From: Kristine Mortensen
Editor, UMRA Newsletter
Re: UMRA Newsletter 2019–20 report
To: UMRA Board of Directors and Archives

The UMRA Newsletter and eNews are published monthly during the UMRA program year, September–November and January–May. The newsletter editor is responsible for the gathering, editing, and publishing of all content for the 8-page *Newsletter* and *eNews*, plus all news articles and news photos posted on the UMRA website. The editor is supported in this work by a paid production editor (responsible for the layout and printing of the print/PDF newsletter and the layout and distribution of the *eNews* via the UMRA ListServe), and three regular volunteer contributing editors: Kathy Cramer (Book Notes), Ginny Hanson (photographer), and Julie Medbery (proofreader).

After consulting with the UMRA president to discuss editorial priorities for each issue of the newsletter, the editor communicates with various UMRA members to solicit ideas, articles, and photos for publication. The editor also communicates directly with forum and workshop presenters, when necessary, regarding articles about them, and edits all copy for clarity, accuracy, length, and consistency with the U of M System Style Guidelines. The editor writes all headlines, decks (short introductions or “ledes”), and captions, and works closely with the production editor on the layout of the print/PDF newsletter and *eNews*.

Distribution and sponsor support

As of April 2020, 161 UMRA members and 39 U of M VIPs receive the print newsletter and 621 members receive the *eNews*. The print newsletter is the “parent” of the headline edition *eNews* and the source of most news-related content posted on the UMRA website. Among *eNews* readers, the link that consistently receives the most clicks (c. 38%) is the one leading to the newsletter PDF.

Sponsor support for the UMRA Newsletter first appeared in October 2012. In May 2019, the Pillars of Prospect Part became the first to sponsor an UMRA forum. In May 2020, the University of Minnesota Foundation became the first to sponsor an UMRA forum via Zoom.

Sponsor support totaled \$6,750 for 2019–20, more than double the \$3,250 in sponsor support received in 2018–19. This is due in large part to the outreach and enthusiasm of Bev Moe, who assumed responsibility for soliciting sponsors (and discount providers) in 2019. (See UMRA rate sheet, following this report.)

The monthly cost (including the paid news editor and production editor) to produce, print, and mail the *UMRA Newsletter*, the *eNews*, and news content for the UMRA website is c. \$1,090 (8x/year).

(continued)

Life in the time of COVID-19

Despite UMRA's cancellation of in-person meetings beginning in March due to the COVID-19 pandemic, we lost only one sponsor commitment—for the March forum that was canceled.

The primary content of the newsletter is normally focused on the monthly meetings that bring us together as a community. But by mid-March, our March and April (and eventually May) meetings had been canceled along with most other UMRA-related activities that might otherwise have been reported in the newsletter. Nevertheless, the April and May issues were not skimpy as I first feared they might be. In fact, the May issue turned out to be a robust 10 pages instead of the usual 8, a first for UMRA.

I owe special thanks to President Bill Donohue, President-elect Frank Cerra, and UMRA member Craig Swan for recruiting our April and May guest contributors: Jacob Tolar, MD, dean of the Medical School and campus public health officer; Craig Hedberg, PhD, professor and interim division head of the School of Public Health Division of Environmental Health Sciences; and V. V. Chari, PhD, the Paul Frenzel Professor of Liberal Arts in the Department of Economics and an adviser to the Federal Reserve Bank of Minneapolis. My thanks, too, to Ron Matross, for surveying members of the UMRA Cares Committee and others for their uplifting stories about “making lemonade” to cope during the coronavirus pandemic.

***UMRA News* to debut in September**

With the go-ahead from UMRA's Communications and Outreach Committee, the newsletter design has been updated for the first time in more than 15 years. Highlights of the fresh new, 4-color design, created by U of M Printing Services, include the UMRA wordmark and, in the banner across the top of page 1, images of Northrop's iconic pillars (a nod to our current newsletter) and Coffman Memorial Union (a reference to our on-campus home).

The newly designed *UMRA News* will debut in September 2020.



UNIVERSITY OF MINNESOTA RETIREES ASSOCIATION

SPONSORSHIP RATES | **UMRA Newsletter and Forum**

UMRA Newsletter profile¹

- 634 UMRA members
- 621 members receive UMRA eNews
- 161 members receive print newsletter
- 39 VIPs (U of M administration, Board of Regents) receive print newsletter

8 monthly issues | September–November, January–May

Print

- 8 pages, b&w
- mailed via USPS (to members) and Campus Mail (to VIPs)

Online

- 8-pages, 4-color
- PDF posted online at umra.umn.edu/newsletters

eNews

- headline edition of monthly newsletter, 4-color
- linked to newsletter PDF and articles posted on UMRA website

UMRA Forum

- 8 monthly programs attracting 100-150 members and guests per meeting

UMRA sponsorship rates (per month)

	Newsletter	Newsletter + Forum*	eNews
¼ page	\$250	\$500	
½ page	\$500	\$750	\$100**
1 page	\$750	\$1,000	

* Includes complimentary event reservation for one representative of the sponsoring organization, to be seated at the president’s table.

** When added to any **Newsletter** or **Newsletter + Forum** sponsorship.

Newsletter sponsors are acknowledged in both the print and eNews editions of the newsletter.

For information about opportunities available to sponsor the UMRA newsletter and forum, please contact Bev Moe at bevmoe@umn.edu or 612-387-4004. For design file requirements and printing deadlines, please contact Kristine Mortensen at akm@umn.edu or 612-360-9962.

¹ As of April 2020