

Newsletter

For many years now, various committees of MTC have been questioning the relevance and format of our newsletter.

Most MTC members receive their information about the club via email, and of those who don't only a very small number are active members of the club who come to auditions, busy bees etc.

Most of our newsletter recipients are friends of the club whose involvement is as an audience member. Whilst we value that level of membership, there are ways other than a newsletter to keep them informed of our upcoming shows.

The newsletter takes a lot of time and effort to put together (thank you to current editor, Norma Davis), and also costs the club money. So we will trial marketing and keeping our membership updated using different methods. This will be the last newsletter until after the AGM next year.

A more targeted approach will be used.

When it is time for a show, fliers will be mailed or emailed out, so everyone will still know what is going on.

Auditions will be announced on our website, facebook and via email.

When it is time for the AGM and to renew membership, a form will be sent to all current members.

Invitations to social functions will be mailed or emailed out.

The club will still remain in touch with its members, just not through the newsletter.

If, after one year, it is decided that the newsletter is needed, then it can easily be reinstated.

Likewise, there is nothing stopping us sending out a one off newsletter should we have lots of news to share!

Money saved from not printing newsletters is going to be used in improving the quality of our publicity materials. Postage will remain about the same, as we will still be sending things out to members. If you do have an email address that you would like the club to use, please ensure our secretary Barbara Lovell has it.

Vanessa Jensen
President