



COMMUNICATIONS COMMITTEE 2012 In Review

We lost 11 squadrons this year, with a loss of additional squadrons publishing newsletters. Although our advisors maintained a greater contact with the squadron editors, the USPS squadrons are producing fewer newsletters. An interesting note, several squadrons have given up their newsletters and are relying only on their websites. As membership goes down along with dues income, and postal expenses go up, the squadrons can save money by going to this method of delivery. The downside is that means fewer issues for distribution at Boat Shows and other public venues where other than USPS people might read about the organization.

Statistically, our committee ends the year as follows:

- a. We have 19 Newsletter Advisers, who service 436 squadrons and 33 districts.
- b. We have 23 Website Advisers, who service 33 Districts and 403 Squadrons; 60 squadrons have no website.
- c. Of 436 squadrons, 239 of them submitted 1552 newsletters and more were expected before end of year.
- d. Of 343 websites, only 312 were classified as "conforming" to USPS standards and could therefore be reviewed by committee Advisers.
- e. Those websites that were nonconforming could not be reviewed because they do not meet the USPS standards. The reasons were as follows:
 - (1) Sixty were because no IT Contact was listed on their OD-2 form. Commanders are always notified in advance and the fix takes less than two minutes to remedy.
 - (2) Three had URL issues. This means the squadron changed the website URL but failed to coordinate with ITCom. This easy to remedy.
 - (3) One had "other" issues, which refers to incorrect or unauthorized coding/scripting. While this situation is more complex and takes more time to correct, it is do-able.
- f. 262 websites were recommended for the 2012 Distinctive Communicator Award, which is 84% of eligible websites: 32 District websites, an increase of one over last year, and 230 squadron websites, which is down from 248 last year.
- g. 254 newsletters were recommended for the 2012 Distinctive Communicator Award that is 12 or 5% less than last year.
- h. Ten Committee members performed writing and reviewing duties for The Ensign, for a total of 40 submissions.