

DECISIONS - DECISIONS

There are a few changes in this issue that you may notice. The biggest change is with the Event Calendar. After careful consideration, discussion with several Regional Club officers and members, and Publisher Austin Craig, I decided to shorten the listings to be able to list as many events as possible. It was a tedious process, I even considered asking for a word limit, much like the classifieds. However, that wouldn't be fair to everyone involved. So, rather than limit the number of contacts for events, I decided to abbreviate the listings. I am sure that most of us are aware that some staples at car shows are goodie bags, dash plaques, door prizes, 50/50 drawings, DJ's, food, etc... To be able to list all of the events something had to give. The most pertinent information is listed: Date, city/state, club hosting the event, show times, registration time and fees, and lastly, contact information.

Without going into all the nitty gritty details of circulation, postage, page counts, advertising numbers, etc.... The bottom line is: Periodical Postage is based on weight, number of pieces mailed, and ad/edit ratio. And, that ratio is based on the U.S. Post Office rules. Event listings, in their rules, count as advertising. We were running into a situation of whether to list all the events over the summer, reduce the list to the month of publication only, keep it to a two-month span, etc... With so many events to publish, we were exceeding six pages in some issues. I'm sure you understand what I'm saying. I didn't want to eliminate features, tech stories, My Mustang or Show Notes, etc. We've already had to minimize the Just In pages, and eliminate some departments altogether some months.

I am not complaining, mind you. It's a good problem to have. When I first took the reigns as editor, I mostly wondered where material would come from to fill the pages. Now, five years later (yup, you've been saddled with me for five years now), I mostly wonder where the pages are going to come from for the material that I have. It actually makes me smile, but I worry about what the membership is thinking or wanting. So, please understand that I love it when the magazine is jam-packed with information about the events and happenings within the MCA. It's great to share the news of a Regional Director's Summit to be held in the fall. It's awesome to give you information how to acquire an X-plan PIN to help you buy that new Ford/Lincoln/Mercury vehicle. It's great to show you how a National show turned out, especially when there's so much effort on the part of Regional Clubs to produce such major events. And, I absolutely love highlighting the Mustangs that belong to our members. But, we only have 68 pages to do all of these things, and I hope that you don't feel that abbreviating the event listings is cheating you in any way. There are contacts listed with each listing, some have several phone numbers and email addresses, and most have websites that can be checked. For those who prefer the good-old-fashioned way to communicate, pick up the phone and call the show representative listed. I'm sure they'll be glad to give you the information you need.

In the meantime, I want to hear from you. I want to know if this is a major issue or if I worry for naught. After all, the MCA is your club, *Mustang Times* is your magazine, and the information given here is for your benefit.

One last bit of news before I sign off this month, *Mustang Times* is now on Facebook. Check us out!

Your perpetually optimistic and slightly off-center editor,

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Mustang Times is edited with articles on members cars, new model introductions, inside information from Ford Motor Company, tech, news articles, and all MCA National and Regional events that members will not read about in any of the other Mustang publications.

