

HOUSEKEEPING

We, your Editorial and Creative Staff, are working diligently to get your *Mustang Times* to your homes earlier than you've recently experienced. I have a mail tracking program on my computer, which gives me the ability to see how long it's been taking to have the magazines delivered across the USA. The Postal system's delivery has been increasing from seven days to 11.8 days on average for the May issue. That's two calendar weeks on average, with some members receiving their issue three to four weeks after they are mailed. This is totally unacceptable.

In an effort to alleviate the delay, we have pushed back the deadlines for the magazine by two weeks. What this means is that if you are submitting a story that you want published, get it to me super early. Just remember all the same rules apply: If submitting photos they must be in high resolution.

This has been an ongoing problem and one that no one but the Post Office can control. The magazine is mailed from a large mail facility in Michigan, all at the same time. When the magazines are delivered to the Post Office, the control is totally theirs. However, with this tracking system in place, I've been closely monitoring the situation. Just know that we're not any more pleased about the delivery than any of you. We hope this change in production dates helps everyone.

I know that by now everyone has received their May issue with the MCA's Membership Survey included in the polybag. Please take a few minutes to fill out the survey, give as much information as you can. And, remember, if you wish to participate in the drawing of prizes, be sure to indicate your membership number. Again, I want to assure everyone that the numbers will be separated from the surveys and no one will know how anyone answered the survey. We are not interested in comparing names to answers. Asking for your number was the only way to get prizes sent out. While we didn't print a deadline on the survey, we will accept surveys until July 15, 2011.

Another bit of information is to let all members know that I can not possibly respond to every email that is sent to me. If you want an acknowledgement, please ask for one. I do read my email, and I try to keep up with it. However with more than 11,000 members sending emails, I receive more than 400 emails on any given day. I am not ignoring anyone, but it is simply not possible to acknowledge receipt of every single one. If you ask a question I will answer, if you send in a submission it will always be considered providing it is appropriate and is in the proper format along with hi-res images.

One last bit of housekeeping has to do with event listings in the magazine. If you wish to have your event printed in *Mustang Times*, please be sure you have posted your event online. ALL events listed in the magazine are pulled off the website. Although the system is quite smooth and efficient, should you have any problems listing your event, contact the MCA's webmaster as they can fix anything!

Your perpetually optimistic and slightly off-center editor,



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MUSTANG TIMES MISSION STATEMENT

Mustang Times is the official magazine of the Mustang Club of America, created and published for MCA members to reflect the magic of the Mustang Brand.

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.



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