



**REPORT TO THE FAR WEST DIVISION
PROGRAM STATUS REPORT
2016-2017 SEASON REPORT – due JULY 10, 2017**

PROGRAM: Newsletter/Communications

FROM: Tim Viall

DATE: May 10, 2017

Limit report to 1 page — do not send as PDF — email to Secretary jrwaits40@gmail.com

SEASON HIGHLIGHTS — total classes — total participants

Communications/Newsletters: We published three FWD 'News and Views' newsletters on the FWD website: September and December, 2016 issues and a February, 2017 issue.

Corresponding to each issue, a “blitz email” went out to 2,000 FWD members/alumni to “go find it” and read the news of the FWD. At last report, approx. 45% of our FWD members/alumni open each newsletter. And, for future reference, they are archived on the FWD website.

Average issue was 21 pages, featuring 10-15 features and many advisor's and event updates. The September issue featured FWD Award winners; these issues also featured 7“Featured Patrol” updates from FWD Patrols. See <http://farwest.org/?page=Newsletter/index.htm> for back issues.

GOALS FOR COMING SEASON:

We will aim for three issues in coming year:
September, 2017 issue, deadlining August 25, 2017,
December, 2017 issue, deadlining November 25, and
February, 2018, deadlining January 25, 2018.

Patrol leaders, FWD board members, program advisors are asked to calendar the dates, and submit items for the members of the FWD. Individual patrollers and alumni also invited to submit photos and short features. Goals continue to be: feature more individual FWD patrols, involved patrollers and alumni in each issue.

ISSUES and RESOLUTIONS:

No issues.

Submit to: Secretary Janice Waits