



REPORT TO THE FAR WEST DIVISION  
**PROGRAM STATUS REPORT**

*2017-2018 SEASON REPORT – due: JUNE 30, 2018*

**PROGRAM: FWD Newsletter/Communications**

**FROM:** Tim Viall

**DATE:** April 23, 2018

**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, 2017 issues and a February, 2018 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 23 pages, featuring 11-15 features and many advisor's and event updates. The September issue featured FWD Award winners; these issues also featured 8 “Featured Patrol” updates from FWD Patrols. We added an additional "Alumni Focue" page to each issue, to enhance communications to FWD Alumni. See <http://farwest.org/?page=Newsletter/index.htm> for back issues.

The FWD Division website was also updated, as to submission of stories and photos, and archiving of past issues.

**GOALS FOR COMING SEASON:**

Target is for three issues in coming year:

September, 2018 issue, deadlining August 25, 2018,  
December, 2018 issue, deadlining November 25, and  
February, 2019, deadlining January 25, 2019.

Patrol leaders, FWD board members, program advisors, patrollers and alums 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.

Also seeking an Assistant Newsletter Editor (will train) to both assist on editing and layout, and to eventually take over lead in FWD Newsletter Editor position.



**ISSUES and RESOLUTIONS:**

None noted.

As to attending August meeting (below), it depends on pending travel plans due to "retirement career" as a travel writer for the Stockton Record newspaper.

**Are you planning on attending the August 2018 Board Meeting and Awards Banquet?**

YES  NO