

Turkey Talk Committee Report
January 2010 Board of Directors Meeting

Happy New Year!!!

Pennsylvania Members should be receiving their Winter Issue of TT in the mail this week. Terrific job once again by Trina. This is our first issue with advertising. We had one ad for this issue (PA artist George Lavanish). Trina has received some feedback from Tribune Direct's Advertising Department regarding the advertising costs being priced a bit high. Trina will be meeting with the Advertising Department to discuss revised fees and will report back to the TT Committee. One interesting note, I was recently reading a publication industry report that stated that advertising dropped 26% in 2009. This is definitely related to the economy and hopefully this turns around. The TT committee will review any revised advertising prices and forward any recommendation onto the board. Please note that the Spring TT deadline is 3/10/10.