

Publications/Turkey Talk Committee Report 3/8/09

As directed by the executive board at the January meeting, the Publications/Turkey Talk Committee actively worked to obtain price quotes from other sources for the production of Turkey Talk. Through her contacts, Trina Skrapits obtained quotes from Tribune Direct of Allentown, PA. Attached for review with the report are two price quotes from Tribune Direct, and an excel spreadsheet of Turkey Talk expenses from 2004-2008. If we choose to work with this supplier, we will continue the in house gathering of all photos and articles as well as proof-reading the articles prior to submission and before printing of the issue.

To compare expenses with the current supplier and the price quotes from Tribune Direct; Mr. Panaro calculated the total expenses for the fall 2008 issue which was \$7010.00. The price differences with what we pay now compared to the quotes we received are as follows: Price Quote Option 1 \$7477.70 (\$467.70 difference), Price Quote Option 2 \$7934.03 (\$924.03 difference). Please note that the quoted mailing prices from Tribune Direct reflect the anticipated U.S. Postal Service rate increase which will take effect in May 2009. To offset any increases the committee is studying the possibility of implementing paid advertisements in future issues of Turkey Talk and pursuing the option of distributing Turkey Talk via email. Both of these options could drastically reduce publication expenses.

The committee will provide two examples of the paper stock quoted by Tribune Direct, as well as, a mock up of the future cover of Turkey Talk for the Board meeting. The committee asks that all board members please review the price quotes and current expenses breakdown prior to the Board meeting.