

REPORT OF THE PUBLICATIONS COMMITTEE 1970

The lack of available funds to enlarge existing publications and to print new literature is a substantial handicap to the publications committee. Yet, in our society, with the membership spread over a continent, most of the communication with the members, by necessity, must be met by our publications rather than the annual show and convention. The question must be asked: Are our publications fulfilling their purpose? Are we keeping our membership informed of current advancements in hybridizing, culture, pest and disease control, and in general, anything which might be of interest to lily enthusiasts?

This past year the publications committee has made an attempt to increase the content of the quarterly bulletin. The March issue in particular, was enlarged to contain various additional information that would be of interest to the members. This added effort cost the Society \$666.48, approximately double the cost of the December 1969 issue. Was it worth it? Dick Lighty, the editor, has indicated that he received many favorable comments. But only time will tell whether a more concentrated effort to make the bulletin a more communicative tool to reach the members will pay for itself in renewed memberships and new memberships. We feel the society should take the gamble to see if the results are worthwhile.

Various other publications are in need of reprinting. A new dealers list is in the planning stages. There appears to be a demand for a booklet on lilies and their diseases and treatment. Should such an undertaking be printed along the lines of Let's Grow Lilies, or could it not be done as one of our quarterly bulletins.

This past year your chairman prepared the review of the 1969 yearbook which was forwarded to a large number of interested garden editors, etc. The review, to a large degree took the place of sending out complimentary copies of the yearbook. Unfortunately the yearbook was again late in being mailed to the members, not reaching them until February of 1970. Considerable effort was made to have it in the hands of the members earlier. That it was not so, cannot be blamed solely on any one source. Likewise, the quarterly bulletins - both the March and June issues - were late. You can be assured that both these situations are being discussed by your committee and every effort will be put forth to solve the delay problems. We fully realize the inconvenience and the dissatisfaction this causes our members and executive secretary, and in fact may affect our renewal membership for the following year.

While the before mentioned information deals mostly with publications included in the cost of the \$7.50 membership, the committee has been investigating means of creating income for the society as well. A proposal to print note paper last year was well received and prices have now been obtained to enable the society to give their comments on such a project.

There may be a need to reprint Lets Grow Lilies, one of the few profitable projects of the Society.

The question remains with your chairman whether the cost of an annual yearbook and four quarterly bulletins can be sustained by an annual membership of \$7.50 or whether it would be more economical, and in fact more practical to eliminate the yearbook and increase the size of the bulletin to make it a quarterly journal. This question of the yearbook arose before the board of directors at the Philadelphia show in 1968, but I feel should be re-examined in light of rising costs and decreased membership. Obviously if we are going to increase dues each time we need to meet rising costs, we must make sure our services are so appealing as to make members want to renew. Could we poll our members for their opinions on this by means of a ballot in the quarterly bulletin?

This report is respectfully submitted by your Publications Committee.

Mrs. Virginia Howie, George L. Slate, Richard Lighty, Ross Martin, chairman.

