

Ninnau

Karen Ellis

From: "Alan Upshall" <aupshall@...>
To: <cwhcla@...>; "Alan Upshall (E-mail)" <aupshall@...>; "Huw Williams (E-mail)" <...>; "Lynn Owens-Whalen (E-mail)" <...>; "Myfanwy Davies (E-mail)" <...>; "Richard Baskwill (E-mail)" <...>; <WNGGA@...>
Sent: Tuesday, March 02, 2004 3:53 PM
Attach: ToAlanUpshall.doc
Subject: ninnau relationship

Good afternoon

As ever, please hold all of this discussion and details confidential

I am slowly picking up projects and one that has been in abeyance for a while is the proposal to discuss a relationship between WNGGA and Ninnau.

Just to summarize,
 I think we believe this could be a good idea
 John has agreed to be editor
 We believe that we should still keep Hwyl going
 We needed more information about the relationship on issues such as censorship and content.

I have had a document from Arturo with some suggestions/proposals as to how this can work and it is attached. Please view this document as a discussion document not a collection of requirements. Arturo is of the opinion that a relationship would serve both groups well and of course it would have to be structured to suit both parties.

Also I asked John to provide me with a breakdown of the production and mailing costs for Hwyl and for advertising in Ninnau (we will forget the Y Drych costs since they will no longer apply), because one of the drivers for suggesting the relationship is the need to reduce costs to the WNGGA.

The costs are these: Hwyl per issues

Producing an issue of Hwyl costs \$1,763
 Printing envelope, return address envelope - \$765
 Postage - \$600
 2 Staff - 40 hours total (\$9.95/hour) - \$398

We distribute 2,618 copies (2,512 to annual and life members and 106 to AWO' s)

Total annual Hwyl costs are \$ 7052.

(This excludes other informational mailings to members.)

Welsh newspaper advertising is: \$1332

These are the facts we can work on to determine our course of action.

I would appreciate all input.

Hwyl
alan

Bases for a cooperation agreement between WNGGA and 'NINNAU & Y DRYCH'

- 1) The Welsh National Gymanfa Ganu Association ("WNGGA") and 'NINNAU & Y DRYCH' – The North American Welsh Newspaper (R) ("NYD"), having interests in common, desire to enter into a cooperation agreement. Negotiations will be confidential until a definite agreement is reached, at which time it will be announced jointly.
- 2) The agreement will clearly define the benefits and responsibilities of each party. It will be last for one year and will renew automatically unless a written notice is sent by one party to the other. The intent of the parties is to establish a long-term relationship.
- 3) NYD is published monthly 11 times per year. NYD will reserve in each issue space for a WNGGA Section of up to 2 pages for editorial matter and advertising, to be provided timely by WNGGA. The cost of advertising space within this section would be covered by the contract fee up to 30 column inches per issue. Any excess above this measure would be invoiced to WNGGA at the repeat price (middle column of our rate card then current).
- 4) This monthly section will partially substitute the quarterly newsletter HWYL published by WNGGA, and the name HWYL may be applied to it if WNGGA so decides. In such event the name would remain the property of WNGGA.
- 5) The special section would be prepared by an Editor appointed by WNGGA and reporting to it. The editor would be the principal channel of communication between WNGGA and NYD regarding editorial and advertising matters.
- 6) NYD would be designated "the official WNGGA newspaper."
- 7) NYD would offer members of WNGGA who are not currently subscribers of NYD, on a once in a lifetime basis, an opportunity to buy a 5 month trial subscription to NYD for \$US10.00 or \$CA13.00. Renewals would be at the regular price (now \$US25.00, or \$CA33.00 per year).
- 8) HWYL would cease to be distributed to NYD subscribers as long as this agreement is operative. HWYL would be distributed to non-subscribers at a reduced frequency.
- 9) WNGGA would encourage members to subscribe to NYD.
- 10) Once a year, at a mutually agreed time, a comprehensive, pullout special section would be published. Extra copies would be printed separately from the newspaper for bulk distribution to societies, particularly those within a certain radius of the annual NAFOW. This piece could also be mailed to recalcitrant WNGGA members who remained non-subscribers to NYD. It could have additional promotional uses. The

number of copies and the extent of the distribution of the pullout section would be decided by WNGGA.

- 11) Except for the printing and distribution of extra copies of the pullout section, the cost to WNGGA of the NYD services described above would be \$3,300 per year, payable in monthly installments of \$300.00. The cost of the extra copies of the pullout section would be computed on the basis of 200% the invoiced cost to NYD. Distribution costs incurred directly by WNGGA and not invoiced to NYD would be excluded.
- 12) NYD would be assigned on a preferential and complimentary basis a table at the market place at the annual NAFOW. WNGGA would arrange for a photographer to cover the main events at the annual NAFOW and produce pictures for use in the special section through out the following months.
- 13) NYD would purchase at the regular price a one page advertising space in the annual NAFOW Program Brochure
- 14) Within 2 months following the annual NAFOW, WNGGA would pay NYD a bonus equivalent to \$US1.00 per person of increased registration at the festival relative to the immediately preceding annual festival.
- 15) Although not a part of this agreement, NYD plans to celebrate its annual BRECWAST on the Saturday of the NAFOW at the Headquarters Hotel. As a result of the merger of NINNAU and Y DRYCH, NYD expects to expand the breakfast from 30 to 50 attendees. In the past this information has been useful to WNGGA in its negotiation with the Headquarters Hotel.
- 16) WNGGA and NYD would continue to explore new avenues of cooperation.

Ninnau

Karen Ellis

From: "Alan Upshall" <aups@...>
To: "WNGGA" <wnnga@...>; <cwhclay@...>; "Huw Williams (E-mail)" <huw.williams@...>; "Lynn Owens-Whalen (E-mail)" <lowens-whalen@...>; "Myfanwy Davies (E-mail)" <buck@...>; "Richard Baskwill (E-mail)" <rba@...>
Sent: Tuesday, March 02, 2004 5:18 PM
Subject: RE: ninnau relationship

Good points John. TO answer: yes I think the advertising costs could be added to that sum. It should not cost us more money to advertise (a significant cost reduction), and 11 months of publicity is a good investment. Yes I think we need to come up with content, remember a lot of content will be good Festival stuff. If it's our column we should be able to make fundraising appeals, we would write that into the agreement if necessary.

Alan

-----Original Message-----

From: WNGGA [mailto:wnnga@...]
Sent: Tuesday, March 02, 2004 5:21 PM
To: Alan Upshall; <cwhclay@...>; Huw Williams (E-mail); Lynn Owens-Whalen (E-mail); Myfanwy Davies (E-mail); Richard Baskwill (E-mail)
Subject: Re: ninnau relationship

I am getting ready for the Orlando trip, but have given the document a quick read. The only thing that jumps out at me as being problematic is (1) using the name "Hwyl" for the Ninnau section for reasons we have previously discussed (confusion between the newsletter and the column- one is for association business and the other for publicity) and (2) Ceasing distribution of Hwyl to those members who subscribe to NYD. Again, the two things have quite different functions and shouldn't be confused with each other. We will still need to produce about two issues per year and distribute them to the full membership. The \$3,300 proposed would be less than the cost of the two issues of Hwyl we eliminate, but we would only save about \$200 (should the current cost of advertising in Ninnau also be added to that sum?). On the other hand, we would get 11 distributions of content with Ninnau rather than with the 2 issues of Hwyl we eliminate.

I think the real question is whether we would have enough content (over that we already have published in Ninnau) to make it worth the cost and

labor.

Although I can compile, edit and contribute some content to the section, members of the BOT would have to take an active role in supplying stories, photos, ect. if we are going to generate enough content to fill our pages on a consistent basis.

Would we be permitted to make fund raising appeals on a regular basis in Ninnau? As a regular column, this would be quite valuable.

John Ellis

*Ninnau***Karen Ellis**

From: "Richard Baskwill" <rbaskw@...>
To: "Alan Upshall" <aupshall@...>; "WNGGA" <wngg@...>;
<cwhclay@...>; "Huw Williams (E-mail)" <huw@...>; "Lynn Owens-Whalen
(E-mail)" <lowens-whalen@...>; "Myfanwy Davies (E-mail)"
<...@...>
Sent: Wednesday, March 03, 2004 8:43 AM
Subject: RE: ninnau relationship

It appears that the main question is, is there association business that should be sent only to members, rather than published in the NYD? I'm not clear what that would be, especially in light of John's observation about the need for content. I don't think we'll have any problem coming up with Festival-related content.

I'm assuming that it will not be difficult to identify WNGGA members who do not subscribe to NYD, but there better be some automated way to do this -- it would be a real headache to do manually.

Heddwch,
Dic