

Genealogical Society of South Africa – *Familia*

Report to the National Annual General Meeting – 24 February 2007

For the year January to December 2006

Production

As the year progressed, production became more and more of an issue. Although Colin Pretorius continued doing an admirable job to convert every edition from MS-Word into press-ready pdf-format, our printer started slipping. This happened with the last two editions of 2006 as demonstrated by this table:

Edition	Material to printer	Posted	Received by members	eFamilia distributed
March 2006	16 March	29 March	3 April	17 March
June	29 May	8 June	15 June	27 May
September	28 August	13 September	19 September	29 August
December	28 November	21 December	30 December	29 November

Whereas Colin had upgraded to a more efficient version of Adobe, the production manager of twenty years' standing had left Repro Print just before the September edition went to print. I suspect this is what created the production problems with the last edition of the year.

The printer and I have agreed that from the March 2007 edition, I'll supply him with an MS-Word version. He has experimented with the format and has proved to me that production delays will be eliminated. At the same time I'll provide Colin with material for him to convert and to distribute to *eFamilia* subscribers.

Costs

The national budget for 2006 is a little fuzzy and this makes for an unclear comparison between expenditure and the budget. I have discussed this with the National Treasurer and he has undertaken to budget for all the elements that make up the *Familia* budget in 2007.

	March 2006	June	September	December	Totals
Number of copies	750	775	775	775	
Number of pages	32	40	64	60	196
Unit cost					
- Ex postage	R 8.43	R10.14	R14.67	R14.25	R47.49
- Including postage	R12.52	R14.07	R18.88	R18.22	R63.69
Printing	6 235.80	7 639.14	*11 083.08	*10 844.82	35 802.84
Postage	3 071.40	3 041.70	3 261.45	3 080.40	12 454.95
Editorial costs	86.15	219.85	285.15	195.70	786.85
Total 2006	9 393.35	10 900.69	14 629.68	14 120.92	49 044.64
Budget 2006					
- Printing Familia					40 087.66
- Postage (all)					14 261.64
Total					54 349.30

* Includes cost of envelopes.

To provide more meaningful figures, I'll ensure that the cost of envelopes is allocated to the postage section of expenditure in 2007.

Editorial Committee

The committee consisted of Hein du Toit, Keith Meintjes and Peter Smits, and I thank them for their dedicated and helpful support during the year.

After the September 2006 edition, Hein du Toit asked to be allowed to retire from the committee to allow him more time for his personal affairs. At his recommendation I invited Celestine Pretorius to join the committee, and I'm happy to report that she accepted the position. She immediately stepped up to the plate and her contribution to the last edition of 2006 was significant.

Quality

How does one measure the quality of a product like *Familia*? With any other product the test would lie in increased sales, resulting from satisfactory quality and the absence of complaints from the consumer.

Increased membership of the Society cannot, unfortunately, be based alone on the quality of articles that appear in *Familia*, or on the increase in the number of pages, nor on an improved distribution policy. After all, the editor has no control over the contributions received. *Familia* is but one element in the mix offered by the Society.

Nevertheless, distribution of the printed edition increased from 661 in March 2006 to 678 in December 2006, and *eFamilia* from 257 to 351 – a total increase of 111 (12%) for the year. This increase in readership; the increase of pages from 188 in 2005 to 196 in 2006; combined with the absence of criticism from readers, seems to indicate that the editor and his committee did their job reasonably well.

RICHARD Y FORD

1 January 2007