

From: **David Stone** davidstone@me.com 

Subject: Suggested Plan for the WIRE

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To: Jack Resnick jackresnick@gmail.com, Dick Lutz dicklutz@usa.net, Jeff Prekopa Jeffprekopa@gmail.com, Briana Warsing briana.warsing@gmail.com



An integrated transition seems unlikely, so I am proposing the following plan for making sure the WIRE continues to be published indefinitely.

- Under Dick's leadership, the WIRE should continue as is until June 25th, the last publication date scheduled. After that date, I'll plan to publish every two weeks year round.
- Between now and June 25th, I'll set up an alternative system of editing, publishing and distributing the WIRE to all Roosevelt Island residents:
 - Articles: The current stable of writers will be thin with Briana leaving, so I will be working to find a new team that continues the WIRE's journalistic standards of excellence.
 - Editing: Assuming Linda Heimer will decide not to continue as proofreader, I'll establish a new editing process with a replacement for Linda, which will be difficult, but not impossible.
 - Webpage: Jeff Prekopa is an outstanding webmaster with enough good ideas to take our web presence to new heights. Between now and 6/25, I will work with Jeff to have a dynamic, reinvented MainStreetWire.com ready to go in July or before.
 - Layout: Deborah will continue working with John Dougherty to get a good handle on preparing the WIRE for printing. She will probably also need time with Dick for his additional insight as well as for getting copies of the various templates used for ads.
 - Sales: I'll work with Ellen Levy to gear up for an increased summer publication schedule and beyond as well as how to deal with no longer doing inserts.
 - Printing: Should continue as is with Linco. A new distribution plan should not require any change.
 - Accounting, billing, etc.: I am training on a new accounting system into which I plan to migrate account information from the legacy spreadsheets Dick has maintained. (More about fiscal concerns in a separate email with Jack and Dick.)
 - Archives: I'll make arrangements for storing the historical issues of WIRE Jack and Dick have saved until a permanent home can be found. Dick suggests the public library, which seems right if they will have them.
 - Digital Archives: Jeff and I will work to get them up and available for search, accessible from MainStreetWire.com. Because there is so much to get arranged in a two short months, that will have to wait until the current news is up and running, but we will certainly want the archive preserved and available.
- Because the above is a very demanding workload in preparation for a first July issue, with a million possibilities for bugs and errors, I will be less active with the WIRE's live operation in the meantime.
- Finally, I am counting on everyone's help and information when requested. There's a short time span and a lot to do.

If I've missed anything or if anyone has suggestions for improvement, please feel free to let me know, publicly or privately. In any case, please let me know if this plan is agreeable to you or, if not, what needs to be done to make it so.

Thanks.

Dave

