10 March 2013

Hi Mike,

Here it all is. I hope it's all clear. Shout if not.

First off, when you unzip the contents, you'll see I've made three top-level directories:

* **MustInclude** – these are the articles that are really important, and folks will have my hide if they're not included. :) I've put every article in its own directory to try and keep it organized, with the directories named to indicate which article I'd like first (LeadStory) and last (FinalStory). Of course, BackPage is for the part that is on the outside when the thing is folded for mailing. The rest is left to your judgment on what goes where. In some directories, I put notes to you about that article.
* **OptionalInclude** – if you can get it all in 10 pages or less, please include some of these, as you see fit.
* **Graphics** – includes some images you might find helpful to just break up the look... basically to ease the eye. Feel free to use them, though I ask that you not use them for any other projects, as I bought some of them specifically for the Friends of Hart Park, and the terms of the purchase says they're not transferable. However, feel free to use them on future Hart of the Matter articles!

A few random notes:

* All of the images, feel free to shrink down as you see fit (especially the huge postit graphics I included, which should be shrunk down to normal postit size).... just so they stay legible.
* You can see that I put the cartoony picture of the Hart mansion into that column about the mansion... meaning, I think it should be with that column which I'll have every issue. If you put an image on the first page next to “HART OF THE MATTER”, maybe the Hart Logo (HartParkLogo469C.JPG) would be better. In any case, I'd like to reserve that cartoony drawing (called PutNearTItle-likeAbyline.jpg) with the article I indicated, not on the front page like I did with my aborted test run.
* Speaking of my test run, my wife tells me I overused the western fonts on it. I disagree, but have the good sense to listen anyway. All that to say, do what you think is right in terms of how to use the fonts... I recognize I'm no typographer. I just want the main headings to be western.
* I know George Lester normally gets the giant PDF from you on a CD. Not sure how you should get it to me for proof reading, and the final copy. What do you think? If you don't mind making a CD for me, great, but it seems like you might burn less gas and have less hassle if we use dropbox or something? Please advise.

I have LOTS more material than this, but would like to keep this to 10 pages or less to keep from putting an extra stamp on the thing, and it seems like I've given you (perhaps more than) enough. In the unlikely event that you have more room after including everything in “MustInclude” and “OptionalInclude”, let me know. Some of my writers are not going to be happy that their stuff didn't make it.

If, on the other hand, you find that you can't quite get in everything under MustInclude, then I want to spend the money on extra postage to make this right. In that case, let's go ahead and go to a maximum of 14 page, and then see if you can include some things from OptionalInclude too!

I understand you'll be able to get this finalized and to the printer this week. That will be great! Please get me a review copy prior to that (it can be a lower-quality PDF, if e-mail is simpler) so I can give it a final check.

Feel free to right me back or call me. I do better with e-mail, but if we set up a call, I'll try and make sure I have a better cell connection next time!

Thanks again for your help!!!!

Bill West

[WilliamWestAKAbill@gmail.com](mailto:WilliamWestAKAbill@gmail.com)

661-313-9558