

MDDC Press Association's *100th Anniversary Gala*



Dear MDDC Member:

The celebration of MDDC's 100th anniversary is less than four months away. And right now, we need your help to complete a major fundraising project.

MDDC's Board of Directors has authorized the Anniversary Committee to develop a historical publication that will make this anniversary year one to remember while generating some needed funding for new projects through the MDDC Foundation,

The centerpiece of this publication will be approximately 100 reproductions of noteworthy Front Pages of member newspapers. The book will include other historical information about MDDC in a total of 128 -150 pages. It will measure approximately 8.5 inches by 11 inches and be bound with a hard or leather cover. It will be a handsome collector's item for any reader who appreciates newspaper history.

MDDC's success on this book, to state it plainly, depends on you. We need you to select those dramatic Front Pages and get them to us. Of the hundreds of great stories your newspaper has published, surely five to ten stand out. I'll hope you act swiftly, search your archives and make your strongest contribution. We know you are busy, so we have tried to make this task as easy as possible for you or your staff.

Getting started - the details

- The Anniversary Committee asks that you contribute by submitting at least two and as many as six historical Front Page reproductions throughout MDDC's first century (1908 - present).
- Pick from your archived pages that chronicled major local events, major national, international or regional events, your newspaper's first-ever edition, reports of natural disasters, newspaper investigations or any significant event in your community. Readers enjoy variety, so think that way.
- Include with each selection a **brief description - up to 100 words** - of why the story was significant to readers. Be sure to include the date of publication. These files can be Word or text files.

Continued

What to do next

- Once you made your selections, we need them in Adobe Acrobat PDF format. As you may be forced to take photos of or scan older editions of your newspaper, we need only a PDF.
- Make PDFs full size of your newspaper, broadsheet or tabloid. Use the same settings as you would for your pre-press department.
- If your Front Page has color, send it four-color.

Where to upload files

Chesapeake Publishing's FTP site will be the drop point for files or folders of files. Access will require a browser, a username and password.

FTP Server: [elkftp.chespub.com](ftp://elkftp.chespub.com)

User: mddchistory

Password: mddc

File Folder Name: mddchistory

Need to mail a CD or DVD?

Send it to Jeff Mezzatesta

C/o Cecil Whig, PO Box 429, Elkton, MD 21922-0429

What's the deadline?

February 5th, 2008.

Questions or problems?

Contact Jeff Mezzatesta, publisher and vice president, at Cecil Whig in Elkton.

- Phone: 410 398-3311 ext. 3037
- Cell: 410 459-2545
- E-mail: jmezzatesta@chespub.com; include MDDC History in the subject line.

If MDDC members participate as we expect, nearly all the submitted works will be included in the historical publication. A team of committee members will make the final selections.

The book will be sold to readers of your newspaper through a series of advertisements in print and on-line promoting the publication.

We believe this will be a hugely successful project that could generate thousands of dollars for the MDDC Foundation. Please be sure your newspaper is included.

Best regards,



Jeff Mezzatesta
MDDC Anniversary Co-chairman
Anniversary Publication Committee Leader