

# NIGHTINGALE

Medical Center Hospitals ♦ Koger Executive Center ♦ Building 18 ♦ Norfolk, Virginia 23502

September 28, 1983

TO: Members of the Nightingale Steering Committee  
FROM: Mark Raper  
SUBJ: Publishing of a Bi-Monthly Nightingale Newsletter

RECEIVED  
OCT 3 1983  
TIDEWATER EMS COUNCIL  
W

It is my intent to re-establish the Nightingale newsletter. If all goes well, the next issue will be dated (and mailed) on December 1. After looking at the newsletters for other ASHBEAM members, I have decided to change our format to a four page, magazine-style publication with photographs. As noted in the headline of this memo, these newsletters will be distributed bi-monthly.

This type of endeavor will require effort and cooperation from each of you. I hope each of you can find the time to help.

First, we need a name for this publication. Please come to the next Steering Committee meeting prepared to discuss and, ultimately, decide on this name. Secondly, I am asking that each of you lend your editorial talents to this effort. Please see the proposed schedule below for details. I hope to call on you and/or the crewmembers for gathering of appropriate photography.

One additional note: Each issue of the newsletter will include an "EMS Corner" (this can be renamed, too). This feature will highlight one rescue squad each issue. We will rotate between PEMS units and TEMS units with an occasional North Carolina squad. All squads within a 35 mile radius will be eligible. I will ask Kent Weber and Don Haupt to help coordinate this.

FEATURES/REGULAR CONTRIBUTORS: Ed Holmes, Ron Brown, Frank Yeiser, Bill Schwab, Bob Smith/dispatchers, Cindy Hensleigh/Nightingale nurses, Jerry Bonham/pilots, Mark Raper, EMS Corner.

COPY DEADLINE	ISSUE DATE	CONTRIBUTORS
November 1	December 1	Frank Yeiser, Bill Schwab, Bob Smith, Jerry Bonham, Cindy Hensleigh, Mark Raper, EMS Corner.
January 1	February 1	Ed Holmes, Ron Brown, Nurse, Pilot, Mark Raper, EMS Corner
March 1	April 1	Frank Yeiser, Ed Holmes, Nurse, Pilot, Dispatcher, EMS Corner
May 1	June 1	Ron Brown, Bill Schwab, Cindy, Jerry, Mark, EMS Corner

# ALLIANCE

## HEALTH SERVICES

January 3, 1984

MEMO

TO: Kent Weber and TEMS staff

FROM: Mark Raper *MR*

SUBJ: New TEMS/Nightingale Newsletter

RECEIVED  
JAN 5 1984  
TIDEWATER EMS COUNCIL  
*W*

I would like to briefly outline my understanding as to the results of our meeting on Thursday, December 22. I should also add that I enjoyed meeting each of you.

- We will cooperate on a yet-to-be-named bimonthly newsletter publication.
- The publication will be 4 to 8 pages in a tabloid format and the space will be divided on an approximately equal basis.
- The paper stock used will be glossy and rather heavy in weight.
- The first issue is scheduled to be mailed in mid-February, therefore our copy deadline is late January.
- Nightingale will have articles dealing with: helicopter safety, special flights, trauma, Nightingale statistical reports and administrative data, and photos.
- TEMS will have copy dealing with: article and book reviews, highlighted TEMS units, calendar of EMS-related events, and other feature stories with photos.
- TEMS and Nightingale will combine mailing lists for distribution of this publication. This will total approximately 1500.
- Nightingale will pay for \$600 (or less) of the total cost of each issue. This should cover paper and printing.
- TEMS will pay for \$200-\$300 of each issue. This should cover all handling, sorting and mailing.
- We will find lowest bidder with high quality for outside printing.

We will need to meet again soon to finalize mailing lists, publication name, and other unresolved details. After receiving this memo, please call and schedule such a meeting. Thanks for your cooperation. We look forward to working with each of you.

Weber



Medical Center Hospitals ♦ Koger Executive Center ♦ Building 18 ♦ Norfolk, Virginia 23502

February 1, 1984

RECEIVED  
FEB 7 1984

TO: Kent Weber  
Director, TEMS Council

FROM: Mark Raper  
Director, Marketing of Alliance Health Services

TIDEWATER BAS COLLEGE  
D

SUBJ: FINANCIAL AGREEMENT FOR PAYMENT OF "RESPONSE" NEWSLETTER

The RESPONSE newsletter, a bi-monthly publication funded jointly by the TEMS Council and Nightingale, will be printed for the first time in late February. The initial issue, and every second issue thereafter, will be eight pages in length. Other issues will be four pages. The copy space will be divided equally between the two funding groups. A mutually agreed-to mailing list of about 1500 persons and all masthead and layout designs have been completed.

The final hurdle to clear is the question of who is responsible for what percentage of the cost of each issue. As I told you recently, the price quotes have been received and they are somewhat higher than expected. Each eight page issue will cost approximately \$2500 and each four page issue about \$1500. These prices include layout, proofs, photos (printed) and printing. They do not include mailing and handling charges (which should be approximately \$120). As originally discussed, TEMS would be responsible for payment of all mailing and handling (sorting) charges. Because of the higher than expected production price quotes, I would like to suggest the following financial arrangement:

1. TEMS pay \$350 per issue for production costs.
2. TEMS pay for all mailing and handling costs (\$120).
3. Nightingale pay \$2150 for production of 8 page issues.
4. Nightingale pay \$1150 for production of 4 page issues.
5. Should we exceed the above price quotes for any issue, Nightingale and TEMS can negotiate a settlement. This should only happen for promotion of a mutually agreed to event.
6. Should any issue cost be less than above price quotes, Nightingale would realize the financial credit.
7. TEMS pay \$200 towards the one-time fee for masthead and layout design of the newsletter. Nightingale will pay the remaining part. The total cost is \$350-\$400.

Although the costs are higher, the quality (80lb. glossy paper, 2 color printing and photos) will be evident. I hope this proposal is satisfactory. I look forward to your "response" and our continued positive working relationship.

Thanks.

Mark

*Kent*



# TIDEWATER EMERGENCY MEDICAL SERVICES COUNCIL, INC.

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POST OFFICE BOX 1980 — NORFOLK, VIRGINIA 23501  
Telephone (804) 446-5179

Joseph T. Mullen, M.D.  
President

Kent J. Weber  
Executive Director

March 13, 1984

Mark Raper, Director of Marketing  
Alliance Health Services  
18 Koger Executive Center, Suite 229  
Norfolk, VA 23502

Dear Mark:

Thank you for your letter of February 1, 1984 outlining the financial agreement for payment of our co-sponsored RESPONSE EMS Journal.

The terms are agreeable and our check in the amount of \$550 is enclosed representing \$200 toward the one-time fee for masthead and layout design and \$350 share of March issue production costs. Accordingly, \$350 will be payable every two months hereafter. It is understood that copies of invoices will be forwarded to TEMS for auditing purposes.

Enclosed also is a check payable to U.S. Postmaster to reimburse Alliance for mailing costs of the first issue. TEMS has received authorization for a bulk mailing permit and will deal directly with the post office in the future.

The TEMS staff, and others, are impressed with the efficient and swift "launching" of our co-sponsored newsletter accomplished by the enthusiastic and competent efforts of yourself and Jim Chandler.

We are grateful for your invaluable assistance to date and look forward to continuing a pleasant relationship. We are proud to co-sponsor this informative and attractive publication!

With warm regards,

*Kent*

Kent J. Weber

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Enclosures (2)  
c: Joseph T. Mullen, M.D.