SMA Report, 3-1-2005
Nathaniel Horner, Editor in Chief

I. Worthy of Note

We have benefitted from a full staff this semester and have some great young faces to carry on *Americana*’s mission when we lose a lot of our veterans this May.

II. Recent Accomplishments

*Technical*
Writer mailing lists are now functional and have already yielded results in terms of better writer coordination and increased submissions.

*Design*
The designer and webmaster have been working on cleaning up some of the design “bugs” in the site and making sure they leave it in good shape.

*Content*
We’ve maintained our regular publishing schedule, and I think, after some struggles late last semester, we are slowly headed towards stronger, more thought-provoking, better-edited content.

*Publicity*
Our monthly Open Mic Night in February was a little rocky due to lack of coordination between the two publicity coordinators, the general manager, and me. I’ve talked with everyone and the next one will be better planned. Turnout was nonetheless better than we’ve seen in awhile. We have a banner hanging over the atrium (finally!).

III. Progress Toward Goals

- **Staff hiring**
  We now have a full staff with a second web position currently vacant. Our new general manager, publicity coordinator, and editors are doing a fine job so far. We would like to hire a new arts editor/designer and web programmer ASAP so that they can get some training in before Kerry and Nigel leave.

- **Readership**
  Readership fell off at the end of last semester and over the break. It generally climbs back in the spring, and our number of hits has been increasing.

- **Operations and training manual**
  The general manager is currently working on compilation.

- **Funding**
  We are ok as far as funding. When our publicity expenses and payroll are caught up, we should be on track at the end of the year.

- **Publicity and recruitment**
  Americana’s successful recruitment of writers continues to be word-of-mouth. Our new
listservs will provide a more organized and efficient means of using the writers and readers that we have.

- Personal goals
  As I come to the end of my tenure at Americana, all of a sudden the time seems so short and I enumerate the things I wasn’t able to accomplish. However, I think Americana is in a much stronger position today than it was three years ago, and that’s all an editor can really ask. We’ve made great progress in many areas: site design, publicity, publishing schedule. The fact that we still have work to do only means that Americana will continue to grow and improve and that the next editor and staff will have fun, exciting challenges ahead.

IV. Potential Problems

Americana is in good shape. The loss of our veteran staff could be a problem, but we’ve anticipated the change and I think we are leaving the publication in good hands. The transition should be a smooth one.