

CLAN MACLEAN INTERNATIONAL ASSOCIATION

MINUTES of a Meeting of the Council held at the Western Isles Hotel, Tobermory, Isle of Mull, on Thursday, 21st June 2012

Present	Ian MacLean	– President, Clan Maclean International Association (in the chair)
	Nigel Alington	– Vice-President, Clan Maclean International Association
	Alan McLean	– President, Clan Maclean Association of France
	Allan Maclean of Dochgarroch	– President, Clan Maclean Association
	George MacLean	– President, Clan Maclean Atlantic Canada
	Jim McClean	– President, Clan Maclean Association, Pacific North-West, USA
	Nicolas Maclean of Pennycross	– President, Clan Maclean Association of England and Wales
	Peter MacLean	– President, Clan Maclean Association, Western Australia
	Sandra L. MacLean	– Past President, Clan Maclean Association of California
	Marcus MacLean	– Joint Editor, BattleAxe magazine
	Donald MacLean	– " " " "

1. The purpose of the meeting was to consider the future of BattleAxe, the magazine of Clan Maclean International Association.
2. Nigel Alington outlined proposals (see Annex) that had been developed from discussions between Marcus and Donald MacLean, the BattleAxe editors, Ian MacLean, Allan Maclean of Dochgarroch and himself for a new international magazine, combining the functions of the existing Clan Maclean Magazine and the BattleAxe.
3. There was general agreement that the proposals merited further consideration. No other proposals were submitted.
4. More specifically, there was general agreement about the merits of having an editorial board or committee.
5. There was some discussion about the proposal that individual Associations could have their own inserts. This was particularly relevant to Clan Maclean Association, given that any new magazine would continue to be that Association's newsletter to members. The general view however was that Scottish news was of interest to members of all Associations and should be an integral part of the magazine.
6. It was agreed that the new magazine would not include the sort of full reports of each Association that had appeared in BattleAxe in recent years. It should however seek to include the best parts of the contributions of the Associations. It might be also that each issue of the magazine could feature one Association in depth.
7. It was agreed that the new magazine could be called BattleAxe.
8. The Chairman emphasised that it would be the responsibility of all Associations to seek financing through sponsorship and/or advertising, although no Association would be debarred from receiving the magazine if it was unsuccessful in procuring funding.

Marcus MacLean suggested that advertisers were unlikely to have any expectation of generating a return from sales; funding would be more in the nature of sponsorship. He observed that Sara Bishop had been successful in obtaining a significant amount of advertising for the Souvenir Magazine for the current Gathering.

9. Allan Maclean of Dochgarroch agreed that the banking arrangements for the new magazine, i.e. collecting the contributions of Associations and advertisers and paying printers etc, could be handled by Clan Maclean Association.
10. It was agreed that each Association should be responsible for distributing the magazine to its members. Sandra MacLean suggested that California and Pacific North-West might collaborate for the purposes of bulk mailing.
11. It was agreed that the possibility of having the magazine printed outside Scotland and/or printed in more than one location should be investigated.
12. It was agreed that a committee should be formed in order to take these proposals forward. The Chairman undertook to present his nominations for the membership of this committee at the Association's Annual General Meeting on the following day.

[The Chairman subsequently nominated the following:

Himself
Nigel Alington
Allan Maclean of Dochgarroch
Sara Bishop
Marcus MacLean

All of the above were approved at the Annual General Meeting. All consented to be members of the committee, apart from Sara Bishop, who had yet to be approached.]

It was noted that any final proposals would need to be agreed by the Council of Clan Maclean Association as well as the Council of Clan Maclean International Association.

13. It was considered that the new magazine should be issued at about the same time of year as the existing magazines, i.e. late spring or early summer. It was agreed to aim to produce the first issue of the new magazine in 2013.

Clan Maclean International Association

Proposal for a new international magazine

Introduction

This paper sets out proposals for a new international magazine, combining the functions of the existing Clan Maclean Magazine and the BattleAxe.

The new magazine would be a printed glossy magazine in full colour. It is intended that this would be distributed free of charge to all paid-up members of all Clan Maclean Associations world-wide.

Background

The Clan currently issues two magazines annually.

Clan Maclean Association ("Scotland") issues the Clan Maclean Magazine ("the Magazine"). This is a glossy printed magazine that contains news from Scotland and articles about famous Macleans, Maclean castles, heraldry, lists of new members, obituaries and notices of Scotland's AGM, Annual Gatherings and other matters of interest, as well as the reports of the Clan Maclean Heritage Trust and of the President of CMIA. In the past it has also incorporated the BattleAxe magazine. Last year, however, BattleAxe became too big for the Magazine to include in its entirety.

The Magazine is sent free of charge to all members of Scotland, both in that country and throughout the world. As more than half of Scotland's 1,200 members live outside Scotland, the Magazine fulfils some of the functions of an international magazine. Scotland believes that for many it is the primary reason for membership. One or two other Associations also buy additional copies and supply these to those of their own members who are not members of Scotland.

BattleAxe is an international magazine issued by CMIA. It is only available on-line. Originally it contained only news from the regional Associations. Recently it has been expanded to include articles of general interest.

Why a new magazine?

Both the Magazine and the BattleAxe suffer from several drawbacks.

- The Magazine is expensive to produce and distribute. These costs are not fully covered by advertising revenue and are becoming an increasing burden on Scotland's finances.
- Scotland does not have an appointed editor. The current editor is acting in a temporary capacity.
- The Magazine is sent only to members of Scotland, plus other members of one or two Associations (see above). It is thus not seen by the majority of the Clan membership.
- BattleAxe is available only on-line. Apart from the fact that many Clan members do not have internet access, even many who do would prefer a printed magazine to read
- The news from local Associations is likely to migrate to local Association websites and/or other social networking media. This already happens in the case of England and Wales. BattleAxe could quickly become redundant in its current form.
- In the case of the general articles, the two magazines now duplicate effort, if not actually compete with each other.

The new magazine

It is proposed therefore to merge BattleAxe and the Clan Maclean Magazine into one new international magazine.

This would be a printed glossy magazine in full colour, provided free of charge to all paying members of all Associations.

It would include news from all Associations world-wide, to the extent that this was of general interest; it would not duplicate or replace local newsletters. It would however continue to fulfil the function of a newsletter for Scotland. It would also include quality articles on matters of interest to all Macleans, including historical profiles, genealogical matters, Maclean sites, Heritage Trust news, news of the Chief and his family, etc.

The new magazine would not incorporate BattleAxe in the form in which it has appeared in recent years, because as an online magazine this was not 'edited' as a printed magazine would be. The new magazine would incorporate a reduced version. There would be no longer an online international magazine.

The new magazine would be edited and published centrally. Each Association would however be responsible for its distribution to its members (and could include an insert of its own, e.g. a newsletter, in order to save cost). Any Association that has members who are also members of Scotland would need to agree with Scotland who distributes the magazine to such joint members.

Editorial control

The editor of the new magazine would be appointed by the CMIA Council (as it currently does in the case of the BattleAxe). Control would be exercised through an editorial committee, appointed by the CMIA Council. The editor would be a member of the Committee and Scotland would always be represented.

Funding

It is hoped that the cost of the new magazine, including the cost incurred by each Association in posting the magazine to its members, could be fully covered by advertising and/or sponsorship. All Associations would be encouraged to procure such advertising and sponsorship, but this would not be made a condition of participation. CMIA would appoint someone to co-ordinate and assist the procurement of advertising.

All advertising revenue would be pooled and would go first to the cost of printing. There would however be nothing to prevent local Associations from raising sponsorship to cover their own postage costs.

To the extent that advertising revenue did not fully cover the printing costs, each participating Association would be required to make up the difference, paying in proportion to the number of copies required by it as a share of the total number of the copies produced. Thus, for example, assuming that 2,000 copies were produced in total (which is roughly the total number of the members of all Associations today), an Association requiring 100 copies would pay 5% of the shortfall.

If a surplus of advertising etc revenue was achieved, this surplus would go first to repaying the Associations that had financed the shortfall in earlier years. After that, the surplus would be distributed to participating Associations in proportion to the amount of advertising revenue that they had procured, subject to the retention of a small reserve to guard against under-funding in subsequent years.

Next steps

This paper is submitted for discussion at the CMIA meeting on the subject due to be held on Mull on Thursday, 21st June 2012.

Participation in the new magazine would not of course be compulsory. It is proposed that proceeding with this proposal would simply require a majority vote and enough support to make the project viable.