

The Story Behind The AWED Newsletter

Since 2009 I've been regularly putting together a free, email *Newsletter*.

Currently there are over 10,000 international readers of the *Newsletter*. The recipients consist of an informal network called AWED (Alliance for Wise Energy Decisions). Several people repost the *Newsletter* on their blog, etc. As long as I'm initially emailed about it, I have no objection to that, as the *Newsletter* is intended to educate the public. Also, feel free to email the *Newsletter* to other open-minded friends.

If you'd like to see all the prior issues, go [here](#). These are searchable PDF documents, so you can easily find past articles, reports or studies on a topic of current interest — e.g. wind energy interference with the military.

The *Newsletter* has two main objectives:

1 - To complement the material found on our website, WiseEnergy.org. There are way too many new articles, reports and studies coming out every week, for me to immediately add them to the website, as it would be a continuous job. Instead I make updates to the website every six months or so. On the other hand, if there is really significant new material, then I'll add it to the website fairly quickly.

BTW if you come across a special article, report or study that you feel would be a worthy inclusion to the *Newsletter*, feel free to pass it on. I monitor quite a few popular news outlets, but can miss write-ups on local issues that have national or international implications.

2 - To put some balance into what most people see from the mainstream media about energy, environmental, education and related issues... If you want to know our perspective on these matters, please read my [Big Picture](#) commentary.

It may not be immediately apparent, but there is a strong connection between energy, environmental and education issues. From the beginning, most of the *Newsletter* has actually been about Science-related developments. Since there are multiple special-interest parties (e.g. lobbyists) who are trying to manipulate scientists to support their self-serving ends, there is also an unavoidable political connection as well.

Considering its broad coverage, I've been asked whether the *Newsletter* should be renamed (e.g. to something like "Science, etc."). Although that's a possibility, at this point the thought is to retain the "Energy & Environmental" newsletter title, as readers for over a decade have gotten used to it. Glad to hear your comments about that.

Originally this was a monthly *Newsletter*. However, as pertinent material proliferated, it has been issued more frequently. As a general guideline, once we collect a hundred worthwhile articles, a new *Newsletter* will be issued on the following Monday. Recently this has resulted in a once every two weeks frequency.

I don't expect that most people will read all 100± citations in each *Newsletter* — but rather only those that are of more interest to them. To facilitate that I've broken down the numerous article, reports and studies into several popular subgroups (e.g. Nuclear Energy). That way it hopefully makes it easier to find material of interest to you.

I've also been asked about how much time it takes me to put together the *Newsletter*. Here's approximately how much time I spend creating each issue:

Beginning immediately after the prior issue's publication:

Frequent reading of materials from multiple good sites	8 hours
Put together a list of all worthwhile articles, by topic	2 hours
Read materials sent to me by <i>Newsletter</i> readers, etc.	6 hours
Make email additions for new <i>Newsletter</i> subscribers	.5 hours
Email initial welcome and intro to new subscribers	2 hours
Add new material of extra value to website	1 hours

Starting two days before publication:

Peruse all list articles, to make sure urls still work, etc.	2 hours
Rearrange all articles on my list, by priority	1 hour
Select the best articles on my list for special recognition	1 hour
Enter the list into my email program, and do edits	1 hour
Update all new subscribers on my email program	.5 hour

Day of publication:

Do final check for SPAM problems with any links, etc.	.5 hours
Email the <i>Newsletter</i> to all subscribers	1 hour
Make corrections for subscriber email changes	.5 hour
<u>Respond to subscriber feedback, questions, etc.</u>	<u>4 hours</u>

Total per issue: 31± hours

Hopefully this answers any question you have about our unique *Newsletter*. If there is something I missed, send me an email, and I'll update this summary.

Also, if you have suggestions to make the *Newsletter* more useful, please feel free to pass them on. Thank you for your interest and support!

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