

# Mom's Newsletter

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## Mom's Newsletter Thinking Expansion? "Time to Capture New Audiences" Says Editor

**(New York)** Andy McGrory, the newly named Senior Editor-in-Chief of Mom's Newsletter (MNL) announced "a very aggressive marketing plan" to determine whether viable new markets exist within the ever-growing MNL readership. The newsletter has done a few special editions over the years but this event marked the first time a formal announcement was released by MNL.



Editor McGrory

"I was impressed with the skyrocketing newsstand sales of the special 'Ex-Spouse' and 'Back to Guam' editions," said Andy, "but I was equally disappointed with the sales of both the 'Old Girlfriends of Don Smith' and 'Alec (Fingers) Noll Dance Party' issues. In fact, the Don Smith edition literally got dusty on the shelves," said Andy. "And if it wasn't for the federal prison subscribers and Tom Teske, we would still have some of Don's old issues lying around."

When pressed for the motive for this new strategy, McGrory said, "First off, I am just an impressionable young adult so back off and secondly; this isn't a sleepy little Faribault rag anymore. I am always working to attract new subscribers and now thanks to Lorraine Miller, we now have a strong Hispanic base demanding more información, if you know what I mean or as they say, '¿Entiendes lo que está cocinando el Andy?'"

Early potential additions include "Hillbilly Extra" for Kentucky subscribers Mark Fielding and Cindi Ramm, the long overdue "McMichaelmania" and "Little BM" editions, and an innovative Oreo™ flavored edition just for little Charlie McGrory.

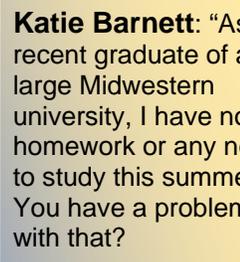
## Summer Updates From Around The Region....



**Chris Ayre:** "I have a three-fold plan: eat steak and eggs when I can, hang out with Annie Dyste and avoid people needing help moving hide-a-beds."



**Mike Boyesen:** "I will be squiring my wife Joanie around the top social events in New Market. Did you see her picture in the recent AARP mag? Va-va-voom!"



**Katie Barnett:** "As a recent graduate of a large Midwestern university, I have no homework or any need to study this summer. You have a problem with that?"



**Mike Lohrmann:** "I have agreed to be the new summer spokesperson for Sunkist™ because of my love of citrus and my very large, orange head."



**Maggie Sears:** "I am working three jobs, seeing my friends, avoiding all chores and getting in some serious tanning. Thanks for the advice, Lizzie!"



## How Are We Distracting Ourselves?



Rest in Peace  
Dick Lohrmann (1937-2007)