



# Mom's Newsletter

October 2011 "Time Flies Like an Arrow; Fruit Flies Like a Banana" Volume 24, Number 10

## Demographic Changes Hit MNL Readership "We Want Sensible Shoes and Soup Stories"

(Sun City) With the Mom's Newsletter quickly approaching its twenty-fifth anniversary edition, a new reader survey shows a significant graying of the readership. "When it started, Mom's Newsletter was a hip, urbane publication," said literary expert **Phil Rutman**, "a better written version of the *Paris Review*. But now, each article seems to be focused on geriatric issues like soft foods, retirement strategies, gravy recipes and editorials demanding more research money to be pointed towards adult diaper technology." Editors of the Newsletter were unavailable for comment, as it was well past 3 PM.

Average readership age has crossed over the magic fifty year mark and a few readers, **Michele Lenz-Noll** in particular, now look squarely at the rapidly disappearing days where they call themselves as 'fortyish.' "I am not middle aged; I still dig new music like, Huey Lewis and ELO. And I am not some creaky fossil like **Sue Meads, Barb Goodwin** or **Curt Breeding**." She waved timesheets and stated she had proof that someone, somewhere is cutting up their food."

On a related story, AARP has designated the readership of Mom's Newsletter as a "national treasure" and is planning a 2011 holiday campaign featuring **Jim Batchelder** and **Mike Boysen** in which the two pre-septuagenarians debate their favorite soups while sitting around complaining that the "music is just too damn loud." It will be a "holiday heart warmer," said the AARP spokesperson. This baby will write itself."

## So, What is on the Docket?™

"We are getting the band back together," said **Jimmy Liverseed**. "It will be a trio, doing jazz standards and **David** is singing all the girl parts."



"I am training for the 'I'm a Little Teapot Competition' held in Louisville this year," said theater major **Andy Mueller**. "I got a shot at a medal."



"Nothing too exciting," said **Liz McGrory** and **Lori Beyl**, "we're sitting around, talking smart, looking cute."



## What Is Newlywed Bill Moving Out of the House (and into the Shed) for Amy?

