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ISSLR Flyer

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Topic:

Topic author: aoren

Subject: ISSLR Flyer

Posted on: 16 Feb 2011 20:59:19

Message:

Carol Litchfield just sent me the draft for the official ISSLR flyer. I have sent the document (pdf file) to all of you by e-mail. I am looking forward to your comments, suggestions, approval etc. Please use the board forum for your replies, so that we can start a discussion here, if necessary. Please don't send your comments to my e-mail address.

Replies:

Reply author: wurtsbaugh

Replied on: 17 Feb 2011 04:23:32

Message:

[quote][i>Originally posted by aoren[/i]

[br]Carol Litchfield just sent me the draft for the official ISSLR flyer. I have sent the document (pdf file) to all of you by e-mail. I am looking forward to your comments, suggestions, approval etc. Please use the board forum for your replies, so that we can start a discussion here, if necessary. Please don't send your comments to my e-mail address.

Aaron & Carol - This looks good to me. I would, however, like to see a prettier picture on the front page. There are some salt lake ones available at <http://www.aslo.org/photopost/> . There is also a professional photographer in Salt Lake City who has some stunning images of the Great Salt Lake and he might contribute one. I suspect there are many others from Mono, Aral Sea, Dead Sea, etc. that we could use. Something that showed the utility of salt lakes (birds, salt extraction, tourism) might be useful for attracting members.

Reply author: aoren

Replied on: 17 Feb 2011 07:41:25

Message:

A few corrections and comments:

First page: ... and conservation of salt lakes (instead of ... salt lake)

Second page: ISSLR (no brackets!) was founded [and here we can insert: in xxxx at the initiative of the late Prof. William D. Williams (Adelaide, Australia)] to improve of salt lakes (instead of: salt lkes)

What we do:

We is plural, so the sentences below should be: hold ... edit ... maintain ... provide ... provide ... encourage

- maintain this web site ??? The flyer is to be distributed as paper copies and not as a web site,

so: - maintain a web site ...

(Is Hydrobiologia still relevant? Maybe: - edit special journal issues or other publications ...

Third page:

- access to "Open Forum", a discussion ... (or: ... Forum" - a discussion ...)

Reply author: btimms

Replied on: 17 Feb 2011 12:05:45

Message:

The flyer overall is great, but as Aharon has noted there are a couple of typos and a string of bad grammar. I will not repeat these errors. I agree with Wayne's point on the less than super picture of a salt lake as a frontispiece. It has no features to suggest that it is not a freshwater lake and the foreground is uninviting (but I like the mountainous background). Like Wayne I think one of the Great Salt Lake would be good ---mountains in the background and a harsh foreground suggestive of salt lake --eg foam, bleached wood, even salt, maybe lots of birds feeding or loafing, maybe piles of shrimp eggs washed up,etc. If this is not possible then one of Mono Lake and its towers could be used. It is nice to have a picture of Artemia, the iconic animal of salt lake lakes, but dare I say I could provide a more striking one (I will email it to you Aharon). The first picture of a bird is good, but do we need a second picture of a bird? There are other beautiful creatures in salt lakes and besides why not have a picture of some beautiful chemical crystalline material or of a salt works, to highlight the chemical side of our collective interests (though one of Mono Lake if used as the frontispiece would fulfil this aspect)? I like the idea of another picture of a salt lake on the last page. It needs to be very different from the frontispiece (as it is already), and if the first picture cannot show a saltiness of the water or of some other queer aspect (hard to do) then this one should.

Ideally I would like to see a 'competition' among our members, ie. those attending Mar Chiquita, to bring a picture or two of salt lakes and/or their animals/plants/chemicals etc for choosing by a suitable panel to use on the flyer. The only reward for the photographer would be to have his/her photo chosen, but without any acknowledgement on the flyer. This way we would get super pictures. However I think we want the flyer available ASAP, so I am willing for Carol or whoever to make the final choice based on advice from this committee.

Reply author: clitchfield

Replied on: 17 Feb 2011 14:38:11

Message:

Thank you all for your very useful comments. I agree about the picture. I had already noted the incorrect English to our designer, and I will let her know about the additional sentence regarding Bill Williams and Aharon's other changes. We DO need the date for the founding of ISSLR - who remembers that?

Yes, I think that we want this for the next meeting. Wayne, do you know the photographer whose photos often appear in the Friends of Great Salt Lake magazine? If so, that might be a good way to get to use one of his excellent photographs.

I think some of the other photos need improving, too. She took free photos from the web, but if any of you have shots showing flocks of birds, piles of salt, etc. please send them to me ASAP, and I'm sure she will substitute them.

Reply author: mcoleman

Replied on: 17 Feb 2011 15:28:19

Message:

Agree with all comments and it looks pretty good. Warning bells went off when I heard that they are pictures from the web. We should have copyright to all photos and really acknowledgement as well. Taking them the web without explicit permission is not OK. We have enough members

and sympathetic people to get it right.

We have a number of suitable photos that we are willing to offer free use to ISSLR. We will have a look and upload them to?

More importantly I am willing to approach a friend for non-profit use of his aerials see:

<http://www.richardwoldendorp.com/>

He has many stunning photos of salt lakes from the air. I recommend a browse through his web portfolio just for interest. This is a small collection of his photos and he has some beautiful areials of Lake McLeod.

Reply author: aoren

Replied on: 17 Feb 2011 21:13:06

Message:

About the date of the establishment of the society: a simple question with a not-so-simple answer. The web site of the ISSLR gives the following information:

... Recognizing the increasing interdisciplinary interest in salt lake research, a group of limnologists, under the aegis of the International Association for Limnology (SIL) began holding a triennial series of international symposia beginning in 1979 at Adelaide, Australia ...

... Following the 4th international conference in Spain, the International Consortium for Salt Lake Research was formed to foster research on, interest in, and the conservation and economic use of salt lakes. ...

... At the Beijing conference in 1994, the previous informal association was renamed the International Society for Salt Lake Research

.... At the Death Valley conference in September 1999, attendees voted to incorporate the Society In January 2000, the International Society of Salt Lake Research (ISSLR) was incorporated in California, USA.

Reply author: mcoleman

Replied on: 18 Feb 2011 01:49:03

Message:

For publicity purposes I would be tempted to say the start of the organisation and first conference was in 1979 etc and ignore the incorporation date which is administrative detail.

Reply author: aoren

Replied on: 18 Feb 2011 01:56:09

Message:

OK for me.

Reply author: clitchfield

Replied on: 18 Feb 2011 06:43:07

Message:

I have no trouble with the 1979 date. I was just wondering if we should use the incorporation date as the official, but I'm fine with either one. We will copyright the brochure once it is finalized. Not an easy project, but I've been through it once so I think it will be easier this time.

Bob, do you have any strong feelings one way or the other since you've been involved I think from the beginning or close to it?

Mike: our designer used only free ones from the internet. I told her we would need better pictures, but that is up to us to provide. Send any candidate pictures to me.

Carol

Reply author: btimms

Replied on: 18 Feb 2011 11:48:08

Message:

Mark, yes please approach Richard for use of at least one of his photographs. His one of Avondale east of Esperance, WA, is absolutely marvellous as a possible candidate for the back page. If he has an even better one of Lake McLeod, WA then that will make Carol's job of choosing even harder! I would still like to see a good one of either Great Salt Lake or Mono Lake as the frontispiece.

Reply author: clitchfield

Replied on: 18 Feb 2011 16:06:23

Message:

Wayne has contacted the photographer whose works on GSL are really beautiful. He will allow us to use 1 or 2 of his photos for \$65.00. Shall I go ahead and select one or two? I will initially pay for it, but it would be nice to be reimbursed. How do I do that?

Reply author: aoren

Replied on: 18 Feb 2011 21:38:42

Message:

I trust that Bob can refund the sum from the ISSLR bank account.

Reply author: wurtsbaugh

Replied on: 20 Feb 2011 12:55:24

Message:

Carol;

For photos, do look at the ASLO web site

<http://www.aslo.org/photopost/> (put in "salt as a keyword search once you're at the site). I would appreciate if others of you on the board could submit photos of salt lakes to this site--it is overpoulated with Great Salt Lake images.

A couple in particular that are striking are:

Gypsum Crust Microbial Community, Eliat, Israel (submitted by Oren, but actually the photo of one of his students)

Foam patterns on Gunnison Bay, Great Salt Lake Utah

Harvesting brine shrimp cysts on the Great Salt Lake

Reply author: mcoleman

Replied on: 20 Feb 2011 14:52:33

Message:

Richard Woldendorp has kindly offered for us to use his photos for non commercial purposes. He has two aerial that are particularly good at showing wetland processes but I have to access the images to send you a copy. I have sent Carol a couple of photos from our collection.

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