

Report of the COSCA Newsletter Editor ("*Claymore*")

Annual General Meeting of COSCA

December 10, 2023

Background

This is actually the first official report from me, aka the Newsletter Editor. I have been the editor since 2015. WOW. If you had told me today, that I had started 8 years ago and produced 16 issues of *Claymore*, I would have laughed. When the pandemic arrived, and following suggestions from the Board, we changed our schedule to create more frequent publications, with two, "expanded" issues alternating with more traditional shorter issues. This allows us to provide more content to the readership, without sacrificing the magazine-style format which has become a hallmark of the publication and which has drawn much praise.

This is the fourth issue this year and we may yet squeeze in a Christmas issue. If anyone from the Board has something they'd like to see included, [please get it to me](#) ASAP!

I would like to thank all those of you who have contributed to the newsletter so far. Without your support and ideas, the newsletter may have devolved into an Aussie production along the lines of "*Black Emu*", "*The Greatest Estate on Earth*" or "*Ochre and Rust*". Interesting to me, but of little or no value to our members in their pursuit of a better understanding of what is going on outside their respective clan societies, by their fellow clan societies and in the larger world of Scottish heritage.

It is not and never has been the intention of the *Claymore* or its editor to replace the internal newsletters of the various clan and family associations which make up COSCA's Organizational Membership. To the contrary, the goal for *Claymore* has always been to focus on things that are of broader interest and importance to ALL the clan societies—topics up at the "tree-top" level, where overarching issues can be addressed with thoughtful, "themed" articles.

COSCA Information Dispersal

The number of newsletters is not of particular importance. It is that which is contained within that is important.

The *Claymore* is not our only source of "newsy" information going out to the membership, nor should it be. Currently there is *Claymore*, a traditional newsletter, created and assembled by the Newsletter Editor, a committee chairmanship appointment made, as per the Bylaws, by the President of COSCA.

In addition, there are the monthly "heritage blogs" issued by our Communications Chairman. This terminology better describes these than calling them a "newsletter", which is only confusing. These monthly blogs complement our *Claymore* newsletter content, *Claymore* is

proofed for inaccuracies or incorrect language by at least a second set of eyes prior to being finalized and distributed by our Membership Chairman.

Claymore has been around a long time, going back to COSCA's early days in the 1970's. That makes it about 50 years old! Regardless, it has long been our "publication of record" and should continue to be. Aside from longstanding name recognition, the "expanded version" of **Claymore** always contains an article from COSCA's President, reporting to the members and others about policy initiatives, planned events and "housekeeping" matters not found elsewhere. Likewise, a recap of the most recent Clan & Family Caucus events is always included, especially remarks by visiting Chiefs (honored guests of the games) with plenty of photos of the Chief and his or her family.

Input from members which would be of interest outside their own clan are always encouraged and included whenever submitted. Other articles from "outside" sources which are of special interest to the clan and family associations, the bulk of our Organizational Members, are especially sought after. These include significant developments at the clan society level from our Organizational Members, such as articles discussing the process of getting a new clan chief identified and approved by Lyon Court, something that an increasing number of chief-less clans (previously called "broken" clans) have been doing in recent years (see the article in this issue about Clan Mackay). This complex and time-consuming process is of great interest to other clans and families contemplating doing the same and have produced numerous positive comments from readers.

In addition, substantive articles from Board members and from our outside Advisory Board are always encouraged. These have included thoughtful, sometimes provocative, pieces by Andrew, Lord Dunrossil, Sir Malcolm MacGregor, Dr. Bruce Durie and others amongst our official Advisors. A number of pieces from The Lord Lyon, who tells us he is an avid reader of **Claymore** and a big fan, have been included on several occasions and are always highly sought after. Same goes for the Convenor of the Standing Council of Scottish Chiefs, our primary Scotland-based partner organization. The Convenor tells us he always routes **Claymore** as it comes in to all the other SCSC members, an important way for the clan and family society "community" here in the USA to communicate with the chiefs of their names, back in Scotland.

Finally

We cannot produce a worthwhile newsletter without news or newsy articles. These are not only needed, but must be timely. We rushed out a brief newsletter for the Coronation. It was sent out prior to the event, the first time since I have been here. We can do that again if we have heads up for a particularly significant event or announcement. I would like to see articles, discussions, questions, criticisms of COSCA policies and procedures, whatever, sent to us for wide distribution. This is after all, your voice to and from COSCA.

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