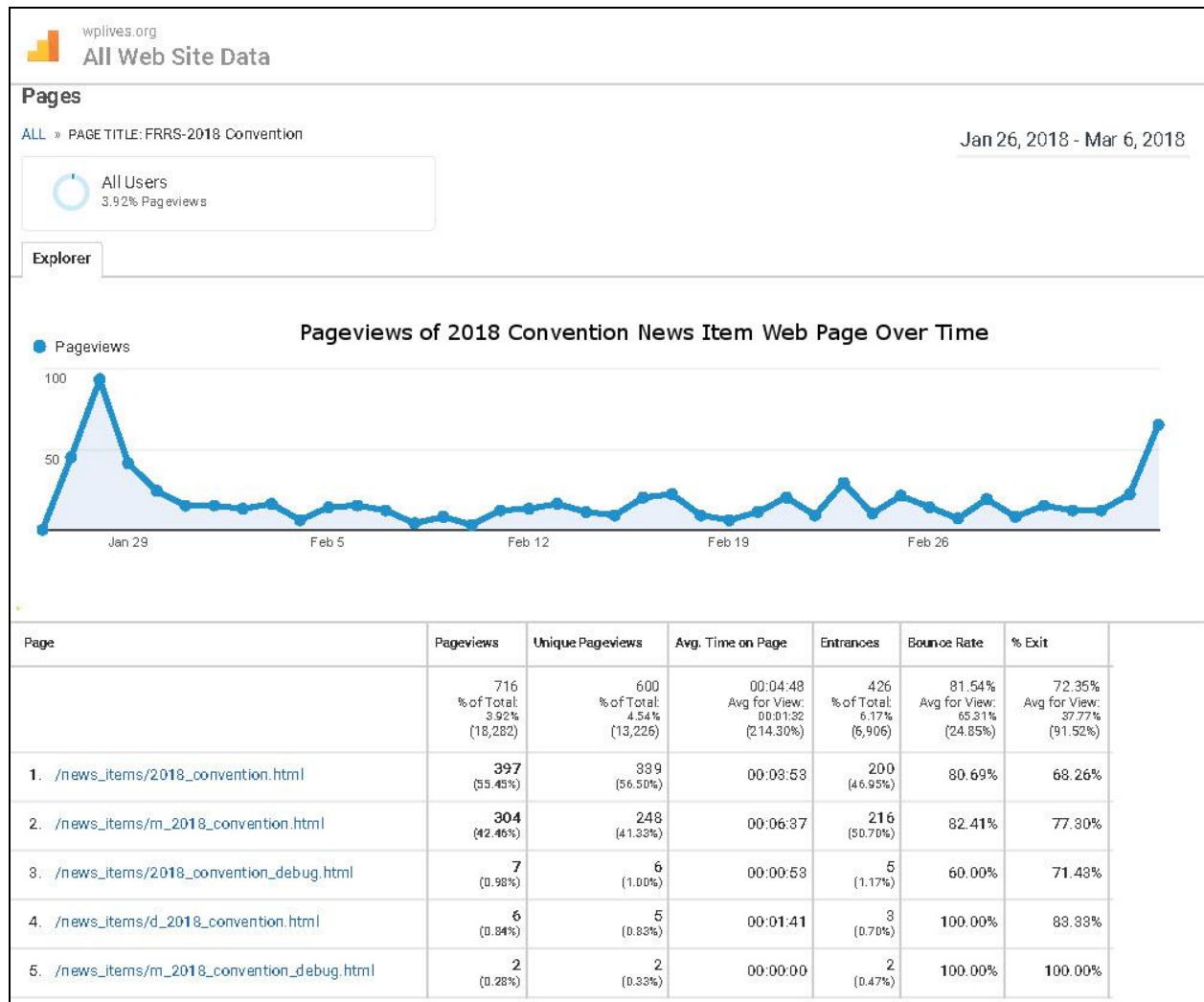


To: FRRS Board of Directors
 From: Paul Finnegan, Webmaster
 Re: Museum Web Page
 Date: March 7, 2018

2018 Convention

I have kept the [2018 Western Pacific Railroad Historical Convention](#) web page up to date as Eugene Vicknair has sent me more material to post. We now have several layout tours and confirmed shows on the page. The convention web page has been viewed a total of 716 times (as of March 7). The convention mailer PDF file was downloaded 16 times. Detailed information about the pageviews is show below:



The two big peaks are from days that Eugene made Facebook and email blasts.

2018 Election

The 2018 Election Committee has kept me well informed, so I have continued to keep the [election information](#) web page up-to-date.

Audio Tour Project

A major new project is under development for release for the 2018 season. The idea has been kicking around for years to have some kind of audio tour at the museum. There are various solutions out in the market. A popular one is having low power FM transmitters and the radio wands that people carry around with them. I long ago rejected solutions that require the museum to purchase and maintain equipment.

I think we can leverage the technology many people carry with them; their smart phone and their data plans.

I have created a new web tool at audiotour.wplives.org (which works on a desktop, but is targeted at the mobile device.) The idea is we would have the visitor start at this web page and as they explore the museum they can click on a <subject>-<photo> from the top page and then click play on a very simple web page. The audio plays on their mobile device and the visitor closes the audio clip page. The visitor is using the data plan on their phone, not the museum's wi-fi. In addition to the top-level page to select items from, we plan to create small signs for the equipment with QR codes so users can directly access the audio pages using their mobile device.

There is a secondary top page that has the audio pages grouped by type of equipment. Each of these entries has a short audio about the type of equipment, e.g. "Locomotives" and then links to the specific pieces of that type of equipment in the audio tour.

I have developed the proof of concept site. The audio is mine and is a "take - 1" version. I have implemented Google Analytics and Google Tag Management so we can track usage of the tool.

Eugene Vicknair has volunteered to create the final audio tracks for the various pieces of equipment and other items in the WPRM Audio Tour. Over time, I will replace my "take-1" audio clips with Eugene's more polished versions. We want to have at least 25 items on the tour before we go public. The proto-type is available now for you to preview and give us feedback before we go live.

New Silver Sponsor

I added "H & R BLOCK - DAVID HANSEN" in Susanville as our newest Silver Sponsor on the [Sponsors](#) web page and in the rotating sponsor images on the [Visit Us](#) web page.

FRRS Yahoo Group

The [FRRS Yahoo Group](#) was created on February 27, 2000. It is a place where interested members and guests can learn about or discuss museum topics. It currently has 107 members. Tom Carter and Matt Parker had been the group moderators for a long time. Traffic on the group has fallen off since mid 2015.

In an effort to improve the visibility of the museum and society, I would like to try to rejuvenate this internet resource in the 2018 season. I contacted Tom Carter and he changed my status from member to moderator so I can manage the membership and content of the group. (He then un-subscribed from the group and indicated I was now responsible for it.)

Working with Eugene Vicknair and Kerry Cochran we are putting in place procedures that will help us manage the group over time. We also have committed to posting new material to the group. If you are not subscribed to the group, I invite you to subscribe by sending a short email asking to subscribe to:

frrs-subscribe@yahoogroups.com

If you are subscribed, please help bring it back to life by starting or joining a conversation and invite other interested people to subscribe.

Get Ready for Opening work party

I have added material to the [Get Ready for Opening work party](#) web page that Eugene Vicknair has sent me. It is on the [Museum Event Volunteers](#) web page and the [Museum Event Volunteer Sign Up](#) web page. I also

sent a “CALLING ALL CREWS” email to all of the Operating Department members inviting them to join the party.

abc10 video shoot

John Bartels from Sacramento TV station abc10 came to the museum on February 16 and did another video shoot. I set up the crew call for the Extra Board and sent a “CALLING ALL CREWS” email to invite members of the Operating Department to participate.

Greg Elems managed the photo team the day of the shoot and sent me a nice selection of photos from the event. I created a new [photo gallery](#) for them. Greg provided captions for the photos to explain what happened that day. When the video becomes available, I plan to post it as I did when John visited last summer. As of March 7th, I don’t think they have broadcast the video.

General Items

I have been busy working with Kerry Cochran and others this month. Rather than try to put all the items in a story, I have created a punch list of the more interesting things done on the website since my last report.

- 2/8/18 – Posted link to [Farewell to the CZ Private Rail Cars](#) from Eugene Vicknair in Latest Museum News column (will expire July 8th).
- 2/9/18 – Posted February Board Meeting Agenda and Reports to [Minutes & Reports](#) web page.
- 2/9~11/18 – Created [Departure News Item](#) for John V. Buberniak based on email from Matt Shuman. Added a video of the sound-off in Roseville and a link to an obituary from the *Scranton Times*.
- 2/11/18 – Posted new Gift Acceptance Policies and Guidelines on the [policies web page](#).
- 2/11/18 – Posted approved minutes for January Board meeting on [Minutes & Reports](#) web page.
- 2/11/18 – Added SPMW-208 run to crew sign up system and sent “Calling all Crews” email for 2/16/18 event.
- 2/12/18 – Added graphic from Eugene Vicknair for the “Farewell to CZ Private Car” event on the home page.
- 2/13/18 – Updated hotel information on [2018 WP Convention](#) web page per email from Eugene Vicknair.
- 2/19/18 – Posted Train Sheet 172 on [Train Sheet Archive](#) page and updated [Train Sheet Master Index](#).
- 2/23/18 – Created “[Behind the Scenes abc10 Feb 2018 Shoot](#)” photo gallery.
- 2/23/18 – Posted Bulletin 01-18 to [Bulletin web page](#) per Kerry Cochran.
- 2/23/18 – Updated [convention web page](#) with confirmed shows as of 2/23/18.
- 2/25/18 – Posted February Preliminary Board minutes
- 2/25/18 – Updated [convention web page](#) with Golden Spike Train Club of Utah layout information.
- 2/26/18 – Submitted February *Train Sheet* article.
- 2/26/18 – Posted new Silver Sponsor H & R BLOCK - DAVID HANSEN, from Susanville on [Sponsors web page](#).
- 3/4/18 – Posted Group Rate information from Eugene Vicknair on the [Visit Us](#) and [Train Ride](#) web pages.
- 3/5/18 – Added Special Tour of the Utah State Railroad Museum to convention web page.
- 3/5/18 – Updated Operating Department [Glossary](#) to include the term COTS.
- 3/6/18 – Added special link from Latest Museum News for the [Utah State RR tour](#) that jumps directly to the tour section of the convention web page. Added several more layout tours to the convention page.
- 3/7/18 – Posted March board meeting preliminary agenda to [Minutes & Reports](#) web page.