

**FEATHER RIVER RAIL SOCIETY
AGENDA REPORT**

DATE: 1/29/2020

TO: Board of Directors

FROM: Kerry Cochran

MEETING: 2/8/2020

ITEM: Old/New Business

SUBJECT: Headlight Publication

Lack of a Headlight publication materials

See Attached Report "Headlight Publication"

ACTION: Review this meeting, and any action needed

Headlight Publication

This is a report on several questions that have been coming into the FRRS/WPRM through email asking about the *Headlight*.

This has been a problem since before I assumed the Historical/Archives Department.

The long standing history goes back to when the FRRS rolled the Western Pacific Railroad Historical Society (created back in about 1996) into the FRRS and no longer used the WPRRHS name.

This caused a very big riff within the entire society and several members of the WPRRHS. So large that many of the members walked away never to return.

In the last three years I have been trying to recruit some of these previous members to return and/or to help with Historical/Archive Department projects and our conventions.

I would like to share some of the recent communications I have received by some of the current and past members with the FRRS Board.

The reason that my heading is “Headlight Publication” is that a lot of the discontent with the FRRS is the lack of the publication of the *Headlight* magazine.

We need help and we need it now more than ever. Each month that goes by and we do not publish a *Headlight*, more and more members are getting fed up with not seeing the publication.

The biggest issue is “Writers” we have content in our archives, we need members and people to step up and help us. Several of the board members have several jobs that they handle on a daily basis and just cannot take on any more work.

We need to all think about how we can get people/members to support the Historical/Archive Department and publish the *Headlight* on schedule.

Below you will find a few of the messages that I have received.

I am open to discussing this with any of the board members at any time.

Kerry Cochran
General Superintendent – Historical/Archive Department

Michael Mucklin

Fri, Nov 1,
10:56 AM

Kerry,

This drive really is low priority for me right now but if the board wants to really help, it needs to take responsibility for the drought we are experiencing with regards to content submissions to the magazine.

I have stated this many times before to you but it really needs to be addressed. I sent you my interpretation of all the duties of the various magazine staff members awhile back, which was based on how we established the staff and how we run it. But it's all for nothing without contributors, which is where the membership and others need to step in. It's not in my scope of duties to do this even though I have tried to help in the past. But it's becoming a very serious problem. The society needs a magazine to get members to renew, but the magazine won't happen without the contributions from its readers. It's the proverbial chicken-and-egg situation.

As I've stated in the past, when the WPRRHS was disbanded, we lost our core support network for the magazine because so many people were pissed off. It was really demoralizing because we worked really hard to build that up and gain the trust of those who were participating. Of those left in the aftermath who were still trying to help, several have since passed on (such as Bob Larson) and some can no longer contribute for health or other reasons (such as Norman). While it's technically the editor's job to recruit material, I think Dave is just worn out from trying to get people interested and engaged when many perceive the organization as a rudderless ship. Someone high on the food chain needs to take control of this and get it pointed in the right direction again so we can just do our jobs.

Please make this clear to the board because this issue has become extremely urgent as this point. I saw your e-mail from a reader complaining about the lack of recent published issues. Believe me, we've been through this before and I know what the consequences are. But if the magazine is that important to the society, and I believe it is, someone with some juice needs to take charge of solving this problem by doing some sort of active outreach and recruitment on a consistent and continual basis. Those of us on the staff are backed into a corner on this but if someone takes the reigns, we will certainly support their efforts in any way we can.

Please let me know if you have any questions or need further clarification on anything.

Thanks.

Mike

Recent email I am trying to find:

Peter Arnold

Fri, Dec 6, 3:25 PM
(1 day ago)

Kerry,

I am currently away from home and my slide collection until March 15. When I return I will look, but probably don't have a better one.

BTW, I am no longer a FRRS member as I got tired the Board's empty promises about printing the Headlight and don't want to only support the museum. Sorry to say, there are many WP modelers who feel the same.

Peter

Tom Lawler

When I inquired to Tom about helping with the 2018 Convention, his response was very cold.

From: Tom Lawler

Sent: Tuesday, January 23, 2018 7:28 AM

To: 'Kerry Cochran'

Subject: RE: Feather River Rail Society

Kerry,

Nothing personal but I can't. It will never happen until the "Historic Convention" becomes the "Historical Society".

Regards,

Tom

Tom is just one of the modelers that we pissed off and left, I could list several more very prominent past members names to the list, who all were contributors to the Headlight and the conventions.

Listing of past Headlight and Convention contributors until the change in the WPRRHS:

Name	Membership Status
Thom Anderson	No longer a member
Tom Lawler	No longer a member
Jim Dias	No longer a member
Tommy Holt	No longer a member
Steve Hayes	No longer a member
Peter Arnold	No longer a member
Dave Pires	Still a member (no longer supports conventions)
Dale Sanders	Still a member (no longer supports conventions)
Dave Stanley	No longer a member
Scott Inman	No longer a member
Dave Dodds	Still a member
Robert Forren	No longer a member
John Walker	Still a member
Michael Hawkins	No longer a member
Mike Mucklin	Still a member (too busy at work)
Jim Providenza	Still a member
John Ryczkowski	Still a member (have invited back to staff)