

To: FRRS Board of Directors  
 From: Paul Finnegan, Acting *Headlight* Editor  
 Re: Historical/Archive Department *Headlight* Magazine Report  
 Date: September 8, 2021

### **Timeline Issue #52**

- 7/16/21 – Kerry Cochran and I began discussions about producing Issue #52.
- 7/17-24/21 – Five sample PDFs were circulated amongst the team to work out initial ideas.
- 7/30/21 – First real review draft sent to team who provided excellent feedback.
- 8/5/21 – Got updated Membership List and cost estimate.
- 8/7/21 – Second review draft sent to team who provided excellent feedback.
- 8/8/21 – Last touchup edits done and deemed ready for print shop.
- 8/9/21 – Files sent to Pine Press. Proof approved and released to printing.
- 8/12/21 – Ten issues mailed to foreign members and extras picked up at print shop.
- 8/13/21 – Domestic issues delivered to mail house for mailing.
- 8/14/21 – “Extras” delivered to museum for sale in Museum Store.
- 8/16/21 – Invoice forwarded from Pine Press to Susan Scarlett’s office.
- 8/17/21 – Payment to Pine Press completed.

Description	Cost	Taxable
609 sets of 24 pages, 16 pages are black and white and 8 pages in color, print, score, collate and insert into 9x12 ( printed and merged envelope ) , ready for mail	\$2,695.00	X
15 sets of 24 pages, 16 pages are black and white and 8 pages in color, print, score, collate	\$74.47	X
126 sets of 24 pages, 16 pages are black and white and 8 pages in color, print, score, collate	\$625.53	
USPS First Class Postage for 609 pieces	\$1,120.56	
Subtotal	\$4,515.56	
Sales Tax	\$249.25	
Total Amount for Pine Press	\$4,764.81	
Postage for foreign mailing	\$53.43	
<b>Total Cost of <i>Headlight</i> #52</b>	<b>\$4,818.24</b>	

### **Member Feedback on Issue 52**

On August 30<sup>th</sup>, we received an email to [headlight@wplives.org](mailto:headlight@wplives.org) from a life member:

**Headlight issue 52:** *Received my issue a week or so ago and wanted to tell you that this is the best issue I have read. The first person stories and photos are great. I really liked the stories concerning the Sacramento Northern.*

*That railroad holds a special place in my heart as my childhood home backed up to Traction Avenue in North Sacramento. There was a siding there and the SN diesels rolled by to and from Yuba City and Marysville. One time they had in tow 3 SN motors heading east. I had an uncle who ran a huge feed and grain store in Yuba City and the Motors were still running and dropping off freight at his siding.*

*Any way this issue brought back a lot of great memories.*

*Thanks so much*

## ***THE WESTERN PACIFIC Headlight Issues #53 & 54***

Kerry Cochran, Eugene Vicknair and I have exchanged thoughts about future issues of the *Headlight*. Our current discussion has settled on setting a goal of producing two *Headlights* in 2022, a spring edition and a fall edition. Reviewing past issues, the number of pages has ranged from 24 to 96, the average was 31.14 and the median was 24. The last 12 issues have all had 24 pages. We have decided to raise the bar and set a minimum issue size of 28-32 pages in the 2022 *Headlights*.

To support two, 28-32 page issues in 2022, I recommend the budget for the *Headlight* be raised to \$11,000 during our budget planning cycle.

Kerry Cochran has created several folders on the cloud.wplives.org system, collected the existing materials for future articles and loaded into the folders. He has also created an Excel spreadsheet to help us keep track of material that is ready for publication, material in development and published articles.