

To: FRRS Board of Directors  
From: Paul Finnegan, Webmaster  
Re: Museum Web Page  
Date: May 10, 2022

### ***Mailtrain***

We continue to have society members and the public signup on our “WPRM News” email distribution list on Mailtrain. We now have 321 active email addresses on the list. Last month we had 310, so we had a net increase of 11 subscribers this month.

### ***Google Analytics***

I received notice on April 19, 2022 that Google Analytics 4 is replacing Universal Analytics. We have used Google Analytics to monitor and manage our website usage since February 2016. To convert the website to Google Analytics 4 I had to create a new Google Analytics 4 property and add a few lines of code to almost every web page on our website. After adding the code, all the individual web pages had to be recreated. This was bad because we have a large number of web pages, so it was a lot of work. It was good because I have implemented an extensive suite of audit tools that helps identify weaknesses or errors in the web pages when they are built so I can fix them. It was bad because some of the web pages had not been rebuilt in years and some weaknesses/errors were identified. It was good because the rebuilt web pages are higher quality now. It was bad because it turned out to be a lot of work. So you can decide if it was good or bad that Google retired Universal Analytics.

### ***WP 165 Steam Video***

Roger Stabler sent me a video that Mike Waters took from inside the cab of the WP 165 on a trip around the balloon track on Saturday, April 23, 2022. I did some editing of it and posted it on our YouTube channel. You can watch it at [WP 165 Running on Saturday, April 23, 2022](#). It has been viewed 553 times as of May 10, 2022.

### ***Collection Pages***

Working in collaboration with our Yardmaster, Steve Habeck, I have updated and corrected all of our [equipment collection web pages](#) based on his inventory that he submitted to the FRRS Board of Directors in September 2020. I need some photos, but I now believe all of our equipment is included in the pages. I also corrected a typo that was in the original listing, created a new [PDF file](#) and posted to the website on the main collection page.

I used this opportunity to add “Return to Top” buttons on the collection pages which is practically helpful to viewing the pages on mobile devices.

I added links to our Tour pages for items on the collection pages that have audio tour pages in addition to any collection item web pages.

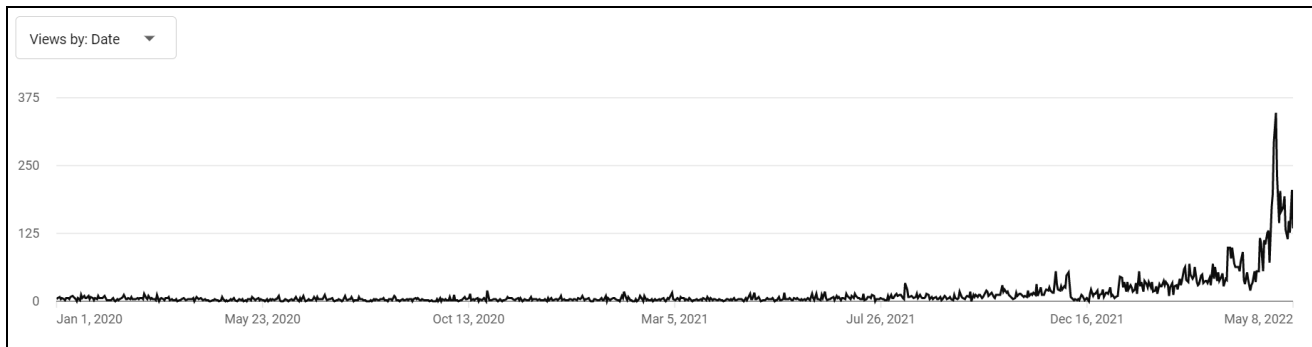
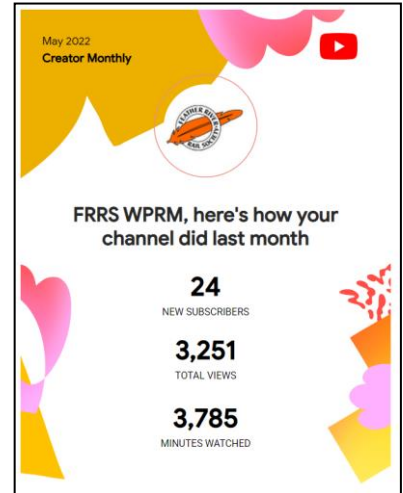
## YouTube

The activity on the society's YouTube channel has significantly increased lately. We now have 102 subscribers to the channel as of 5/10/22. On 1/1/2021, we had 28 subscribers. Then on 1/1/2022, it had grown to 43. This year the number of subscribers has more than doubled.

I have added a link on our [subscription web page](#) so people can easily subscribe to the channel. I also added a link to our YouTube channel with the existing "Follow us Online" links to our Facebook, Instagram and Twitter pages. I had to get approval from YouTube Branding to use their icon on our website. I created a request (#4-0943000032862) on 5/2/22 and it was approved on 5/10/22.

Last month Mike Waters took a video at the museum and Roger Stabler sent me a copy of it. I was able to edit the video and posted it to our channel and website. It has had 550 views as of 5/10/22.

The message to us is there is an interest in the public and membership in videos from our museum. Everyone is encouraged to take videos of FRRS/WPRM activities and send them to me so I can publish them!



## General Items

- 4/7//22 – Posted Preliminary Minutes for April board meeting to [Minutes & Reports web page](#).
- 4/8/22 – Posted *Train Sheet 188* [online](#).
- 4/9/22 – Posted April 2022 FRRS Board Meeting material to [Minutes & Reports web page](#).
- 4/11/22 – Posted seven photos from Kerry Cochran to the [Around the Museum 2022](#) gallery.
- 4/11/22 – Updated that the museum is open and the hours for the 2022 season many places on the website and at Google My Business and Yelp.
- 4/11/22 – Posted PM0039 Discounts-Benefits for Members of other Museums to [FRRS/WPRM Policies](#) web page.
- 4/13/22 – Posted three downloadable forms to [2022 convention web page](#) per request from Kerry Cochran.

- 4/14/22 – Setup new sub-directory convention\_forms\_and\_documents and put several new files in it for Kerry Cochran. There are links to the new files at the bottom of the [Past Historical/Archive Department Conventions](#) web page.
- 4/15/22 – Updated collection pages for [SP 2873](#) and [WP 1503](#) per email from David Elems.
- 4/16/22 – Updated FRRS-WPRM Model Contest Entry Form and FRRS WPRM Photo Contest Entry Form on website per request from Kerry Cochran.
- 4/18/22 – Created H/A Collection Norm Holmes Stockton Terminal and Eastern Railway (48 photos)
- 4/19/22 – Created H/A Collection Norm Holmes Strasburg (41 photos)
- 4/23/22 – Added two photos of WPMW 274 (aka WPMW 27-4) to the [Flatcars collection page](#).
- 4/24/22 – Added new web page [Future Plans](#) with new information about the Whitman Building per request from Eugene Vicknair. It is on the “About Us” pull-down menu.
- 4/25/22 – Updated some sponsor information per email from Eugene Vicknair.
- 4/26/22 – Added additional information from Steve Habeck about WPMW 27-4 on the [flatcars web page](#).
- 4/26/22 – Posted new video from Roger Stabler [WP 165 Running on Saturday, April 23, 2022](#).
- 4/27/22 – Added seven photos from Roger Stabler from the April Steam Department work session to the [Around the Museum 2022](#) gallery.
- 5/1/22 – Posted monthly “H/A” and “for the modeler” updates to the website and added a link to the 2023 convention information on the [2022 convention news item](#).
- 5/9/22 – Updated FRRS 2022 Calendar to show May 21<sup>st</sup> photo workshop has been cancelled per email from Greg Elems.
- 5/10/22 – Added link to our YouTube channel with our other social media accounts “Follow us Online”.
  
- Various – As members completed and passed the Operating Department Rules Exams, the [Crew Roster](#) web page was updated.