

To: FRRS Board of Directors
From: Paul Finnegan, Webmaster
Re: Museum Web Page
Date: November 9, 2022

WP Headlights from the 1940's

In mid-2021, I started a project that would post a complete set of the WP's employee magazine, *The HEADLIGHT*, from the 1940's on our website. This is not to be confused with the FRRS publication, *THE WESTERN PACIFIC Headlight*. I was able to collect scanned PDF files of all the 1940s issues, except November 1942.

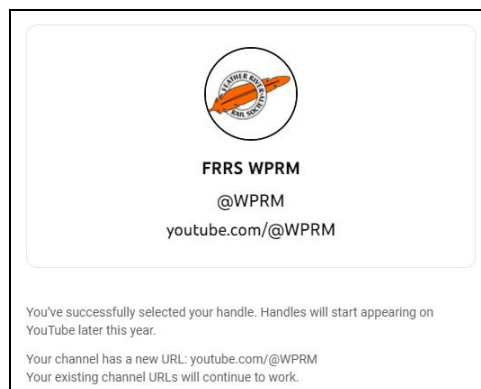
As reported in the H/A report last month, Kerry Cochran and I visited the CSRM Library in Sacramento on 10/4/22. After the visit, I followed up with Chris Rockwell of CSRM to inquire if they had a copy of the November 1942 issue. He was able to find one and scanned it for us. I have used it to complete our collection.

Mailtrain

We continue to have society members and the public signup on our "WPRM News" email distribution list on Mailtrain. We now have 385 active email addresses on the list. Last month we had 371, so we had a net increase of 14 subscribers this month. One person reported a Mailtrain email as spam to Yahoo, so I unsubscribed the person. It is unfortunate the person reported it as spam to their email provider rather than use the unsubscribe link in the email. We run the risk of email providers blacklisting us if they get reports of spam from our server. We had a problem with att.net / sbcglobal.net / pacbell.net addresses all marking our email as spam very early this year. I have a detailed report in my February 2022 Webmaster report to the board about it.

YouTube Handle

YouTube is introducing handles to make it easier for members of the community to find and connect with each other. Our handle will be unique to our channel and will be how people mention us in comments, community posts, and more. My first choice was WPLives, but it was not available. My second choice was FRRS, which also was not available. The handle for our YouTube channel will be @WPRM.



Our URL will be youtube.com/@WPRM which will be a lot easier for people to use than the existing youtube.com/channel/UCXLnaGxPjDx5r94ci48HOXw URL!

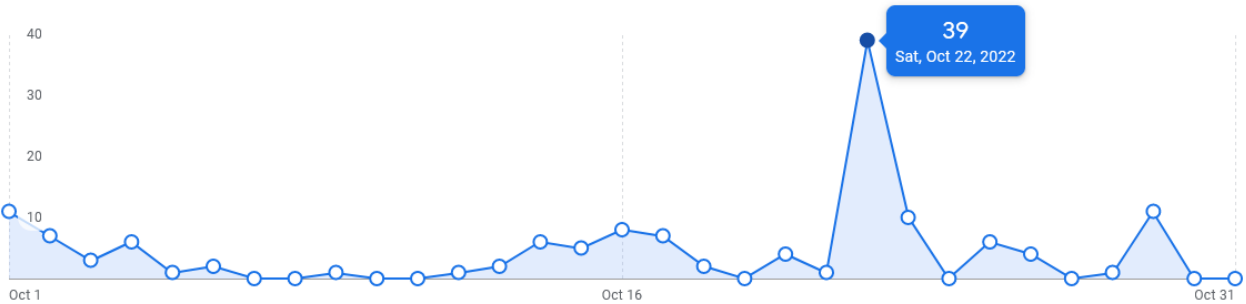
Website Usage During October 2022-11-09

We run Google Analytics and use Google My Business to monitor usage of our website. A couple things I found interesting about October were (Saturday 10/22 was a Pumpkin Express day):

138

Direction requests made from your Business Profile

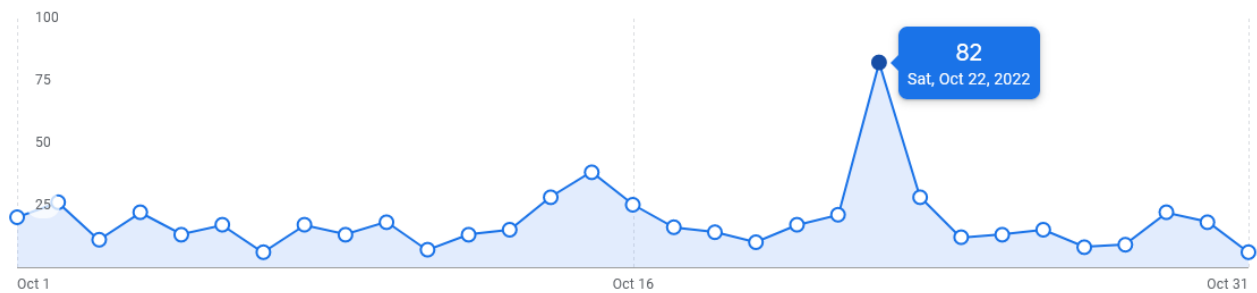
↗ +32.7% (vs Oct 2021)



580

Business Profile interactions

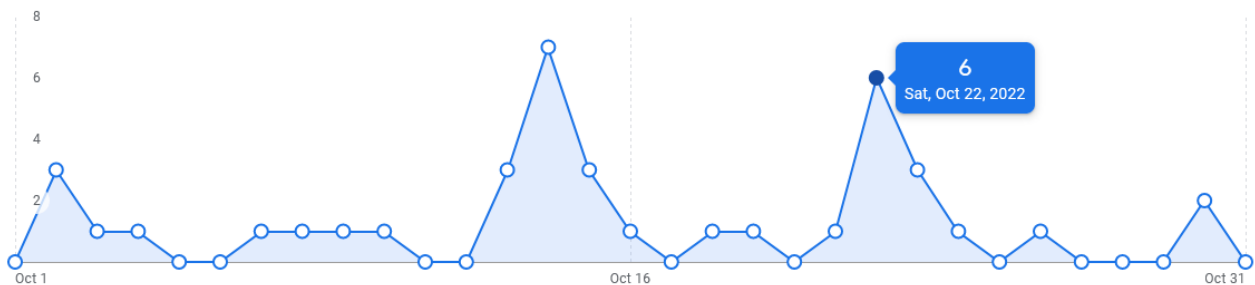
↗ +43.2% (vs Oct 2021)



39

Calls made from your Business Profile

↗ +225.0% (vs Oct 2021)



General Items

- 10/6/22 – Posted October Preliminary Board Agenda to website.
- 10/7/22 – Posted October Board Meeting material to website and sent out Mailtrain email to 22 subscribers to “FRRS Board Meeting Material”.
- 10/8/22 – Posted 2022 Radio Spot about the Pumpkin Express to [event news item](#).
- 10/8/22 – Updated [News Archive web page](#) with the last two news items.
- 10/10/22 – Added a photo of Greg Elems painting SN 1642 to the [Around the Museum 2022 gallery](#).
- 10/11/22 – Posted [The Tail Light #5](#) from email from Kerry Cochran.
- 10/16/22 – Updated Staff and Org Chart pages.
- 10/18/22 – Created new [Pumpkin Express 2022 gallery](#) from 24 photos from Greg Elems.
- 10/23-24/22 – Removed Pumpkin Express promotional material from website and Google My Business Search results.
- 10/28/22 – Posted updated Department and Committee List (rev 25) from Kerry Cochran.
- 10/28/22 – Posted 12 photos of WP 302 arriving at WPRM from Eugene Vicknair to the [Around the Museum 2022 gallery](#) and listed in the Latest Museum News Column.
- 10/31/22 – Created accounts@wplives.org email forwarder per request from Eugene Vicknair.
- 11/1/22 – Posted SN Time Table Number 11 5-24-1931 as the monthly “From the archives...” item from Kerry Cochran.
- 11/1/22 – Posted two photos of WPMW 8597 for the monthly “For the modeler...” item from Kerry Cochran.
- 11/2/22 – Added Jim Atkins to the [Museum Staff page](#) per request from Kerry Cochran.
- 11/2/22 – Added link to Plumas News Pumpkin Express article in Latest Museum News column.
- 11/3/22 – Configured new YouTube URL handle.