

Results of Publication Sessions

Question: 1. What steps can societies take to simplify the process of creating a newsletter and improve the quality of the articles that are published?

Ways to get more articles

Ask people! Be specific with how they can contribute

Articles don't need to be long

Get people to submit content and the editor can edit for publishing

Provide guidelines - not everything needs to be scholarly

Open up to members to submit articles

Consider what is eligible for the publication (don't limit to geo to get more content)

Content types: Methodology, SIG topics, upcoming events - make it broad

Small e-gift card or raffle for writing

Members provide research discovery

SIG Leaders submit articles

Article Ideas

"Every family has a story"

"How did I get to Texas"

"Putting meat on the bone"

"Criminals in my Family"

"A Great love story in their family"

Veterans in their family"

Indigenous ancestors that are not part of the "Federal 5"

What's the most unusual source you've found

Make it fun! Malcolm M. Idea - time travelling event to tell the story.

Column: Relatively Speaking - someone can submit a story about an ancestor; or refurbishing an heirloom and the story that goes along with it

Column Idea: How did you get hooked on genealogy - people like to talk about themselves

Other Thoughts

Go digital

Have committee proof the articles

Using a service like Vertical Response, can send out large bulk emails with no problem and will format on phone without difficult

Multiple people can add articles to it (Vertical Response)

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Question: 2. What can be done to help individual societies be more successful with their publishing projects?

Figure out some ways to promote collaboration

Figure out ways to get more people to write

Check with local historical societies

Form committee with someone to direct project

Encourage members to do projects to submit by looking up records

Encourage community to donate family files to add to library and then bound the files

Seek family stories

Transcribe records of counties

Records Publishing

- requires a lot of proofing and a lot of help
- great way to get engagement across the membership
- try to recruit new volunteers
- well scoped projects with good help and info is critical to success
- great way to get to know more members and recruit/mentor

Content - you need an idea of what you want and need to publish

Local society to partner with Family History or Ancestry (sharing and receiving)

Critical to have quality control transcriptions and data entry

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Question: 3. Paper vs Digital Products: What are the strengths and weaknesses of each format?

- Paper

- *Pro*

- Swap with other societies
- More permanent

- *Con*

- Mistakes are forever
- Membership Dues may be higher to get print copy
- Lots of work to produce (even newsletters)
- more expensive and needs space to store

- Digital

- *Pro*

- Easier access from many places
- Easier to make changes
- Less expensive
- Money can be used elsewhere for society business
- Color easy on pdf formats
- Digital easy to link to websites

- *Con*

- HD crashes data lost
- Drives people away who don't have or want technology
- Changing formats & technology
- Some create both paper and digital

Other thoughts

How long will people not have technology? How much does that weigh into the paper vs. digital debate?

Generally moving towards more technology

Still value of paper copies at local community centers to draw new folks in

Facebook group can allow people to access whenever they want

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Question: 4. If other key observations or conclusions emerged during this discussion please describe them.

Storing issues on CD or uploading to a server

Have someone to direct projects

Form a committee and assign duties

Digital the best for newsletters

Print in some instances for journals