To: FRRS Board of Directors
From: Paul Finnegan, Webmaster
Re: Museum Web Page
Date: May 10, 2023

Mailtrain

We continue to have society members and the public signup on our *"WPRM News"* email distribution list on Mailtrain. We now have 443 active email addresses on the list. Last month we had 434, so we had a net increase of nine subscribers this month. We had two people unsubscribe this month.

On May 4th, I sent an email, *"WPRM May 2023 News…"* announcing the opening of the 2023 season and the special May events to 443 subscribers.

YouTube

I posted a new video, *"Nevada Backroads WP 302 arrives at WPRM"* on our [YouTube channel](). Our YouTube channel now has 316 subscribers and contains 68 videos.

25% Off Sale at spring.com

We were able to offer a 25% off sale sponsored by spring.com at the FRRS Storefront from April 4th until April 17th. This promotion was much less successful than previous campaigns. It resulted in only six orders, four of which were for coffee mugs and two tee shirts. It resulted in $12.17 profit. In 2021, we had a 10% sale over Labor Day weekend that resulted in $69.75 in profits showing the lack of interest in the current promotion.

Updated Photos on home, webcam and Steam Dept pages

In 2018, I created JavaScript code that would display random photos each time the home page refreshed. The code was badly out-of-date and very difficult to maintain. I created a new shell script and enhanced the JavaScript code to now randomly display photos from a list of WPRM Galleries. The photos on the home and webcam pages now randomly display photos from the [Around The Museum 2022](), [Around The Museum 2023]() and [2023 Convention]() galleries.

The [Steam Department page]() had also become very stale, so I used the same new code to enhance the page so it now displays photos from the [WP 165 5-15-2022 gallery]().

It is very simple for me to change the list of galleries used and then update the website.

General Items

4/13/23 – Posted April FRRS Board of Directors meeting preliminary agenda

4/16/23 – Posted updated Museum Policy, AWKRRL-00028 AWKRRL Reproduction and Use Fee Schedule 230415

4/17/23 – Posted Departure - Ernst Albert Frederich von Ibsch III in Latest Museum News column.

4/20/23 – Posted a notice of the [NCO Railway Open House 2023]() on the home page from Shane Starr.

4/21/23 – Updated random photos on home web page to use Around the Museum 2022 photos.

4/22/23 – Updated branding of "Run-A-Locomotive" to make it uniform across the website.

4/22/23 – Updated [Steam Department]() web page to remove very old photos and replaced with displaying a random photo from the [WP 165 5-15-2022 gallery]().

4/23/23 – Updated the Upcoming Events slides on the Museum Store Screenly and Entrance Screenly systems at the museum.

4/23/23 – Updated [WP 302 tour item](#).

4/23/23 – Posted new video: [Nevada Backroads WP 302 arrives at WPRM](#).

4/28/23 – Created new H/A Collection, [Plumas County Museum](#), based on six photos Patty Clawson found at the Quincy library.

4/30/23 – Removed 2023 convention notice from home page.

5/1/23 – Did monthly updates for [From the archives…](#) and [For the modeler…](#)

5/1/23 – Updated museum hours for 2023 and removed closed for the winter notices.

5/1/23 – Created [Photos from the 2023 Convention...](#) gallery from 48 photos sent me from Kerry Cochran.

5/2/23 – Added WP Celebration notice to home page and updated mobile home page slides.

5/4/23 – Posted two photos from Greg Elems and PDF images of new signs at the museum to the [Around the Museum 2023 gallery](#).

5/5/23 – Posted link to "Two Decades of Western Pacific: 1955 - 1975 (a multimedia slideshow)" video from 2023 convention to [WP History Conventions](#) web page.

5/7/23 – Removed NCO Railway Open House 2023 5/6/23 from accouchements on home page.

5/9/23 – Updated [2023 Motorcars at WPRM](#) news item per email from Eugene Vicknair that the handcar will not be coming due to Highway 70 being closed by the landslide.