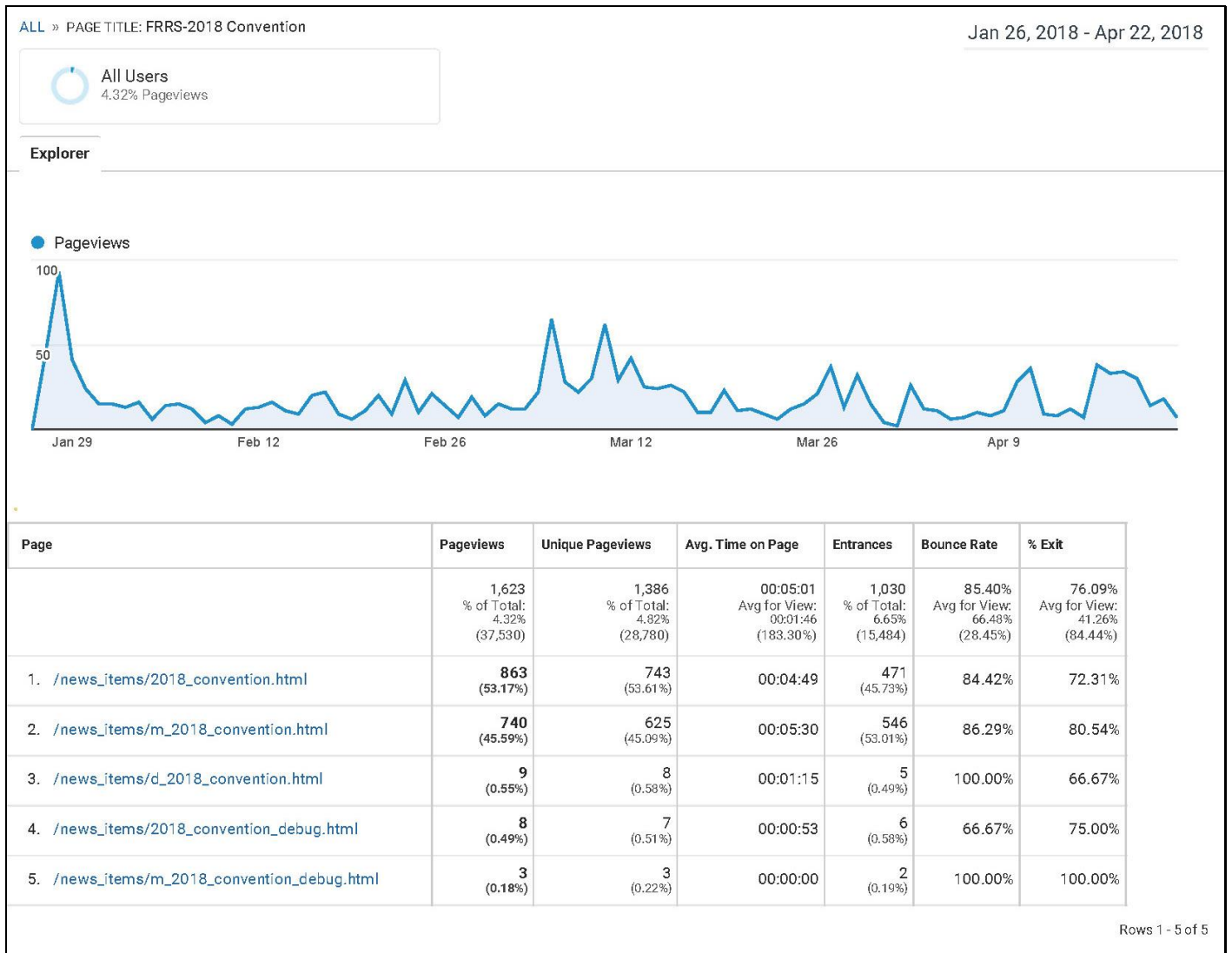To:     FRRS Board of Directors
From: Paul Finnegan, Webmaster
Re:     Museum Web Page
Date:   May 9, 2018

## 2018 Convention

I kept the 2018 Western Pacific Railroad Historical Convention web page up to date as Eugene Vicknair sent me more material to post and as expiration dates passed.  The summary analytics data for traffic to the web page is shown below, much more detail is available upon request.  It is interesting the desktop:mobile ration for this was 53%:46%.  Unlike the Pumpkin Trains and Santa Trains events, the desktop was used by more website visitors.

ALL » PAGE TITLE: FRRS-2018 Convention                                    Jan 26, 2018 - Apr 22, 2018

All Users
4.32% Pageviews

**Explorer**

● Pageviews



| Page | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit |
|---|---|---|---|---|---|---|
|  | 1,623<br>% of Total:<br>4.32%<br>(37,530) | 1,386<br>% of Total:<br>4.82%<br>(28,780) | 00:05:01<br>Avg for View:<br>00:01:46<br>(183.30%) | 1,030<br>% of Total:<br>6.65%<br>(15,484) | 85.40%<br>Avg for View:<br>66.48%<br>(28.45%) | 76.09%<br>Avg for View:<br>41.26%<br>(84.44%) |
| 1.  /news_items/2018_convention.html | 863<br>(53.17%) | 743<br>(53.61%) | 00:04:49 | 471<br>(45.73%) | 84.42% | 72.31% |
| 2.  /news_items/m_2018_convention.html | 740<br>(45.59%) | 625<br>(45.09%) | 00:05:30 | 546<br>(53.01%) | 86.29% | 80.54% |
| 3.  /news_items/d_2018_convention.html | 9<br>(0.55%) | 8<br>(0.58%) | 00:01:15 | 5<br>(0.49%) | 100.00% | 66.67% |
| 4.  /news_items/2018_convention_debug.html | 8<br>(0.49%) | 7<br>(0.51%) | 00:00:53 | 6<br>(0.58%) | 66.67% | 75.00% |
| 5.  /news_items/m_2018_convention_debug.html | 3<br>(0.18%) | 3<br>(0.22%) | 00:00:00 | 2<br>(0.19%) | 100.00% | 100.00% |

Rows 1 - 5 of 5

## Memories from the 2018 Western Pacific Railroad Historical Convention

I created a new news item web page for the memories from the 2018 convention.  Kerry Cochran and Greg Elems sent me photos from the convention that I have organized as a web page.  Kerry also sent me his presentation to post.  If I receive additional material, I will add it.

## *Audio Tour Project*

I have continued to add material to the audio tour.  I purchased a much better microphone with a pop-filter and have gone back and re-recorded many of the proto-type "take-1" audio clips.  The recordings with the new microphone are much higher quality.  I have 27 still left to re-record.  Currently there are 99 audio tour items online.  When I was at the museum on 5/4/18, I was pleased to see that KC Dunn in the Museum Store had taken the initiative to create and post some notices around the museum about the tour.  I posted a small poster I made about it on the Museum Store door and on the bulletin board near the restrooms.

## *2018 Crew Training*

We held the first 2018 crew training class 5/5/18.  All the material from the class is available on the Crew Training Material web page. We had fourteen people attend the training.  One person was new to the society.  Loren Ross did an excellent job of presenting the material and keeping the class on-track (pun intended!)  There is a second crew training scheduled for Sunday 5/27/18.  Currently we have three students signed up for it.

## *RAL April Promotion*

A special "*Early Season Savings on Run-A-Locomotive*" web page was created for the month of April.  Google Analytics reports that it was viewed 172 times.  82% of the views were from desktops, 18% were from mobile devices.

## *Western Pacific HEADLIGHT Master Index*

Peter Arnold and I have completed the first pass on the *Western Pacific Headlight* Master Index web page.  When issue 50 came out, I went ahead and indexed it and the previously un-indexed issues 1 & 2.  We now have issues 1 to 50 indexed with 661 topics and 2,505 index entries.  This project will now move into a maintenance mode and new material will be added over time.

## *General Items*

4/10/18 –  Posted preliminary April Board Meeting Agenda to Minutes & Reports web page.

4/10/18 –  Added link to Rio Grande Modeling and Historical Society to our links web page per request by Eugene Vicknair.

4/10/18 –   Created UP5810 RPO audio tour page.

4/10/18 –  Added Operating Department to audio tour page.

4/11/18 –  Added RAL to audio tour, updated convention webpage from email from Eugene.

4/12/18 –  Corrected information on Tank cars web page for WPMW 1132 based on research for Audio Tour page

4/12/18 –  Added frw12107, wpmw0291 and wpmw1132 to Audio Tour.

4/13/18 –  Added a couple enhancements to the on-line conductor report after email discussions with Kerry Cochran and Loren Ross.

4/15/18 –  Updated committee list.  Posted preliminary minutes and approved minutes from board meetings.

4/16/18 –  Reposted and updated the Spring Work Party now scheduled for May 19th and 20th.

4/17/18 –  Updated *Headlight* Master Index, added two photos to WPMW 37 collection page.

4/20~21/18 – Created and then updated convention memories news item.

4/22/18 –  Added wp10649 and wp10760 to audio tour.

4/23~25/18 – Continued populating the convention memories web page as material became available.

4/25/18 –  Created Historical_Archive_dept@wplives.org email forwarder per Kerry Cochran's request.

4/25/18 – Closed web ticket 2016-0122: Convert contact web page to dual desktop/mobile style

4/27/18 – Added covered hopper WP 11974 to audio tour.

4/29/18 – Submitted two articles to *Train Sheet*.

4/30/18 – Added FGEX 55932, PFE 11454, PFE 52138 and SFRD 8199 to audio tour.

4/20/18 – Updated museum hours (after 5 PM PDT), removed Early Season RAL Special promotion

5/1/18 – Added FRW 15545, FRRX 1851, WPMW 8545, WPMW 8674, TPL 580 to audio tour.

5/1/18 – Updated WP History/Convention page with memories from this year and a timetable from Kerry Cochran for 2010 (we had nothing for 2010 before this.)

5/2/18 – Received an email to webmaster@wplives.org from a member who reported clicking on the Farewell to the California Zephyr tour item and reported Amtrak has cancelled the tour. I confirmed, thanked the member and removed the link from our website.

5/6/18 – Updated Crew Training Registration page. Disabled 5/6/18 registration, added TBA button.

5/7/18 – Added Tamper Audio Tour page based on input from Roger Stabler.

5/8/18 – Updated radio spot on RAL page with new one for 2018.