

Mid year Report of the Publications Committee 2004

To: WNGGA Board of Trustees

Date: April 8 2004

From: Chair; Gerri Baker Parry, Committee Members; Joan Owen Mandry, Connie Claypool, Trudy Howells, Keith Davies Jones, Betty Cullingworth, Lynn Owens Whalen, John Ellis

Background

The Memorandum sent out November 23 2003 reads,

Publications Committee Charge: To support the WNGGA and the NAFOW websites, review the need to revise current publications, consider preparing more Gymanfa Ganu CD's for sale and liaison with Welsh newspapers and publications.

Committee Activities

We have identified all current WNGGA publications and recordings, see the list that follows.

Brochures

- Publications and Recordings Price List
- What is the Gymanfa Ganu?
- Facts about the WNGGA

Items for sale that we have a large inventory of

- Hymnal (reformatted/regular size)
- Hymnal (reformatted/enlarged size)
- Folk Song Book
- Phonetic Hymnal
- Cassette - 1999 Minneapolis National Recording
- CD - 2002 Harrisburg National Recording

Support WNGGA and the NAFOW websites:

At this time the 2003 Richmond NAFOW website was recently transferred to David Williams who has updated it to reflect the 2004 Buffalo NAFOW in a very short time. There have been discussions about consolidating the WNGGA site and the NAFOW site onto one host site as a practical cost effective measure. It is suggested that the website should be continuously kept up to date through out the year with links to each of the coming venues and events as they become available.

Gymanfa Ganu CD's: It is not clear at this time whether there is a need for any new recordings of Gymanfa's in the near future. Sales of these recordings are not great, and the quality of recordings in most settings is less than ideal. We would like to look at alternative ideas such as; recording hymns in separate parts, so that people who are new to the Gymanfa Ganu may practice and learn on their own.

Liaison with Welsh newspapers and publications: The Committee suggests that a person dedicated to PR is needed.

Present recommendation for current publications:

There is definitely a need to revise the current publications. They lack the visual impact that people have come to expect. It is suggested that something simple be created with visual impact and inviting content.

Considering the lack of funds that the WNGGA is experiencing, we would like to suggest that the three separate brochures could be rewritten to include the overall "NAFOW that includes the Gymanfa Ganu" as the focus

The three current brochures could be revised and consolidated into one tri-fold or quad-fold (on 8 1/2 x 14 paper, printing costs are minimally more than 8-1/2 x 11) similar to the brochures that have been produced for the past few NAFOW, in one of various ways.

Following are two possible examples for achieving this:

- 1) A colorful stationary blank could be printed up in bulk and then the brochures could still be printed as needed. Both in the long and short run, this could save on a lot of waste and give the brochures an inexpensive face lift.
- 2) Create the consolidated brochures in two versions; a "fancy" one similar to those produced for recent NAFOW and a "plain" one that could be simply printed off on regular paper by computer printer at HQ and included in email as a Microsoft Word document. This would allow the flexibility of producing the plain version if it is needed.

Having a professional brochure is a good idea, but it is uncertain as to when there would be funding to actually have it printed, so we may be relying on a plain paper, in house printed version for a while.

Recommendations for the future

We suggest that the Board consider whether it would be cost effective for the WNGGA to contract with one graphic artist continuously from year to year so that all NAFOW and WNGGA materials have a consistent professional look without having to keep recreating the wheel.

The Richmond, NAFOW 2003 Planning Committee budgeted to retain a graphic artist to develop the new logo as well as create and "paste up" the promotional materials. Most of the cost was in the initial set up and for time spent building a relationship and understanding of what the NAFOW and WNGGA is all about.

The Committee strongly suggests that some creative funding be found to produce a high quality handout, as this is our first contact with the public in many cases.

In the coming months the Publications Committee 2004 will continue discussions regarding:

- 1) Review of the current publications for revision and consolidation.

- 2) Look at various options and make a recommendation for printing and funding the recently completed *A History of the WNGGA* which is to be published by the WNGGA.
- 3) Identify where efforts should be focused concerning future recordings and publications. Weighing the costs, salability and funding against the need and how to get the highest quality of product that can be afforded.
- 4) Devise strategies for tapping into funding for these materials.
- 5) Who will take leadership of, and how will these ideas actually be implemented?

Respectively submitted,
Gerri Baker Parry