

MGS Council Communications Report April 2013

Manitoba Day

Preparations for Manitoba Day are well underway. Posters have been printed and are at the front desk for distribution. Jan Gowan is coordinating some other preparations, such as the purchase of glasses and napkins and Bill Pooley is getting cookies from Tec Voc. Tyler Ostapyck has placed some PSA s in the papers and has tweeted about it. Invitations have been sent to local politicians.

Generations

480 printed.

Courtesy Copies 6

School Copies 17

Generations by Email 129 (includes electronic exchanges)

Publications

Price to print per volume with volume discount ca.\$9, without volume discount ca.

\$12...profits around \$7-\$10 at a sale price of \$20 per

Cost to produce CDs/DVDs (not including Stacey's labour) \$1.50-\$1.75, including sleeves and mailers. Profits ca.\$13 at a sale price of \$15 per.

We are making a recommendation to not keep printed copies on hand (we will print on demand) and encourage sales by CD only.

Fast Facts costs \$7 to print so it must be sold for at least \$10 to cover expenses. As it does not seem to sell at that price, we will be placing it on the web site.

Two volumes are scanned and indexed and we could make these available as soon as we can get the order form revised.

We need to be sure that a copyright statement is put on each copy offered for sale.

Publicity

Tyler has been very busy tweeting and posting about MB Day and the Garage Sale (in WFP and Sun). He plans to contact the major radio broadcasters. He is also working on a video presentation using photos that we had borrowed from Kelly Southworth and some from my family that we plan to post on Utube.

Web Site

Last Council meeting I reported that we had secured the services of a contractor to upgrade the web site to the latest version of the content management system and do some optimization. This has now been done. This is largely invisible work but it has improved the ease with which we can make corrections and updates. There are still a couple of formatting and document upload issues.

Council Report Grants and Applications

We have received all the funds promised to us from HGAC this last year and these have been applied to the Red River Student project. The students are presenting the results of their work at Red River on April 29 and would like people to attend.

Kathy Stokes did all the work to complete and submit the annual programming grant (for which we receive ca. \$11,000/yr). This grant supports our programming activities such as Outreach, Red River Heritage Fair prizes, MB Day and so on. Also funded by this grant is a cooperative project that we must participate in with other provincial heritage

organizations such as the MHS, the Jewish Heritage group, the Archaeologists, etc. Last year we mounted a display in the multi-purpose room at Dalnavert and they have offered to host a display again this year. Tyler and I had an idea to get the MHS to come in with us on a video PSA (we will see what Tyler's effort looks like first). Gord McBean has been talking with Gordon Goldsborough at the MHS about adding GPS Co-ordinates to the cemetery transcription information but this would require some work in project design and labour to add the information.

There are no applications in the pipe for the next intake in June. This is an issue as we are losing potential funding. There are projects that we could propose but designing and developing projects for which we can apply for funding is seriously time consuming. This is indicative of an organizational malaise that should be of some concern.