

**Karen Ellis**

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**From:** "Ellis, John" <ellis@...>  
**To:** <WNGGA@...>  
**Sent:** Monday, February 09, 2004 1:38 PM  
**Subject:** FW: Publication committee 2/9/04

Could you please compile a list of current WNGGA publications (hymnals, CDs, info brochures) and send it to Gerri Baker Parry, the chair of the Publications committee? If you have the brochures in electronic form, send those too.

Thanks,  
 John

-----Original Message-----

**From:** Gbakerparry@aol.com [mailto:Gbakerparry@aol.com]  
**Sent:** Monday, February 09, 2004 3:16 PM  
**To:** lowens-whalen@...; Ellis, John; keith Davies Jones; Connie Claypool; Trudy Howells; dmmandry@...; Joan Owen Mandry; Betty Cullingworth  
**Subject:** Publication committee 2/9/04

Thanks for responding to the email, it was actually a draft that I had started and accidentally sent it without at least signing it, but at least, short as it was it made some sense.

I keep trying to get a clear picture of what it involved for this committee before setting upon this task.

The Memorandum sent out Nov 23 2003 reads, **Publications Committee Charge: To support the WNGGA and the NAFOW websites, review the need to revise currant publications, consider preparing more Gymanfa Ganu CD's for sale and liaison with Welsh newspapers and publications.**

**Currant publications:**

There is definitely a need to revise the currant publications. From my own past experiences of standing in a booth offering Welsh informational literature to the public, I have learned that if the material doesn't catch your eye and include content that makes you curious, you tend find it littering the sidewalk not far from your booth, and quite frankly I have recently recycled a whole bin of out dated WNGGA leaflets left from past years events that I just couldn't giveaway. They lack the visual impact that people have come to expect.

I recently visited the London Welsh Hall on Grays Inn Road, they put out a monthly 16-22 page color magazine supported by advertising and subscription. I was blown away by the amount of time and expense that is put into this "handout" I received for just walking in. (the subscription price is normally 2 pounds each) This publication is certainly the top end of the spectrum and the tri-fold Xeroxed leaflet is at the bottom end.

I am not proposing that publishing a full color magazine way to go. But I point this out to demonstrate what we are competing with. Something simple with visual impact and the promise of interesting content, so that it makes it home and is not casually thrown out, what we can strive for. We live in a very visual world and have plenty of competition.

**Support WNGGA and the NAFOW websites:** At this time there are efforts to get the NAFOW site updated and working again so that it can be used from year after year with a little updating. After that is accomplished

**Gymanfa Ganu CD's:** Any ideas in this area? I seem to recall a suggestion at a previous meeting of an idea for recording hymns as separate parts so that people who are new to the Gymanfa may practice and learn on their own.

**Liaison with Welsh newspapers and publications:** Not quite sure what is needed here. (What we really need is a dedicated PR person)

Questions to explore:

2/9/2004

What publications do we already have?  
What is needed?  
What look are we going for to get the best bang for our buck?  
What costs are involved?  
What can we afford?  
How can we find the funding for these materials?  
Who and how are these ideas actually going to get implemented?

In Richmond, NAFOW 2003, the committee budgeted to hire 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 time spent building an understanding of what the NAFOW and WNGGA is all about. Afterward I thought it was such a waste of 2 years work, to have to scrap it all and start over again from square one.

Might we put into the discussions whether it would be cost effective for the WNGGA to contract with one graphic artist from year to year so that all NAFOW and WNGGA materials have a consistent look without having to keep recreating the wheel?

While you are mulling over your ideas, take some time to pay attention to printed media that has caught your eye and compelled you to take it home and not throw it out. Even if it is the refrigerator magnet on the fridge holding up the calendar.

I'm open for all ideas so we can sort out what is needed and where we need to steer, but most importantly where do we need to start.

Gerri

Gerri Baker Parry  
[REDACTED] 60th Ave NE  
Seattle WA 98105  
[REDACTED]

**Karen Ellis**

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**From:** "Karen Ellis" <kellis321[REDACTED]>  
**To:** "Gerri Baker Parry" <gbaker[REDACTED]>  
**Sent:** Monday, February 09, 2004 8:17 PM  
**Attach:** FACTS\_PG1.doc; FACTS\_PG 2.doc; WHAT IS THE GYMANFA GANU.doc; Pubs Price List Page 2.doc; WHAT IS THE GYMANFA GANU pg 2.doc; Pubs Price List Page 1.doc  
**Subject:** Publications

Gerri,

John asked if I would forward to you a list of publications of the WNGGA.

Brochures

(electronic copies are attached and these are printed on an as needed basis)

- 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

Let me know if you have any questions.

Karen