

October 20, 2003

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Announcement of the Publication of "Bryan Family History"

First, I would like to thank the over 100 "cousins" and other researchers who contributed to this family history – this publication was definitely a team effort. Good news – it is time that the "Bryan Family History" to go to press (next three to six months). Deadline for input has been set for December 31, 2003 and availability of the book sometime around spring of 2004.

Now is the time to get those last few lines submitted and to have input on how the book will be printed, number of copies to be ordered and scope of the book. I would greatly prefer a high quality hardback book but this will depend on the number of pre-publication orders and number of addresses that you send in.

All the information in this announcement is very preliminary and is subject to change. This is my fifth family history and it will be 12 years between my publications (my last book was "Olliff Family History" published in 1992). This "Bryan Family History" will be followed by a CD-ROM publication sometime hopefully next year which include more Bryan source material and updates.

There is no doubt that this family history will be printed early next year, however, the number of books printed, type of book printed and scope of the book may still change over the next few months. I am highly recommend that you submit your comments as your input is valuable to me. It is very hard to make these tough printing decisions without your assistance. As you read this announcement, just write down your reactions, comments as they occur to you.

Please distribute this announcement to as many interested cousins and researchers as possible. This is the time for maximum participation and a very positive response will result in more books being printed, more content being included and a higher quality publication. To see the latest version, go to my web site at (select Bryan Family History):

<http://www.rcasey.net/acrstrt2.htm>

Look forward to your input.

Update on “Bryan Family History”

Before publication, there are several final tasks that need to be done:

- 1) This will be your last opportunity to update, add or correct any information to the book. I have established December 31, 2003 as the last day that any new material or major updates can be submitted (only minor corrections afterwards).
- 2) Need to have copies of any photographs that you want included as well as very clean copies of significant source documents. All photographs must be mailed to me for consistent scanning (no electronic versions will be accepted).
- 3) Need to verify as many email and US mail addresses as possible. I need your help in creating a mailing list for future book sales (the size of this address list will directly affect the number of books ordered).
- 4) I would appreciate your input on the various printing options that are available to us. Is the quality of the book more important, number copies printed (maximize preservation and availability of book) or is larger scope more important (include census records, etc.) ?
- 5) Your assistance in this publication project. You can contribute either time or funds to make this publication better. Time can be contributed by helping with the address list or by proofreading the book. Funds can be contributed by either pre-publication quantity orders or outright donations to add something that you want included.
- 6) Proposed scope of the document so that you will know what is going to be included in the book and what will be left for future CD-ROM publication. This is always really hard for me to nail down. I really encourage some feedback in this area and this scope will definitely change over time with your input and further thought on my part.
- 7) I have tried to present what I think would be best for options in \$500 increments to give you a feel of the costs and options when printing a family history book. There is a constant trade-off between size of the book (scope), quantity of the book printed and quality of the book printed.
- 8) Specifications of the book to be printed. This section will describe the three major variations in printer specifications. “Print-on-demand” are softback books. Some of these books can be delivered to a library bounding company for binding. The best quality books are hardback and are printed on large printing presses at traditional printers.

Last opportunity to update, add or correct information in the book

Now is the time to point out all typo's that still exist, birthdates that do not make sense (both in the text and index). Also, you will need to prioritize what last minute changes that are important to you. Remember the deadline is December 31, 2003. There are four general categories of last minute changes:

- 1) Make sure that everything that is currently compiled is high quality and does not contain simple errors. This is traditional proofreading. Any volunteers to go over the entire book ? I just finished reviewing every index entry for accuracy and found many discrepancies. Occasionally I made need help with the English language (be kind but stern).
- 2) We should make one last effort to add information concerning children of our direct ancestors. Many of these individuals may be impossible to track down at this late date, but an effort should be made. Five children of John Bryan (1) have little known: James Bryan (1.2), John Bryan, Jr. (1.3), Jane (Bryan) Orton (1.4), Elizabeth (Bryan) Davis (1.6) and Sarah (Bryan) Allen (1.7). Also, four children of Jannet (Bryan) Orton (1.5) are not traced as well as five children of Mary (Bryan) Huey (1.8). Four children of Samuel Bryan (2) are not well covered as well: John M. Bryan (2.5), Marjorie (Bryan) Thompson (2.7), Rebecca (Bryan) Wiles (2.8) and Sarah (Bryan) Webb (2.11).
- 3) Let's give many more people a chance to add their information to this publication. Now is the time for maximum participation. I need your help on this, as I am going to be very busy with the final compilation, photographs, etc. This will also greatly help with book sales (getting more addresses and generating more interest in the book).
- 4) Expanding our recently discovered lines and making sure that any last minute additions do not contain errors that would reduce the quality of our publication. We have made breakthroughs on several new lines that could be expanded some more: Jane (Bryan) Pinkerton (2.9), Mary (Bryan) Orten (2.10), Margaret (Bryan) Campbell (2.13), the related Revier line and recently - the related Morrow line.

Submission of Photographs and Source material

I currently have a pretty good collection of photographs of the Finus Ewing Bryan (4) and several from the descendants of the siblings of Finus Ewing Bryan (4). I have almost no photographs of the descendants of other lines. My mother started out with a very nice collection and obtained many more from the people that she contacted. Unfortunately, I put off this collection process off until the last minute. Below is information concerning what will be included and the submission process.

1) As it currently stands, photographs should be pretty high quality and somewhat old (prior to 1900). A few more contemporary photographs may be included of high quality family groups or where there are a lot of descendants have been compiled. I am currently thinking about including 35 to 40 photographs and only need 10 to 15 more from other lines. This count may be expanded if someone wants more included and are willing to cover the half the expense of including these photographs. Fortunately, there is no longer any preparation charges for halftones as all photographs are submitted electronically. Therefore, the only additional cost is the cost of adding more pages to the book (less than half of what it used to be).

2) I will also include five to ten legal documents so that readers of our book will be able to see some of these documents that obtain in our research. Size is a real issue as legal paper is not very readable in 6 x 9 inch book. Also, the quality of the original is very important. Most of these documents were contributed by other researchers, so I may ask a few of you for the possibility of getting a better quality copy. I solicit input on which ones to include.

3) Many other source documents and additional photographs will be added to my next genealogical project - a CD-ROM that includes all nine of my family history books. This CD-ROM will include between 1,000 to 2,000 photographs and source document images. This is 2 to 4 times as many that are usually included in my paper-based books. Therefore, now is a time to submit these documents and photographs as well.

4) The scanning requirements, file formats, allowable cropping, re-sizing techniques and resolution are very exact for electronic submission to the printers and usage for electronic files for CD-ROM and Internet publication. Therefore, I need to have copies of photographs to scan them properly and consistently. Electronic submission of photographs or source documents will not produce high quality results and will not be accepted for submission to this book. Photographs should be black and white glossy prints (or color prints of newer photographs are fine). Our ancestors deserve the best, have your photographs reproduced at a company that specializes in photography – not a grocery store or drug store chain (it makes a difference). For anyone who feels this is an economic burden, I will be more than glad to pay for any associated expenses.

Address List – Individuals that will be sent notification of book for sale.

I currently have around 100 individuals who have contributed to the “Bryan Family History” to date. Around 75 are US mail addresses and 25 are email addresses. Unfortunately, over half of these addresses are over ten year old. Normally, I would order two times the number on the address list, but since the list is so old, I think that the list would generate around 100 sales over a three to five year period. I also plan to donate ten books to various libraries to preserve our research, therefore, I feel comfortable to order 110 copies.

This is not very many books for such a publication and would dictate a softbound book being printed. This is where you can help by expanding the size of my address list. I will print two additional books for every email and US mail address that you send in (these must be cousins that are interested in the book or avid researchers who might be interested in our publication). These addresses must be received by December 31, 2003. Please send these addresses as you get them compiled – not too much sent to me at the last minute when time is at a premium.

Please note if these addresses are potential customers only or might want to receive the chance to review and correct information on their family. Obviously, with a December 31, 2003 deadline, you need to give these cousins some time to acquire and compile their additions and corrections before the deadline ends. The deadline for input to the content to the book is fixed, but the exact date when I need to commit to a quantity of books ordered may be a month or two later, so continue to send in addresses after the December 31, 2003 deadline as additional books could be ordered if my address list is enhanced.

In the past, contribution to this address list has been lacking and not consistent. This address list greatly affects the success of this publication. If a few would volunteer help expand and verify this list, I would have more time to proofread, make last minute additions and make better publication decisions. Ideally, there needs to be at least one address per page of text on each line. If your line has twenty pages (including photograph pages), then 20 addresses should be provided so that your section of the book is not a drag on book sales.

With my current 75 older US mail addresses, I could obviously use some help in verifying this list and updating this list. Many of these contributors have since died or moved several times since my last contact. I will be preparing printed copy of my address list and will be extensively using the Yahoo white pages on the Internet to contact these people. The compilation and validation of this address list is a major task and solicit your help with this effort (now is the time to volunteer). Volunteer to assist on lines that are of interest to you – these addresses are historically significant as well and need to distributed and updated to enhance future research efforts.

Input for Various publication options

There are really only three general class of trade-offs associated with printing a book:

- 1) Number of pages included in the book (scope or size of book)
- 2) Quantity of books printed (more printed – preserves more & more accessible)
- 3) Quality of books printed (hardback cover, binding options, paper quality)

Unfortunately, many of the quality options are only available when a higher quantity number of books are printed. My last two books printed were very high quality books but required 400 to 800 copies to be printed to make sense. For more detail of the differences, see the section on printer specifications. There are also four major publication options associated with this project:

- 1) Print-on-demand – softback books for smaller quantities
- 2) Library binding of some print-on-demand books
- 3) High quality offset (lithography) hardback books – highest quality
- 4) Electronic publications (CD-ROM and Internet – for source documents)
(this factor was key for me for reducing scope of the printed book)

Since I already have a web site and plan on a CD-ROM publication next year some time, I have decided to reduce the scope of the “Bryan Family History “ by the elimination of the census abstracts (around 100 pages of source material) and a few other sections. This will reduce the cost per book and allows more books to be printed (my primary concern).

1) Size of book printed (scope). Obviously, any increase in the scope of this book also increases the quality of this book. However, I am defining quality issues as only those that are printing options (better paper, better binding, better covers, better printing, etc.) The biggest savings in scope is source material (census records). I have decided to omit these 100 pages of information (unless someone is willing to commit half the funds or make a large quantity order and request this option). Next, there are three possible increases in scope – more photographs, more source images and more last minute growth with new information submitted before the deadline. There was also other sections that I decided to exclude – removal of birthdate & birthplace from index, removal of geographic index, removal of some the LDS and Ancestral File information, removal of lines not proven related to authors (Reveres of Virginia and most of the Charter lines), the history of Bryan Family History and some statistics on surnames included. I would appreciate you input on these scope reductions.

2) Quantity of books printed. This is directly influenced by more factors than you think. First, I have determined the base amount that I will print as everything currently stands. This number is influenced by my current assumptions on scope and quality (and could increase or decrease if these assumptions change). This number printed could increase by your influence in three areas: 1) your assistance in increasing the size of my address list (I will order two more books for every new address submitted – within reason); 2) pre-publication sales (your assistance to get the word out really helps here as well); 3) Any

outright donations to increase quantity to be printed, scope to be increased or quality enhancements (I will match any funds that are contributed).

3) Quality of book to be printed. Unfortunately, the quality of the book printed is directly influenced by the quantity of books ordered. There are only two thresholds on quality issues. Once the quantity is high enough, I would order all additional books as library bound books. This cost is around \$10.00 extra per book. For each book bound, one less book will be printed (this brings home the word “tradeoff”). As it currently stands, it is going to be a stretch to get this project to become a high quality hardback book (I eagerly await your feedback on this issue). My last book, “Olliff Family History,” received outstanding support and became a high quality hardback book. The address list, pre-publication sales and outright donations may not raise enough commitment to make this happen. The vast majority of commitment comes from pre-publication sales and then address lists submissions.

Some of you may be turned off by the “marketing” tone of this letter. However, this is what is required to get a family history published these days. Of course, everyone wants more books printed, the book to be the highest quality and to have the largest scope possible. I have been stuck with a lot of unsold books in the past (these books cost a lot and take up a lot of storage). However, I need assistance in marketing this book. Without a greatly expanded address list or substantial pre-publication sales, I will be forced into the lower cost options.

Pre-publication sales obviously help with getting the funds together for the printing costs but also greatly relieve my storage problem and reduce the distribution burden. Also, pre-publication orders can be “dropped shipped” directly from the printer which saves even more expenses. My strong preference is to have the highest quality hardback book printed but this requires a \$3,500 investment in printing costs.

The small-run “print-on-demand” will sell out pretty quick – but has the advantage of being updated more frequently. Having “print-on-demand” copies of the book made into hardback books is pretty expensive per book and not near the quality of a true hardback book (this is an intermediate option). Ideally, I would like the book to be available for at least five to ten years before the book is sold out. Having too many copies does not allow the possibility of an update and requires selling books that do not have a lot of newly discovered information (this new information is not preserved and available to others).

Your Assistance with this publication

You can assist this publication project with either time or help share the costs involved via pre-publication orders. Also, there is always the possibility of donating funds to the project and influence the quality, scope or quantity of the books printed. The two labor contributions are:

- 1) Assistance with address list (submit names as soon as possible).
- 2) Assistance with proofreading for errors (volunteer now).

Pre-publication orders represents the largest factor in getting more books printed which could also influences the quality of book as well. The last two book that I published had over 200 pre-publication orders. These orders are very hard for me to predict. These pre-publication orders could double or even triple the number of books printed. The proposed book would be around 500 pages in length and would has proposed retail price of \$40.00 (which includes postage and shipping of book). Proposed pre-publication sales prices are (softbound copies):

Quantity Ordered	Total Cost	Average Cost	Incremental Cost
1	\$40.00	\$40.00	\$40.00
3	\$105.00	\$35.00	\$32.50
6	\$180.00	\$30.00	\$25.00
10	\$250.00	\$25.00	\$17.50
20	\$400.00	\$20.00	\$15.00
40	\$600.00	\$15.00	\$10.00

For every book that is pre-ordered, I will order another copy (within reason). We should sell 50 to 100 copies via pre-publication orders and almost all these orders come from cousins who helped with the compilation of this book (researchers). For now, I am more interested in getting the mailing list expanded, but would like to know how many copies you might order (no checks yet). There will be two phases of pre-publication orders: 1) those ordered up until the time the quantity of book has to be committed with the printer (all books ordered until that time will be matched be me); 2) books ordered after the printers deadline but before the book is available for distribution (too late to match after the order is placed). The above pricing assumes either softbound or hardback books. Library bound books would be require a \$15 premium to the retail price and would greatly complicate orders and pricing (the softbound price may be reduced and library bound price increased even more). For pre-publication orders, add \$10.00 per book (regardless of quantity) for library bound copies. If hardbacks are ordered, additional books will be sent at the incremental rate of the order (rounded down).

People have can sometimes have very strong feelings about the quality and scope of the book. The tradeoffs that I have made may not obviously match everyone's expectations and I try to allow an option to influence these decisions. Anyone who commits to a larger pre-publication order (20 to 40 copies) will earn the right to influence these decisions. Also, just your input helps me as well – specially those who contributed a significant effort to this publication. I prefer you to pre-order to get your input included but will take outright donations if you prefer. Here are some possible changes:

- 1) More donations to libraries
- 2) Library donations to be library bound
- 3) More photographs to be included
- 4) More source documents to be included
- 5) Inclusion of census abstracts
- 6) Inclusion of all LDS & Ancestral File lines
- 7) Inclusion of unrelated Virginia Revere lines
- 8) A lot more information to be submitted (growth)
- 9) Higher ratio of hard-backs to be ordered
- 10) Galley proof to reduce possibility of errors
- 11) Inclusion of history of Bryan Family History
- 12) More information on statistics of book
- 13) Inclusion of geographic index
- 14) Inclusion of birthdates / birthplaces in index
- 15) Expansion of Revier or Morrow lines
- 16) Adding shrink wrap to softbound books
- 17) Quality and choice of paper
- 18) Flyers to be printed
- 19) Adding dust covers to hardback option
- 20) Making copies available through Amazon
- 21) Stocking book for 800 numbers & credit card
- 22) Any other reasonable request

Your comments on the above options would be greatly appreciated.

Proposed Scope of “Bryan Family History”

Current estimate of scope of book

Last iteration of book (PDF file)	820 pages
Savings with packed index (70 %)	204 pages
Subtotal	616 pages
Add 35 photographs	32 pages
Add 6 source documents	6 pages
Subtotal	654 pages
Growth allowed by 12/31/03	26 pages
Subtotal	680 pages
Eliminate census abstracts	100 page
Subtotal	580 pages
Remove Nathan Allen, most Charter	8 pages
Remove VA Revere	15 pages
Remove History of book & statistics	12 pages
Remove some LDS and Ancestral File	7 pages
Subtotal	538 pages
Remove (birthdate / birthplace from index)	21 pages
Remove geographic index	5 pages
Subtotal	512 pages

The above list of adjustments is subject to a lot change based on input from other researchers, how many books that we end up ordering, and another review at a later date. The above scope is about as minimal as it can get and obviously the scope could easily come in at 700 to 800 pages and could exceed number of pages allowed by the “print-on-demand” printers (650 page maximum for softbound). Please submit your comments on any the above scope issues as I will be highly influenced the collective input of everyone has contributed.

For hardback books, I may re-introduce much of the source information as printing costs are very reasonable to add pages (unlike “print-on-demand” where adding pages significantly increases costs). By adding 32 pages (signature size – number of pages printed on one sheet of paper), the cost increases by \$1.90 per book (first 200 copies) and only \$0.13 for each additional 100 copies. For 96 pages to be added (census abstracts), the incremental cost would only be \$1.62 per book if 400 copies were ordered. Also, the page limitation for hardback is much higher (specially if you order high page per inch paper) so increasing scope to 850 pages would be feasible.

Possible Printer Orders per \$500 increments

512 pages in all cases, 6 x 9 inches
Softbound is "print-on-demand"
Library bound is \$10.00 per book extra
Hardback is highest quality book
Prices are estimates

\$500	Softbound, 40 copies
\$1,000	Softbound, 85 copies
\$1,500	Softbound, 100 copies Library bound, 15 copies
\$2,000	Softbound, 100 copies Library bound, 40 copies
\$2,500	Softbound, 100 copies Library bound, 65 copies
\$3,000	Softbound, 100 copies Library bound, 90 copies
\$3,500	Hardback, 210 copies
\$4,000	Hardback, 345 copies
\$4,500	Hardback, 480 copies
\$5,000	Hardback, 615 copies

There are really not many options in the above table. Obviously, the mixture of softbound and library bound books could vary a lot. For every book that is library bound, two softbound books could be printed (roughly). A high quality hardback requires a significant amount of books to be ordered. My current commitment is \$1,500 with additional increases coming from enhanced address lists, pre-publication orders (before the printer order deadline) and outright contributions (if any). Notice that charges for softbound books are pretty flat but has small fixed costs. After the first 100 books, the hardback book is one-third the cost of the softbound (incremental cost per book) and one-fifth the cost of the library bound (incremental cost per book).

Specifications of books

All books – 512 pages, 6 x 9 inches, interior ink is black (no bleeds)

Softbound book (print-on-demand)

Perfect bound, 60 lb. White paper (need more details on their paper choices), 4 color cover on 10 point C1S stock with gloss or matte finish layflat lamination, includes proof copy, includes setup charges for cover and text, digital archiving for reprints included. Shrink wrapping is \$0.15 per book additional. Shipping approximately \$1.00 per book. No discounts for unbound copies used for library binding. Only unbound copies can be library bound.

Library bound

Printing done by the print-on-demand printer. All unbound copies shipped from print-on-demand to bindery. This results in two shipping charges. No drop shipping available from library bindery, therefore, there could be three shipping charges (I might be able to drive and pick up these bound books). Requires one-quarter inch of inside margin to be used for side sewing of paper together in groups of pages. These groups of pages are then stitched together. Outside cover is printed via offset printing. This is pretty good binding but not near as good as regular hardback where large pages are printed, folded and sewn in the folds (Smythe sewn). Smythe sewn is more durable, lies flatter and does not consume one quarter inch of viewable space. Also, hardback books have nicer details such as endpapers and headbands. The hardback cover uses a die where gold foil is stamped against the cover (looks much better). Library bound costs around \$10.00 per book extra (about the incremental cost of having additional softbound books printed).

Hardback – large offset press

The binding is much better and cover is much better. Also, you have better choices of paper (more opaque and pH neutral). Uses metal plate for offset printing (lithography) vs. laser printer (slightly higher quality photographs). Prints 16 pages on each side of the paper for large signatures – less printing variation between pages. Extra books are very inexpensive (25 % the cost of library bound books), however, the first 100 books are at least 50 % more per book compared to library bound and about three times more as softbound books. This is the highest quality book possible. I do not use very high gloss paper that helps photographs look better but makes paper look too shiny for text pages. I use standard cloths that are available and request a light shellac (can go with special more expensive cloth or other coverings). I do not order dust covers as I would rather have more books or more content instead.