

# CD-ROM Publishing Project

**Robert Casey**

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## Very Realistic Project - Economic & Relatively Short Duration

- How many have published?
- Everyone in this meeting could be published in 3 months
- Not technical - No problem - Others will help
- Little Funds - No problem - Technical help gets CD-ROMs
- If 30 People participated
  - Average \$77 each
  - Includes 73 images each
  - 33 CD-ROMs each
  - \$2.33 per CD-ROM
- Are you excited?

## Overall breakdown of major parameters

- **Unlimited Text (5,000 to 10,000 individuals)**
- **50 - 200 Images / person**
- **\$50 - \$200 / person**
- **10 - 30 people / CD-ROM**
- **300 - 1,000 CD-ROMs**
- **20 - 100 CD-ROMs / person**
- **Cost Based on:**
  - **Percent of CD-ROM used**
  - **Number of CD-ROMs ordered**
  - **Participation in project**

## Why Do It?

- **Preservation via publishing**
  - SIG and AGS would preserve more
  - 50,000 - 100,000 Individuals
  - 2,000 - 2,500 Photographs / Images
- **Project vs. Presentation**
  - Similar to AGS Cemetery Project
  - CD-ROMs / PCs at Texas State Library
  - SIG Leaders for years
    - Few publications to show
    - Minimal Preservation

## Other Publication Options

- **Replication vs. CD-R**
  - **Book vs. Copier**
  - **Professional Publication**
  - **More Preservation (300 - 1,000 Copies)**
- **Other Media**
  - **Internet short-lived**
  - **Books too expensive**

## Advantages and Disadvantages

- **Advantages**
  - **Cost-effective Publication**
  - **Preserves more sources**
  - **Professional looking Publication**
  - **Great query for new info**
- **Disadvantages**
  - **Unrelated histories combined**
  - **Requires PC to view**
  - **Preserved only 25 to 50 years**

## Three Publication Options

- Full-Color Jacket
- 3-Color Silk Screen on disc
- DVD-ROM for massive sources

| ● Option         | Replic  | Other   | Total   |
|------------------|---------|---------|---------|
| ● 300 CD-ROMs    | \$800   | \$500   | \$1,300 |
| ● 1,000 CD-ROMs  | \$1,000 | \$1,300 | \$2,300 |
| ● 1,000 DVD-ROMs | \$1,900 | \$1,300 | \$3,200 |

## Cost Summary

|               |        |         |         |
|---------------|--------|---------|---------|
| ● Capacity    | 650MB  | 650MB   | 4.7GB   |
| ● Media       | CD-ROM | CD-ROM  | DVD-ROM |
| ● Quantity    | 300    | 1,000   | 1,000   |
| ● Replication | \$800  | \$1,000 | \$1,700 |
| ● Package     | \$200  | \$700   | \$700   |
| ● Sales Tax   | \$100  | \$170   | \$240   |
| ● Mailers     | \$60   | \$240   | \$240   |
| ● Overruns    | \$70   | \$100   | \$130   |
| ● Freight     | \$40   | \$60    | \$60    |
| ● Copyright   | \$30   | \$30    | \$30    |

## Other Cost Options

- **Common Flyer** \$50 - \$100
- **Common Advertise** \$50 - \$100
- **Full Color Silk Screen** \$200 - \$300
- **Donation Plan** \$50 - \$100
  
- **Major Cost Reduction**
  
- **Eliminate Package** \$230 - \$600

## Technology Proposed

- **Register Reports (GEDCOM)**
- **Acrobat for Good Printing**
- **Individual and Master Publications**
- **Images linked to Text**
- **300 dpi Images**
- **Need Graphic Artist for Package and silk-screen**

## Breakdown of Space

- **CD-ROM 650 MB**
- **Bryan Family History (7,000 Individuals - 4.0 MB)**
- **575 KB per 1,000 Individuals**
- **1.5 MB per 1,000 Individuals (with Master Pub)**
- **60,000 Individuals would be 90 MB**
- **Reserve 10.0 MB for Adobe Reader & Misc.**
- **550 MB Left for Photographs & Images**
- **250 KB / Image**
- **Approximately 2,200 Images**

## Possible Tasks for Volunteers

- Scanning Images for others 10 - 30%
- Linking Images 5 - 15%
- Acrobat Conversion 5 - 10%
- Common Publication 5 - 10%
- Cover Art 5 - 10%
- GEDCOM to Register Report 0 - 10%
- Financial - Treasurer 0 - 10%
- Writing Specification 5 - 10%
- Quality Control 5 - 10%
- Proof Reader 0 - 10%

## Possible Tasks for Volunteers (con't)

- **Project Management** 5 - 10%
- **Technical Testing** 0 - 5%
- **Advertise / Flyer Copy** 0 - 5%
- **Writing Intro Copy** 0 - 5%
- **Replication / Copyright** 0 - 5%
- **Technical task forces** 0 - 10%
- **Signing up participants** 0 - 10%

## Cost Assumptions

- Individuals - 1.5 MB / 1,000 Individuals
- Images - 2.5 MB / 10 Images
- Costs are doubled for Volunteer Efforts
  
- For first 300 CD-ROMS
- $\$2,600 / 640 \text{ MB} = \$4.06 \text{ MB}$
- $300 \text{ CD-ROM} / 640 \text{ MB} = 0.47 \text{ CD-ROM} / \text{MB}$
  
- For next 700 CD-ROMs
- $\$2,000 / 700 \text{ CD-ROMs} = \$2.86 / \text{CD-ROM}$

## Cost Assumptions (con't)

- Assumes CD-ROM is Full (first 300)
- Assumes 1,000 ordered (second 700)
- Minimum Cost - \$50
  
- If Volunteer for 5 %
- Get 5 % cost of project
- Buy either capacity or CD-ROMs
  
- For First 300 CD-ROMs
- 5 % of \$1,300 is \$65
  
- For Second 700 CD-ROMs
- 5 % of \$1,000 is \$50

## Example of Cost For One Person

- Individuals - 1.5 MB / 1,000 Individuals
- Images - 2.5 MB / 10 Images
  
- Want 50 CD-ROMs
- 4,000 Individuals - 6.0 MB
- 40 Images - 10.0 MB
- 2.5 % of capacity of CD-ROM
  
- For First 300
- $16 \text{ MB} \times \$4.06 = \$65$
- $16 \text{ MB} \times 0.47 = 8 \text{ CD-ROMs}$
  
- For next 700 CD-ROMs
- $42 \times \$2.86 = \$120$

## CD-R vs. Replication

- **Professional Package**
- **Replication vs. CD-R**
  - CD-R is light sensitive
  - Label vs. silk screen print
  - Media more reliable
  - Media life is much longer
- **Many hidden costs**
  - CD-R 36¢ each
  - Labels 18¢ each
  - Tivek sleeves 10¢ each
  - Ink-Jet Cartridges for 1,000 labels
  - Time for labels and reproduction

## Book Cost Economy (combined publication)

- **Economical 8 1/2 x 11, Softback, no photo**

- |                        |                       |
|------------------------|-----------------------|
| ● <b>2 Books</b>       | <b>1 Book</b>         |
| ● <b>200 Pages</b>     | <b>400 Pages</b>      |
| ● <b>100 Copies</b>    | <b>200 Copies</b>     |
| ● <b>\$9.98 / book</b> | <b>\$14.20 / book</b> |

- **High Quality 6 x 9, Hardback, no photo**

- |                      |                    |                    |
|----------------------|--------------------|--------------------|
| ● <b>4 Books</b>     | <b>2 Books</b>     | <b>1 Book</b>      |
| ● <b>256 Pages</b>   | <b>512 Pages</b>   | <b>1,024 Pages</b> |
| ● <b>100 Copies</b>  | <b>200 Copies</b>  | <b>400 Copies</b>  |
| ● <b>\$28 / book</b> | <b>\$22 / book</b> | <b>\$18 / book</b> |

## Copyright Issues

- Submissions should be checked for violations
- Get releases for recent photos / books
- Individuals retain right (individual copyright shown)
- RBC assigned 2nd right (not negotiable)
- CD-ROM would have common copyright
- Possible Reprints w/o permission
- CD-ROMs combined into DVD-ROM
- Updates are possible for reprints
- Possible 3rd right to AGS (fund raiser)

## Possible Quality Control

- Sources cited (probably hard to enforce)
- Too much copyright exposure
- Not very original
  - Lot from published book
  - Lot from Internet
  - Lot from CD-ROMs
- Quality is questionable
  - Lot of errors
  - Proof lacking
  - Too small to publish yet

## Survey of Group

- **Number Interested**
- **Ready in 3 Months**
- **Number of Volunteers**
- **Possible Requirements**
  - # of Individuals
  - # of Photographs
  - # of Source Images
  - CD-ROMs wanted