

GENEALOGICAL PUBLISHING

MY APPROACH

Ray Zweigart, August 9, 2014



**THE BEAL & HICKOX
FAMILIES**

Their Heritage

By

Ray Zweigart

Topics for today . . .

A VISION

PRE-PUBLICATION

MY BIG REGRET

MOTIVATION FOR PUBLISHING

SOFT COVER v. HARD COVER

BOOK CONTENT

BOOK FORMAT - ORIENTATION

TARGET READERS & OWNERSHIP

COST CONSIDERATIONS

PUBLISHER POSIBILITIES

SOFTWARE CONSIDERATIONS

PAGE LAYOUT & NUMBERING

COVER DESIGN

CONTENT LAYOUT

USE OF PHOTOS & OTHER NON-TEXT CONTENT

USING COLOR FOR EMPHASIS

TRANSPOSING DATA ISSUES

SOFTWARE COMPATIBILITY

SAVING TO .pdf

CHOOSE PUBLISHER

TURN AROUND TIME CONSIDERATIONS

INSPECTION OF FINAL PRODUCT

WHAT'S NEXT FOR ME?

PRE-PUBLICATION

- RESEARCH
- RESEARCH
- RESEARCH and
- MORE RESEARCH

DEVELOP A VISION!

MY BIG REGRET

ALABAMA

ALASKA

AIRZONA

ARKANSAS

CALIFORNIA

COLORADO

CONNECTICUT

DELAWARE

FLORIDA

GEORGIA

HAWAII

IDAHO

ILLINOIS

INDIANA

IOWA

KANSAS

KENTUCKY

LOUISIANA

MAINE

MARYLAND

MASSACHUSETTS

MICHIGAN

MINNESOTA

MISSISSIPPI

MISSOURI

MONTANA

NEBRASKA

NEVADA

NEW HAMPSHIRE

NEW JERSEY

NEW MEXICO

NEW YORK

NORTH CAROLINA

NORTH DAKOTA

OHIO

OKLAHOMA

OREGON

PENNSYLVANIA

RHODE ISLAND

SOUTH CAROLINA

SOUTH DAKOTA

TENNESSEE

TEXAS

UTAH

VERMONT

VIRGINIA

WASHINGTON

WEST VIRGINIA

WISCONSIN

WYOMING

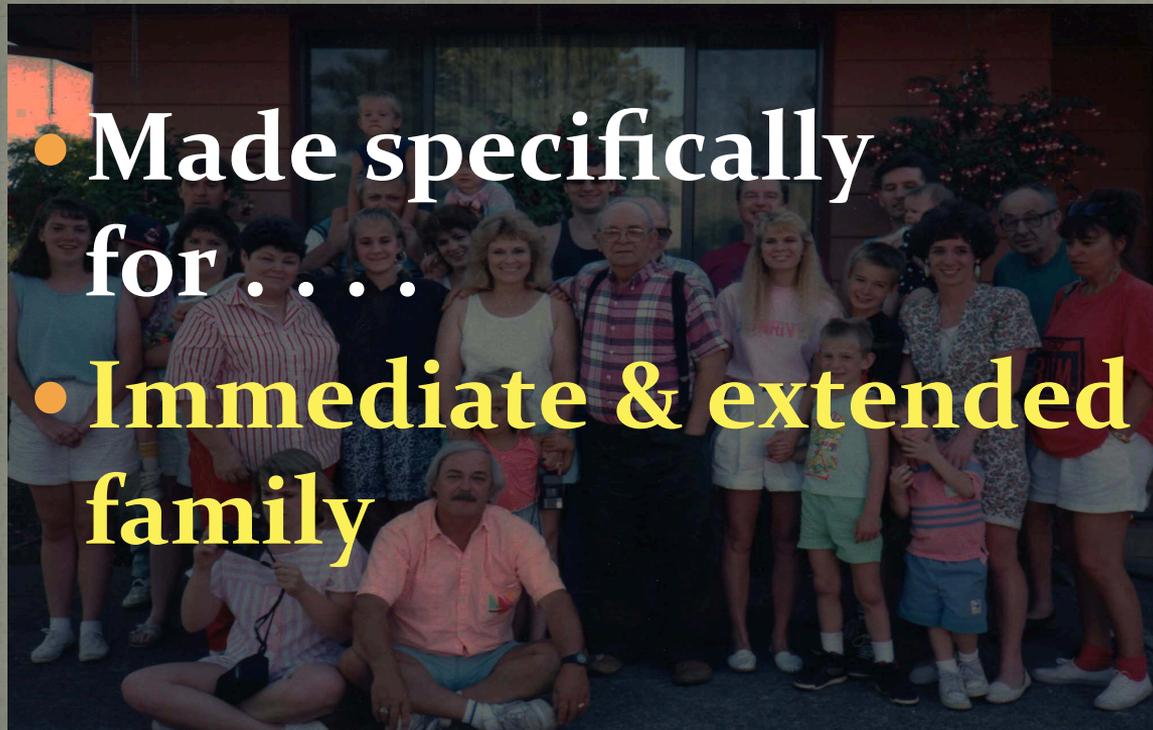
USA TRAVEL



MOTIVATION

- **CONTINUED STUDY BY FAMILY**
- Generate interest in genealogy
- Personal originality & satisfaction

WHO IS BOOK FOR?



- Made specifically for

- Immediate & extended family

OWNERSHIP

- As the author
- **I determine** who receives book
- **I determine** how data is used.
- **Statement of restrictions**

HARD COVER v. SOFT COVER

- **Hard cover** was my goal & choice
- Publishers harder to find locally for hardcover
- Soft cover less expensive & easier to find publisher

CONTENT ORIENTATION

- I chose Landscape orientation



- Portrait orientation other option



BOOK CONTENT

- Succession data + available photos
- Historical facts
- Source identification kept separately
- Story telling – don't forget **oral history**
- Simplicity for easy reading

COST CONSIDERATIONS

- Cost an issue for me.
- My per book cost is running about \$133
- More copies per order, less per book cost

COST v. PROFIT

- **No profit driver for me!**
- **Not connected to any cmc'l enterprise**
- **Family picks up the cost, their copy.**

PUBLISHER CHOICES

- Local – more on my choice later
- Online – the idea from a photo album from *Snapfish.com*
- *Blurb.com* is another online publisher & there are many more
- *Blurb.com* **NOT RECOMMENDED!**

SOFTWARE CONSIDERATIONS

- I chose **Microsoft PowerPoint** for Mac
- Microsoft Word available
- Most online publishers will require that you use their software and their page configurations.
- Beware of online **page count** limitations.

COVER DESIGN

- I chose a “family tree” theme from my personal photo library.



Original Photo



Front Cover



Back Cover

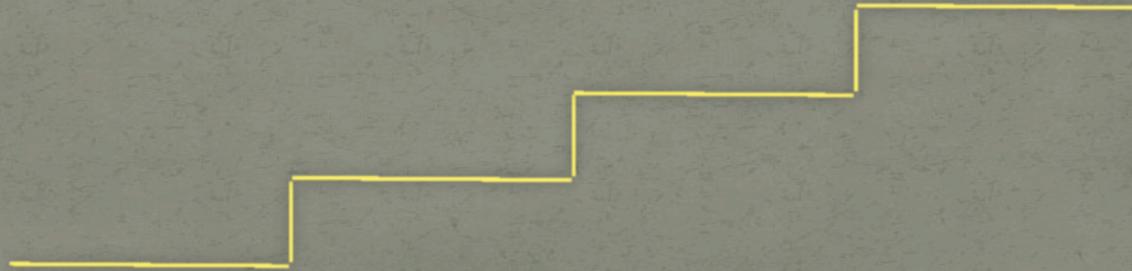
PAGE LAYOUT & NUMBERING

- I chose the **base page design** shown here
- I chose to **number the pages myself.**
- Auto numbering available
- I chose the **“family tree”** logo



CONTENT LAYOUT

- I wanted my **layout to be original.**
- I used **a stair-step design** to illustrate generational succession.



USING COLOR FOR EMPHASIS

- I used **RED** to illustrate great-grandparents in the succession line.
- I used **YELLOW** to highlight other aspects.
- Other text remains in white.
- Other **colors** can be used – simplicity a goal.

USE OF PHOTOS & NON-TEXT

- PowerPoint makes it easy to “drag” photos into the document & resize to fit.
- Other non-text items also can be “dragged” into the document easily & resized.

Illustrate with family historical photographs



4 generations

ACCURACY IN TRANSPOSING

- Intense concentration for accuracy.
- Minimize errors with **“COPY” & “PASTE”**.
- Keep interruptions at a minimum.
- Take breaks!
- No hurry!

EDITING-3 EDITORS

- Someone **not connected** to the project.
- Someone **familiar with subject matter**.
- Detail oriented!
- **AUTHOR– multiple reviews**
- **ERRORS IN MY REVIEW**

SOFTWARE COMPATIBILITY

- Keep a final copy in the original format (e.g. PowerPoint).
- Your software may not be completely compatible with the publisher software.
- The **final copy** should be saved in **.pdf** format for the publisher.

CHOOSE A PUBLISHER

- I chose *Staples* in Keizer station
- Load book to thumb drive
- There are other choices, e.g. *Salem Blue* in downtown Salem (check pricing) and possibly others.

BINDING & PAPER STOCK

- *Staples* offers only **one binding** – black.
- *Staples* offers **several choices** in paper stock.
- *Staples* **cannot** print on the spine
- More choices with other publishers?

ARCHIVING BOOK

- Consult archiving facility
- Special paper may be required
- Printing on spine desirable

TURN AROUND TIME

- *Staples* can produce a single copy in 24 hours.
- More time required for larger orders.

INSPECT PRODUCTION

- Inspect final product for errors, text alignment, page numbering, etc.
- My 1st production re-print – software compatibility issues
- Corrected by saving in **.pdf format.**

Staples REVIEW

- *Staples* gets an “A-” for my job.
- *Staples recommended* for similar jobs.
- *Staples* staff went **above & beyond to please** & **price point** was about what I expected.
- For more choices in a binding, other publishers might be a better choice.

WHAT'S NEXT FOR ME?

- I am formulating a plan to publish a **book about ancestors of my family**.
- Complete **different format** – possibly a combination of story + lineage graphics.
- The book might be accompanied by a **DVD** with music and photos.

A digital copy of this presentation is available.

9 Aug 2014