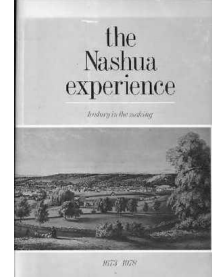


Research, Write, and Publish Your Town's History

NHLA Annual Conference
May 19, 2009

Project Origins

- 30th Anniversary of *The Nashua Experience: History in the Making, 1673-1978*



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General Topics

- Demographics
- Economy
- Environment
- Politics and government
- Transportation
- Education
- Daily life
- Adversity

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Research and Sources

- Mayoral event
- Interviews
- *The Telegraph*
- Annual reports
- Books
- Census reports
- Other municipal reports
- Court cases

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Interview Questions

- Standard questions for all interviewees
 - What has been the most significant change in Nashua in the past 30 years?
 - What makes Nashua unique?
 - Who are the movers and shakers?
 - How has the population changed?

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Writing Process

- Outlines
- Organized and reviewed notes
- Wrote and edited draft
- Submitted chapter to Carol
- Revised chapter based on Carol's suggestions

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Challenges

- Time management
- Dealing with the unexpected
- Recent local history challenges
 - Unresolved issues
 - Sensitive topics
 - Subjects alive and living in Nashua
 - Diplomacy and politics
 - Lack of perspective

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Project Specific Challenges

- Timing of the project was close to the next census
- *The Telegraph* index not comprehensive
- Databases do not cover entire time period

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Cost and Pricing

- Cost of layout, indexing, printing: \$18,000
- 2000 copies printed @ \$9/copy
- Sells for \$25 retail
- Library/bookstore/vol. prices: \$13.75-\$20
- Break-even points:
 - @ \$25: 720 copies
 - @ \$13.75: 1309 copies

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Roles

- Authors
- Research assistants
- Editor/proofreader
- Project manager
- Subject-matter-expert reviewers
- Graphic artist

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Publisher

- Jetty House, an imprint of Peter E. Randall Publishers
- perpublisher.com

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Distributor

- Enfield Publishing and Distribution Company
- enfieldbooks.com
- They get 15% of net sale
 - e.g. books sold to Barnes & Noble @ \$15
 - 15% of \$15 = \$2.25
 - We get \$15 - \$2.25 = \$12.75
 - Profit: \$12.75 - \$9 = \$3.75
- Minimum income \$25/month to distributor
- Setup fees around \$100

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