

Society for Military History
Report on *Headquarters Gazette* and Web Site Operations
April 2015-March 2016

Newsletter Operations

Despite the Society's robust presence on social media, I remain convinced that there is still a place for the *Headquarters Gazette* as an important source of information for our members. Anecdotal reports suggest that our non-graduate student members appreciate the hard copy they receive each quarter. We have used both Facebook and Twitter to inform graduate students when new issues come out, but I am not sure if we are reaching as many of them as we think we are. I will need to chat with members of the Facebook team in Ottawa to see if they have a sense of what those numbers might be. We might consider an email notification each time a new issue comes out if the EventRebels can send a notice only to graduate students.

I am grateful to SMH president Jeffrey Grey for continuing past president Greg Urwin's quarterly contribution to the newsletter. Jeff's column, along with those written by Executive Director Bob Berlin and SMH Archivist Paul Thomsen, provide important information to our members. Anyone interested in what's happening with the Society can readily find pertinent information in every issue of the newsletter.

Advantage Printing in Leavenworth, KS remains the ideal partner for laying out and distributing the newsletter. Turnaround times have been excellent, and their outstanding staff has accommodated every odd request that I have thrown their way. As always, I am grateful for their efforts in minimizing any concerns I might have.

Web Site Operations

Although the Society's web site was overhauled in December 2014 using the principles of Responsive Design, it is time to start thinking about the next design change to keep the site fresh. I will begin looking at new design templates this summer and fall, evaluating both for readability and compatibility with our existing code base. I anticipate introducing the next iteration of the SMH web site in the winter or early spring of 2017. No matter what the look, retaining Responsive Design code that makes the site easier to use on phones and tablets will remain a priority.

The site has continued to attract a number of presses wishing to advertise on the main page of the web site, including the Army Historical Foundation, HarperCollins, MIT Press, University of Oklahoma Press, University of North Carolina Press and Routledge. Advertising space for this year is booked through the summer.

Paul Thomsen and I have agreed that the time has come to post documents from the Society's past on the web site in a small virtual archive that would provide members with access to interesting moments in the Society's history and let people know about our larger archival holdings at Kansas State University. The process will start this coming summer.

Operating Costs

As I gladly point out every year, I continue to be completely insulated from exposure to the costs associated with the *Headquarters Gazette*. I have heard no complaints whatsoever from Advantage Printing, so the current system appears to be working just fine.

Beyond the webmaster's annual compensation, the cost of maintaining the web site has been limited to \$150 for hosting.

Respectfully submitted,

Kurt Hackemer
Society Webmaster
Editor, *Headquarters Gazette*