

AN ONLINE VERSION OF MAC-ALASDAIR CLAN

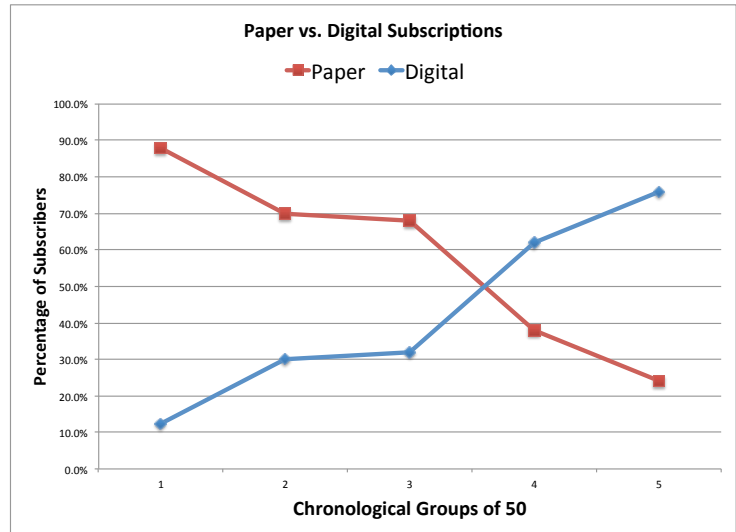
H.A. McAlister, *Editor*

15 Oct 2017

Dear CMA Member,

CMA has been exploring a web-based journal for the Clan McAlister of America quarterly journal. This would replace the PDF version of *Mac-Alasdair Clan* that many of you have elected to receive instead of a paper version. There are many advantages to a web-based journal, including ease of access and readability to greatly improved efficiency of preparation. The printing and mailing of the journal is the primary cost that CMA incurs each year, and we generally do not break even on those costs.

On top of that, our membership is rapidly preferring the digital over the paper subscriptions as shown by the diagram at right. I've plotted five groups of 50 members selected on the basis of when they first joined CMA. Group 1 are early members while Group 5 are the most recent new members. The plot here tells the story – there is a strong and steady shift in favor of digital journals with the newest members selecting the digital subscription by 3 to 1. This trend will likely continue. The future is catching up to us!



I've recently created a simple to use and, in my humble opinion, reasonably attractive web version of the two latest issues. I've tested it on several browsers, and I know it works on Chrome, Firefox, Safari, and Internet Explorer running on Windows 7. I know it doesn't work on older versions of Internet Explorer that run on Windows Vista and Windows XP. It also works fine on my iPad mini and iPhone 6 versions of Safari.

The web journal features a scrollable left menu from which you click on an article, a fixed header/banner, and a scrollable content body to read down through an article. (see diagram at right.)

Go to CMA's homepage at clanmcalister.org where you will find links to the summer and fall 2017 issues at the top of the page.

Please invest a few minutes exploring one of these (or both!) and let me know what you think, pro or con, by sending a note to *editor (at) clanmcalister.org*. Your opinion will be greatly appreciated.

