• The number of sites on our map passed 10,000 and is edging toward 11,000  
  - A new Site Submission system was put in place  
  - An improved Advanced Search feature makes site searches much easier  
  - A new set of Guidelines for site entries for RAs was finalized by Evan Kalish  
  - Thanks to our RAs, who vet all entries: John Stehlin, Shaina Potts, Glenna Anton  
  - Thanks to Lisa Thompson, our webmaster, for system improvements

• LND website usage by the public continues to be strong  
  - We averaged 4,000+ weekly unique hits, and lately rising, according to Google.  
  - The site gets many comments each week, hundreds over the year  
  - Site submissions from the general public and our associates come in regularly

• The look and functionality of our website continues to be upgraded  
  - We created a whole new set of State Pages  
  - Home Page and back page formats are being redesigned and will 'go live' in 2016  
  - LND now has a Favicon  
  - Thanks to Lisa Thompson and Gabe Milner for these web improvements

• We added enormously to New Deal Resources section of the website  
  - The lists of New Deal Programs and New Dealers were greatly expanded  
  - We created one-page, pop-up summaries of almost 60 New Deal programs  
  - We created one-page, pop-up biographies of three dozen New Deal leaders  
  - We created a bibliography of WPA publications  
  - We organized bibliographies & weblinks for easy reference from State pages  
  - We created an oral histories of New Deal participants, as well as oral histories conducted by New Deal workers, around the country  
  - Thanks to Brent McKee, Gabe Milner and Shaina Potts for their work on these

• We created a New Deal film page, catalogue & library  
  - SF’s Internet Archive is host to longer films, while smaller clips are on our server  
  - Our catalogue includes ~140 films from the National Archives  
  - We have re-digitized ~20 of the best films from the National Archives collection  
  - Chris Carlsson got this project off the ground; Gabe Milner continues the work  
  - Our webmaster created a whole new set of film pages, which will go live in 2016

• We held two fundraisers, one in May at the California Historical Society and one in November at the Berkeley City Club  
  - The CHS event, celebrating the launch of our pocket map of New Deal San Francisco, featured Gray Brechin speaking and a well-fueled reception beforehand  
  - The BCC event featured a ticketed reception and speech by Rick Wolff, and the proceeds were shared with Wolff’s group, Democracy for All. The event broke even
- Both events were well attended, with the latter drawing c. 200 to the audience
  - Thanks to Susan Ives & Gabe Milner for organizing these events

- Fundraising in 2015 went very well, with a Spring Appeal and End-of-Year Appeal
  - The appeals go out by email to the entire mailing list and by post to select donors
  - The Spring appeal brought in around $20,000, with one large $15K donation
  - One board member gave $50,000 and another $7,500
  - The year-end appeal raised around $30,000 including a couple more large donations. This was our most successful appeal yet
  - Thanks to Susan Ives for organizing both fund appeals & Gabe for his legwork

- We initiated a project to map *New Deal New York* as a pocket map and brochure
  - Brechin, Walker & Ives made visits to New York to rally support for the project
  - Those visits yielded two new board members and other valuable contacts
  - Linda Herman & Molly Roy are, respectively, designer and cartographer
  - Susan Ives is doing the write up of major sites on the back of the map
  - Glenna Anton is handling research and site entries for New York
  - Public launch of the map is scheduled for early 2017, with help of Trudy Goldberg & Sheila Collins of the group, National Jobs for All Coalition

- Our excellent Newsletters continue to come out quarterly
  - Newsletters go out via email and appear simultaneously on the website
  - The content is excellent and the number of stories has expanded
  - Newsletters include reviews of the latest New Deal scholarship
  - The mailing list is still growing and now stands at over 2000
  - Thanks to Susan Ives for soliciting articles and for editing the newsletters
  - Thanks to Gabe Milner & Lisa Thompson for getting them out electronically
  - And to our stable of writers for their contributions

- We added a monthly "Eblast" to the publicity arsenal in Fall 2015
  - This communiqué is called "The New Deal Low-Down"
  - It is meant to highlight achievements of the project, to facilitate outreach campaigns, and to allow space for authors, public historians, conservators and others to get their messages to the general public.
  - Eblast are prepared by Gabe Milner, who then sends it out

- We maintain a vibrant social media presence through Facebook and Twitter
  - All our appeals, newsletters and eblasts go out through MailChimp
  - Thanks to Susan Ives and Gabe Milner for taking care of these outlets

- We became co-sponsors of a National Park Service Centennial conference
  - The conference will take place in Santa Fe in June 2016
  - Gray Brechin, Susan Ives and Harvey Smith will be participating
• Living New Deal Inc, our non-profit arm, fulfilled its annual legal obligations
  - The Board of Directors met in October
  - An annual report was filed with the CA Secretary of State
  - An annual financial report was given to the Board (in January 2016)
  - Hank Levy & Co. is sending out 1099 forms to all hired consultants
  - Levy & Co will also file our annual tax report with the IRS in the Spring

• The Living New Deal team continues its outstanding work
  - Dick Walker continued as Project Director, Gray Brechin as Project Scholar and Harvey Smith and Barbara Bernstein as Project Advisors, all as volunteers
  - The Project Manager job passed to Gabe Milner in January 2015. Gabe handles the office, communications, banking, events, etc. and has also worked extensively on bibliographies, state pages, the film page, and New Deal news
  - Susan Ives continued as Communications consultant in charge of newsletters, outreach, fundraising and events
  - Brent McKee continued as a consultant to improve our website information, as indicated above. Brent's blog, "New Deal of the Day", is linked to on our Home Page
  - Lisa Thompson continued as webmaster, making many website improvements and have more in the pipeline, as indicated above, as well as doing general upkeep
  - Evan Kalish and Chris Carlsson worked for us in the Spring but moved on to other regular jobs; we thank both for their excellent efforts
  - LND added two new Research Board members, Elizabeth Blackmar and Mike Wallace in New York

• MediaTemple continues to be our web host, but has a problem with security
  - Due to a shared server, our website was blocked as a security risk at some sites
  - Our url was changed to https:// for greater security; but this may not be enough

Submitted by

Dick Walker
Project Director
January 2016