

# ***ANAÏS NIN*** ***ON THE WEB***

## **WHAT IS THE PURPOSE OF HAVING AN ANAÏS NIN WEB SITE?**

The purpose of any project must be stated clearly and agreed upon by the project's stakeholders to increase the project's stability, integrity and chance of success. The organizational term for the purpose is "**Mission Statement**".

Every action taken, every piece of the project, must meet the criteria set out in the Mission Statement. This keeps participants focused, and helps define the project's priorities for those involved.

## **SUGGESTED MISSION STATEMENT**

**To promote the wisdom, beauty and art of Anaïs Nin.**

The initial Web pages are focused on "Thinking of Anaïs Nin", and do promote her wisdom, beauty, writing and more. Moira's emphasis is to have a very positive Web site, to nurture passersby just as Anaïs did throughout her life.

## **WHAT IS THE VISION FOR THE ANAÏS NIN WEB SITE?**

The vision is to provide a huge, growing international audience with a new option for accessing the gifts Anaïs left to us.

Existing fans of Anaïs can learn more about her from people whose lives were so gently and generously touched by Anaïs, good memories of the writings can be rekindled, and they can find out about new projects being published.

People with no knowledge of Anaïs will be exposed to the genius of her work, furthering what Anaïs originally set out to do. Ultimately, this could lead to more people buying her books and receiving the gifts.

Projects like the International Journal could have their own page, where people could see an index of each issue, and find out how to order past or current issues. Sample

articles could be placed on the page for people to get a taste of what the journal is about. Of course, copyright permissions would have to be secured.

The “Intellectual Property Rights” issue is a heated and controversial topic regarding protection for material on the Web. People cannot be prevented from downloading Web pages to their computer hard drives, and this issue must be addressed between the stakeholders. Appropriate © notices should accompany each page.

Please see the two Web pages attached for an illustrated view of the vision.

## **WHO CONTROLS WHAT GOES ON THE WEB PAGES?**

Final approval for all Web page content must reside with the Trust. A clear procedure for timely approvals must be established prior to any funding. There should also be an “initial concept” approval to insure that the Trust **does** want **that** page on the site.

## **WHAT ARE THE START-UP COSTS AND COSTS OVER TIME?**

(This area will be affected by the scope of the project.) A few estimates based on different scopes should be developed.

## **ROLES OF THE STAKEHOLDERS** (A general list, but not comprehensive)

**THE TRUST:** Initial approval of Web page concepts; right to make editorial changes; final approval of all Web pages; responsibility to provide copyright permissions for work placed on the Web, (i.e., quotes, excerpts, photos); provide budget for the Web site, based on well-honed cost estimates and the scope of the Web site the Trust wants to manifest.

The Trust may also seek additional funding from providers of Nin products, like Harcourt Brace (which already has a Web presence), who might pay a fee to have links go from the Nin pages directly to their Web Order Line. For HB, this could be an advertising expense.

**MOIRA COLLINS:** Web site manager and editor; develop criteria for submissions; determine costs; develop and provide Web pages for approval by the Trust; oversee design elements; secure designers and server space; provide regular updates (monthly or quarterly) on number of hits at the pages; maintain e-mail correspondence for the sight, copying the Trust when appropriate; market the site by establishing links with other sights (with Trust approval) and all major search engines.