Taste of Freedom: Juneteenth Celebration Cookbook

Final Statistics (June 18-July 7, 2018)

Staff of the John B. Coleman Library invite you to share our family recipes, stories and fun facts about food and historical information about Juneteenth. Free download of the ebook on issuu.com

See link below
https://issuu.com/brumfield/docs/taste_of_freedom_large_print?e=12415951/67487467

Or email ejbrumfield@pavmu.edu
Percent of Library staff that contributed recipes or stories (57.89 %)
Time allotted (approx. 2 weekends)
32 recipes, 14 citation or references included (history or food and nutrition)
Software used: Publisher, PowerPoint, Adobe
Posted on 4 websites, social media or email list: PVAMU Campus Announcements, BCALA listserv, Facebook, issuu.com
Printed copies - 20 printed—Received additional request for print copies from alumni, staff, faculty—approximately 30 request were not filled
Cost/Benefit analysis-($20 binding cost and $22 issuu.com—Total $42) for 2120 views = approx. $0.2 per view
3 week analysis=2120 views, 306 downloads, readers from 15 different countries, awarded “Best in Class”
Taste of Freedom Statistics from issuu.com June 19, 2018--July 7, 2018 (3 weeks)

- **306 reads/downloads**
- **5:56 Average time spent reading**
- **148 Reads per 1000 impressions**
Made the list of Best in Class

<table>
<thead>
<tr>
<th>Cover Title</th>
<th>Most Engaging</th>
<th>Most Shared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Old Mill Food and Drink Newsletter, spring 2018</td>
<td>5:56</td>
<td>19</td>
</tr>
<tr>
<td>Taste of freedom large print</td>
<td>148</td>
<td></td>
</tr>
</tbody>
</table>
Lessons learned:

1. Start earlier—Create a template and send to possible contributors
2. Have a proof reader
3. Add more stories or historical information and pictures
4. Possible books to use in the future for historical information on food, cooking and culture.
   - The Cooking Gene. A Journey Through African American Culinary History in the Old South by Michael W. Twitty
   - Elizabeth Driver (2009) Cookbooks as Primary Sources for Writing History, Food, Culture & Society, 12:3, 257-274, DOI: 10.2752/175174409X431987
   - Neuhaus, Jessamyn, Manly Meals and Mom’s Home Cooking: Cookbooks and Gender in Modern America (Baltimore, 2003).
New Stats—July 28, 2018

Statistics for jean

You have been a member since June 19th 2014

- **337** Reads
- **2,720** Impressions
- **0** Followers
- **2** Likes
- **19** Shares
- **0** Link-outs
From Who to Where

Reading Devices
See which kind of devices your readers are using.

![Device Usage Chart]

57% Desktop
17% Tablet
26% Mobile

Source
See where your reads are occurring.

- issuu.com: 31%
- Embeds: 69%

Readers Around the World
New Stats—Aug 10, 2018

Statistics for jean

You have been a member since June 19th 2014

- **353** Reads
- **3,016** Impressions
- **0** Followers
- **2** Likes
- **19** Shares
- **0** Link-outs
Best In Class
See which publications are performing best for the selected time period.

Best Covers
No data available for selected data range

Most Engaging
3:12
Average time spent reading

Most Shared
No data available for selected data range
Explore the last month of statistics with the Basic plan. Want more? Upgrade

<table>
<thead>
<tr>
<th>Title</th>
<th>Reads</th>
<th>Impressions</th>
<th>Avg. Time Spent</th>
<th>Orig. Publish D...</th>
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<tbody>
<tr>
<td>Taste of freedom large print</td>
<td>47</td>
<td>896</td>
<td>3:12</td>
<td>Jun 18, 2018</td>
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</tbody>
</table>

**From Who to Where**

**Reading Devices**
See which kind of devices your readers are using.

68% Desktop
6% Tablet
26% Mobile

**Source**
See where your reads are occurring.

issuu.com: 64%
Embeds: 36%
Readers Around the World

Top 10 countries

<table>
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<tr>
<th>Country</th>
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<th>Views</th>
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<tr>
<td>United States</td>
<td>41</td>
<td>Martinique</td>
<td>1</td>
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<tr>
<td>Germany</td>
<td>2</td>
<td>United Kingdom</td>
<td>1</td>
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<tr>
<td>Philippines</td>
<td>1</td>
<td>New Zealand</td>
<td>1</td>
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