

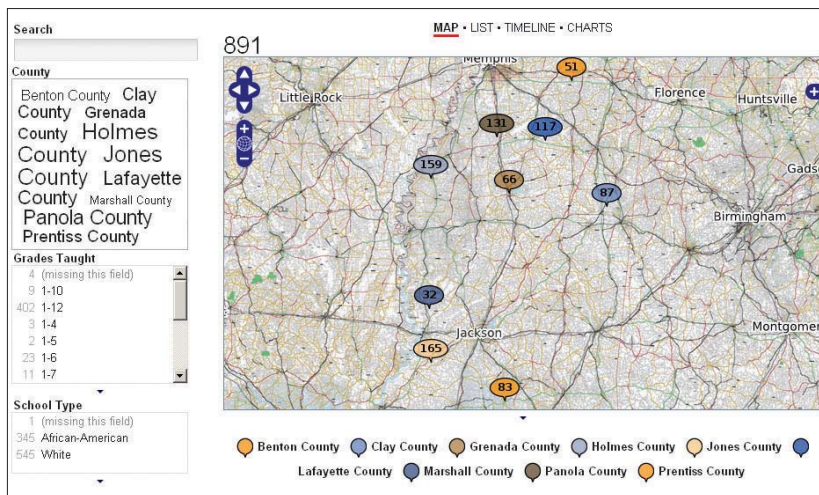
Viewsharing Cultural Heritage Collections Online

Trevor Owens | trow@loc.gov
Digital Archivist, Library of Congress

The Library of Congress is excited to launch Viewshare.org, a free, easy-to-use tool that lets historians, curators, archivists, and librarians create interactive interfaces to digital collections. If you can create a spreadsheet, you can create and share a dynamic online interface including maps, timelines, and charts that allows for rich exploration of collection information with Viewshare. Stewards of cultural heritage collections can request a free account to use the tool by sending an email to ndiappaccess@loc.gov.

individual stories in each photograph and what the collection as a whole says about her community.

By uploading data from the collection to Viewshare, Gloria was quickly able to create a dynamic interface to the collection of photos she had worked so hard to make accessible online. Viewshare enabled her to place the items on an interactive map, create an interactive timeline, and create search tools making it easy to sort through and analyze the collection's categories and data. She was



An example of the collection interface created with Viewshare for photographs of segregated schools in Mississippi. Courtesy of the author.

The best way to explain Viewshare is to walk through how it helped a user make a collection more accessible. Over a week last summer, Gloria Gonzalez, a junior fellow at the Library of Congress, used Viewshare to help tell a story about the Phay Collection, historic photographs she had worked with as an undergraduate at the University of Mississippi. As Gloria explained, "I care about this collection DEEPLY; I worked around 600 hours over the last year scanning the photos and slides while making an Excel sheet of the metadata at the same time." Gloria, like many aspiring and professional historians, archivists, librarians, and curators across the country, cared both about the

able to do this without needing to write any code or build her own website. All Viewshare required was a little bit of patience to work with a point-and-click and drag-and-drop interface.

Pamela Williamson, Curator of Visual Collections at the University of Mississippi, and Gloria's manager on her project to digitize the Phay collection, explained how the Viewshare views supplement the existing online collection. "Viewshare really picks up where our digital collection management system leaves off. It allows the information presented by the collection to be seen and

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History Ventures

Darlene Roth | darlene@darleneroth.com

Most public history has to do with creating new histories rather than applying "old" ones. The skills of doing history are more frequently used, needed, and recompensed than the expertise of knowing history. So how to do history becomes very important in selling history in the marketplace. This means, for example, that while the opportunities to be a TV "talking head" on a particular historical topic do exist in public history, they are less frequent than, say, opportunities to serve as an expert witness or to supply expert (meaning well-researched) testimony in legal, corporate, and planning affairs.

When I say *how* to do history is important, I am suggesting that it provides one of the pivots upon which marketing opportunities will turn. An example from my own experience: early on The History Group (my original business name) originated an approach to local history that we referred to as a "developmental history." We used this approach in our first really big contract, and I continued to use it in all subsequent studies of local communities. When I was doing this kind of work, it did not take long for the word to get out and for potential clients to realize they got a lot of bang for their buck. And it meant repeat business for me from planners and developers, local, state, and

Candidates in the NCPH election appear on page 3



Courtesy of Flickr user Mrs. Gemstone.



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Full candidate info at www.ncph.org

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Sheila Brennan, Roy Rosenzweig Center for
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Steven Burg, Shippensburg University

Joan Zenzen, Independent Public Historian

*Ballots and candidate biographical information
were distributed by email to members in late
November. Please contact ncph@iupui.edu if you
are a member and did not receive an electronic
ballot. The election closes January 15, 2012. Your
vote counts!*

Welcome New Members!

Andrew Abeyounis Newport News, VA	Christopher Cantwell Chicago, IL	Jonathan Harwood Milton, FL	Shane A. Lesko Columbia, SC	Jenny Pachucki Brooklyn, NY	Megan Springate Takoma Park, MD
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THE NATIONAL COUNCIL ON PUBLIC HISTORY

Given the essential value of historical understanding, the National Council on Public History promotes professionalism among history practitioners and their engagement with the public.

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We welcome submissions to *Public History News* sent to John Dichtl, Editor, at the above address. Articles are 400-800 words in length. NCPH reserves the right to reject material that is not consistent with the goals and purposes of the organization.

Headquartered on the campus of Indiana University Purdue University Indianapolis, NCPH benefits greatly from the generous support of the IU School of Liberal Arts.

federal government agencies. I have seen histories done by people with degrees in planning, architecture, or government affairs, and they are never as illuminating as the kind we regularly devised.

But the main point is this: historians do not graduate knowing how to do different kinds of history (and there are many). I had to learn how to do histories of urban and regional development; Phil Cantelon, one of the founders of History Associates Incorporated, had to learn how to do scientific history; a colleague of mine in Atlanta developed an efficient way of doing corporate histories that kept him well occupied.

When I say *how* to do history, I also mean knowing how history fits in to various scenarios and how to think historically, how to conceptualize historical stories for a variety of undertakings, how to organize and distill historical knowledge for different applications and different audiences—these have as much or more to do with how to do history than with what is in the history.

Some examples:

A failure: A really bright, competent, and productive PhD student was hired by a major airline to update their history since Deregulation. What she turned in was a critical analysis of the airline since Deregulation. It was not acceptable to the vice president of communication of the airline who had done the hiring, because it was not in narrative (story) format. He did not recognize it as history. The paper had to be completely rewritten in a form that was more, well let's say, ordinary. Not dummed down, not unintelligent, but more readable for the client.

A near failure: graduate history student and curator on the fishing exhibit I recently designed—fought every bit of direction to write label copy to word limits, to pick three primary themes to exhibit out of the nine originally proposed, and to stick to describing the materials and specific uses of the objects on display instead of providing long, jargon-laden discussions of various fishing technologies. Clarity won, and people love the exhibit; they are enlightened and not overwhelmed. In an exhibit, less IS often more.

I am saying that it pays to look at how you do what you do as a historian, and how you think as a historian, and follow those routes to marketability, not just the standard one of equating historical knowledge as the thing that is being sold. Ergo: "I am an entrepreneur, and history is my product" becomes "I am an entrepreneur and history is the source of my products."

I think it is useful to think this way about history in the marketplace:

If history is the answer, what is the question? Who needs it and why? And how much are they willing to pay for it?

Here is a lineup of possible ventures, using a four-part entrepreneurial market schema:

Old Product, Old Market

- Teaching skills, academic job
- Publications, academic presses

- Expertise applied to media and/or current events
- Histories according to curriculum descriptions and divisions (American, European, Latin American, etc.)

Old Product, New Market

- Teaching skills, new students (lifelong learners, clients, history buffs, etc.)
- Training in historical skills (such as research, writing, organizing data, reliable reference tools, etc.) for people not enrolled in school
- Publications for non-academic marketplace
- "Publications" for electronic media (virtually unlimited distribution, but some tricky marketing)
- General history (as academically defined) for non-historians (ordinary folks), consumers of historical sites, history museums, historic houses, libraries, and archives
- Historical referencing for almost anything from fact checking to inspirations for public art projects

New Product, Old Market

- "New" histories—women's, ethnic, gay/lesbian etc., etc.—in Academe and academic affiliated organizations, publishers
- Nonlinear histories—that is, environments, experiences, "time travel" exercises at museums, historic sites, etc.
- Creating historical relationships and/or relationships with history—virtually ALL historical societies need these in any form they can come in. The "hottest" thing in museums right now is the idea of a museum that is a source of a relationship (not a visitation or a one-time thing) for the users
- Selling new products (such as "how-to" guides) to other historians, historical administrators, and/or big consumers of history

New Product, New Market

- "New histories" in the "new markets" from which they emerge and which they serve
- "Experiential storytelling" (aka history as environment) for non-history and non-academic markets such as international corporations, emerging nations. This work is all too often done by marketing firms, so a joint venture with a marketing firm might be a way of entry.
- The Internet. Here cyberspace looms as the largest potential new market for historians. If you think about it, the Internet is just one electronic bit of historical processing: blogs are chronicles, Google is just a gigantic finding aid, and everything is knowledge-information based that relies on both words and pictures. I am amazed that more historians are not profiting from the Internet.
- Sciences. Science is rediscovering the importance of narrative. Science is now preoccupied with questions of origin, of environment, of ancestry, and of memory (and/or consciousness). Welcome to the historian who has conceptual adeptness for understanding all of these areas of inquiry, if s/he has not the final answer, at least s/he has some VERY good questions.
- Personal history. This is the newest field for historians to pursue. Unfortunately, history as taught in pre-collegiate education, has little to do with individual people and not much relevance

continued on next page →

to individual lives. This is, however, one of the hottest markets around. In Canada two years ago, personal history was listed as one of the top ten entrepreneurial areas in the country.

Darlene Roth, PhD, is one of the founders of the NCPH and the public history movement, and has worked in historic preservation, museums, teaching, and public interpretation for more than thirty years. She currently serves on the Editorial Board of The Public Historian. Her essay here originally appeared in the written materials for a workshop, "Entrepreneurship and the Practice of History," at the 2011 NCPH Annual Meeting in Pensacola. The workshop was a co-production of Brian Martin, History Associates, Inc.; Michelle McClellan, University of Michigan; Phil Borden, Essergy Consulting; and Darlene Roth.

Be Seen in Milwaukee!

More than six hundred public historians and another two thousand registrants through the Organization of American Historians are expected to attend the 2012 NCPH/OAH joint Annual Meeting in Milwaukee, Wisconsin. NCPH invites you to raise your institution's, company's, organization's, or office's profile by reserving exhibit space or sponsoring an event. These are effective ways to reach potential customers, partners, or students; promote the latest scholarship, forthcoming titles, and/or journals from your press; or otherwise celebrate your accomplishments. For more information, visit the 2012 Conference page on the NCPH website: <http://ncph.org/cms/conferences/2012-annual-meeting-3/>.



Delegates at the 1939 Letter Carriers Convention in Milwaukee, WI.



Jobs

Searching for or posting a public history job or internship on the NCPH website is free!

<http://ncph.org/cms/careers-training/jobs/>

Teaching Teachers the Power of Place

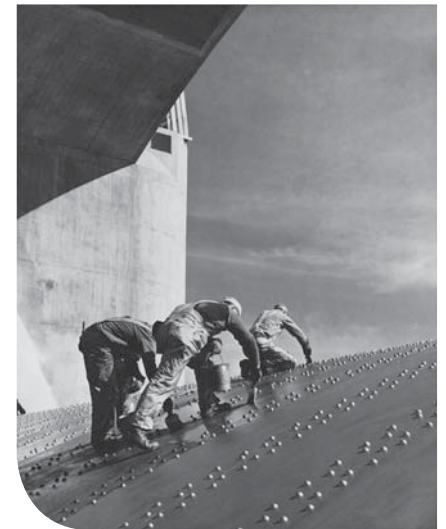
Beth Boland | beth_boland@nps.gov

As authentic remnants of the past, real historic places serve as primary sources of evidence. Historians, teachers, and students can apply analytical skills to deciphering clues embodied in these places, just as they can do with documents and artifacts. Historic places already form both emotional and intellectual links to the past, sparking interest and curiosity that promote learning. But in education and interpretation, places too often become backdrops to written and oral narratives. Critically investigating places helps bring them to the forefront and improve our understanding of the past. As with documents and artifacts, applying critical thinking to places is a skill that can be learned, taught, practiced, and perfected.

The National Park Service's Teaching with Historic Places (TwHP) program has expanded the professional development section of its website with additional resources for K-12 education. Developed in consultation with educators and historians, this new section—"Teaching Teachers the Power of Place"—provides effective tools for using historic places in and out of the classroom. Materials include a sample lesson plan on teaching the inquiry method, articles on TwHP pedagogy, workshop agendas, PowerPoint and other media presentations, case studies by classroom teachers, and links to other resources. You can find "Teaching Teachers" at <http://1.usa.gov/tZ6nmj>.

Also available on the main TwHP website (<http://www.nps.gov/history/nr/twhp/>) is a series of flexible classroom lesson plans that use historic places to help teach history, social studies, and other subjects. The program posted its 140th lesson—on Hoover Dam—in

September. TwHP indexes its lessons by states, themes, time periods, learning skills, and national history and social studies curriculum standards. Lesson plans increasingly have incorporated service learning into activities, reinforcing student learning and encouraging civic engagement in communities. TwHP is one of the National Park Service's life-long learning offerings and provides links to *Discover Our Shared Heritage* travel itineraries, Teaching with Museum Collections, the National Register of Historic Places, and other sites.



Painting a spillway on the Hoover Dam, c.1940. Courtesy of the Library of Congress.

Please consider using TwHP materials and methodologies in your work, including any professional development programs for educators, and also recommend them to colleagues.

Beth Boland is a historian at Teaching with Historic Places, the National Park Service. She may be reached at the email above or at (202) 354-2238.

President's Comments



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Breaking Down the Hard Lines

I am greatly looking forward to seeing many of you in Milwaukee for our 2012 annual meeting, a joint venture with the Organization of American Historians (OAH). I know that some of our members in the past have balked at the idea of meeting with this other organization, arguing that they feel swallowed up in the larger meeting and that public historians can be treated as second class citizens. For one thing, our NCPH gatherings have been growing progressively larger which should help with the first concern. As to the second, the culture in both organizations has been changing, with the OAH becoming more welcoming to public history and with the NCPH becoming less defensive. In the mid-1990s, the agreement between OAH and NCPH stipulated that there would be at least 15 NCPH sessions at the joint meeting then. For 2012, there are over 70 public history/NCPH sessions—our typical number these days—as well as another 140 sessions on traditional history topics.

Unfortunately, at the same time, the national economy has not been performing well, leading both organizations to monitor ever more carefully earned income from annual meetings. So, this may mean in the future that it will not be feasible from the perspective of the organization's budget to hold joint meetings. A partial remedy for this problem may be found in a new committee just established by the NCPH, the Program and Outreach Committee. This committee will develop sessions and other events for other association's conferences that will build interest in public history and the NCPH and create more opportunities for our members and other individuals to participate in public history programming. These sessions, when coordinated with marketing about NCPH and its own conferences and other benefits of membership, could greatly expand the reach of the organization.

However, to focus on what is before us, in our joint 2012 program there are far more opportunities for members of each organization than either could ever provide on its own. Obviously, public history will be

well represented. I would strongly encourage all who attend, NCPH and OAH members, to try the sessions, workshops, tours, working groups, and other events that might on first glance feel too "academic" or too "public" for them. Of the two plenaries, one is about OAH exploring its obligation to be more politically (i.e., publicly) engaged and the other is an open-to-the-public session featuring the BackStory radio show, making history relevant and fun. This is a meeting to celebrate the increasing interconnections and breaking down of hard lines between the academy and public history.

In this context, I am especially heartened by two recent columns in *Perspectives in History*, the publication of the American Historical Association (AHA), authored by AHA Executive Director Jim Grossman and AHA President Anthony Grafton (Princeton University). The first column, titled "No More Plan B: A Very Modest Proposal for Graduate Programs in History," appeared in the October, 2011 issue. (<http://bit.ly/v0P5Ww>) The authors assert that graduate programs have "proved achingly reluctant to see the world as it is. For all the innovation in the subjects and methods of history, the goal of the training remains the same: to produce more professors..." They conclude their piece by stating: "We teach our students to question received ideas and to criticize inherited technologies and obsolete assumptions. It's past time that we began applying these lessons ourselves." In both content and tone, this article is refreshing and a clear indication that public history is greatly valued as a highly significant field in the continuum of professional history practice. In the following November issue of *Perspectives*, the authors present an essay, "Plan C." (<http://bit.ly/vHSxpy>) Here they relate that the October essay generated far more discussion on the web than they had anticipated. Further, the reprinting of the essay in the *Chronicle of Higher Education* led to still further discussion. Much of this essay documents innovative approaches by AHA members who have embraced in practical steps on the ground a wonderful goal for the AHA that the authors have identified: "to transform separate and unequal communities into a less hierarchical network of interlocking communities with a shared set of values that relate to the place of history and history education in public culture and institutional settings."

So, this is the spirit I would commend to all of you to bring to our joint 2012 NCPH/OAH Annual Meeting.

NCPH Board of Directors Spring Meeting

On Saturday, September 17, 2011, the NCPH Board of Directors convened during the Annual Meeting of the American Association for State and Local History in Richmond, Virginia, and took the following actions:

- Met with Terry Davis, CEO and President of the American Association for State and Local History, to discuss how NCPH and AASLH can work more collaboratively and, in particular, advocate with other organizations for history education.
- Approved the Minutes of the spring 2011 Board Meeting in Pensacola, Florida.
- Heard a report from Editor Randy Bergstrom about *The Public Historian* and the Editorial Board Meeting on Friday, September 16.
- Discussed strengthening the board's and the Development Committee's fundraising efforts. Proposed a joint meeting of the two groups in Indianapolis next fall to craft how the next generation of development will be based on the new long range plan.
- Continued discussing the negotiations with Department of History at the University of California Santa Barbara about hosting *The Public Historian* editorial offices.
- Voted to approve the proposed operating budget for fiscal 2012.
- Voted to create a Digital Media Editor position within the organization and to appoint Cathy Stanton. The Digital Media Editor will chair of the NCPH Digital Media Group, help coordinate the content and style of NCPH's various digital publications, be the chief editor of the H-Public listserv, coordinate the new NCPH "History@Work" blog, help to coordinate THATCamp NCPH at the annual meeting, and explore the usefulness of new digital platforms and projects for NCPH.
- Voted to establish the proposed NCPH blog, "History@Work," which will include seven subsets: consultants, public history educators, international public history, graduate students and new professionals, project showcase and reviews, Off the

continued on next page →

From the Executive Director



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Warming Trends

It shouldn't have been surprising, but it was. And I don't mean the sunny and unseasonably warm weather in Minneapolis that mid-November weekend. I had missed two previous American Council of Learned Societies (ACLS) meetings and had been feeling detached from the ACLS's usual conversations about scholarship, scholars, and scholarly associations.

What I found unexpected was a sense that public scholarship and engaged research—the stuff of public history—was gleaming at the center things. We had met to discuss the state of the humanities and to strategize about challenges our organizations and members are facing. Still, I tend to think of the ACLS and its constituent societies as solely serving the interests of college and university professors. So it was exciting to see the ACLS itself and many of the groups represented during our two-and-a-half-day conference in Minneapolis expressing a growing interest in the outward turn of scholarship.

Setting the tone, and making public history feel much less like a splinter off the disciplinary mainstream, were some of the “fun” activities interwoven into the conference. The first dinner, for example, was hosted at the Minnesota History Center, which opened its radiant and cavernous halls to our group and permitted us to tour the excellent “1968” exhibit. We started the second full day with a couple of hours at the Minnesota Historical

Society's other gem, the Mill City Museum, built in the former ruins of the world's largest flour mill. In the background throughout the ACLS meeting, one of the premier public history institutions in the U.S. was flashing the message, “this is what engaged scholarship can do; this is how historians and their community can connect.”

In the weekend's main program, several of the sessions touched on issues of making the humanities matter.

Most startling for me, however, was the turn my own session took. I had agreed to participate on one of the conference's last sessions, “Learned Societies Policies on Promotion, Tenure, and Allocating Credit for Scholarship.” Two of us represented learned societies; the other panelist was a dean from a large state university whose career has included more than 350 individual tenure cases. As I sat down at the dais, my sense was that NCPH as a splinter group is more of an outlier than many other ACLS societies.

My role on the panel was to explain the creation of the NCPH/OAH/AHA guidelines, “Tenure, Promotion, and the Publicly Engaged Academic Historian” (2010). Would this ACLS group get it, I wondered. Or would they see the guidelines as extraneous, impractical, or too idealistic?

In the end, public historians' interest in being relevant, community-engaged, collaborative, and experimental came through and was warmly received. It was even endorsed.

The second panelist, the executive director of the American Anthropological Association, discussed two sets of promotion and tenure guidelines: (1) the core disciplinary standards promulgated by AAA in 2001 for all

anthropologists; and (2) a new set, adopted in April 2011, for “...Practicing, Applied, and Public Interest Anthropology...” (<http://www.aaanet.org/resources/departments/>)

Suddenly the subtext of the session shifted even more toward, “How can our associations push college and university chairs and promotion and tenure committees to favor relevance, engagement, and new approaches?” The sensibilities of public history moved from ACLS fringe to mainstream.

But then the third panelist, the dean of liberal arts, described himself as “representing the other side” of these things. Oh no, I thought, here comes a defense of the status quo. I was wrong. He was cordially enthusiastic about the NCPH, AAA, and similar guidelines and he urged ACLS societies to do more to convince department chairs. The dean did say college and university faculty still “fetishize the book” and it “may take a generation” to shift the promotion and tenure process and “break out of the librocentricity of our colleagues” who continue to require a monograph for advancement. But it was obvious that deans and other administrators are under pressure to interlink scholarship and their institution's local communities. Public historians, who as a sub-discipline, field, or profession have been doing this for years, are rapidly gaining allies.

In retrospect I needn't have been so surprised. Our upcoming joint meeting with the OAH, as Marty Blatt notes in his presidential column, is replete with signs of public historians making inroads across the discipline. And, I would urge you, as he does, to read the columns by the AHA's Jim Grossman and Anthony Grafton, “No More Plan B,” and “Plan C” in *Perspectives in History*. Signs of spring for public history in the academy are early this year.

Wall exhibit reviews, and NCPH news and conference information.

- Reviewed the draft plan from the Long Range Planning Committee.
- Reviewed the advocacy guidelines drafted by Liz Sevcenko, Cynthia Koch, and John Dichtl.
- Voted to create an Advocacy Committee, which will consist of the Executive Committee, one or two additional board members, and one or two other members of NCPH.
- Voted to establish a Board Committee on Programming and Outreach, which will

coordinate the reprising, creating, and sponsoring sessions for NCPH to share with other organizations.

Between its spring 2011 and the fall 2011 meetings, the board took the following actions:

- Voted to approve the appointment of Cynthia Koch to the Executive Committee.
- Decided to return the document, “Best Practices in Public History: The Introductory Course,” to the Curriculum & Training Committee for revision.
- Approved the institutional subscription

price increase (5%) recommended by University of California Press for *The Public Historian*.

- The Executive Committee approved by written consent the proposal from John Dichtl to add Secretary-Treasurer Patrick Moore and Secretary-Treasurer-Elect Kristine Navarro-McElhaney as signatories to the NCPH's checking and savings accounts and endowment accounts.

→ Committees on the Go

These updates give a sampling of what NCPH volunteers are doing. The committees encourage your input throughout the year, and committee meetings during the NCPH Annual Meeting are open to all members of the organization. If you are interested in serving on a committee, please email the vice president or executive director. Contact information for officers and committee chairs and members is listed on the NCPH website at <http://ncph.org/cms/about/boards-and-committees/>.



Courtesy of Ottawa Tourism.

2013 Annual Meeting Program

This recently established committee represents a balance of American and Canadian public historians from the diverse fields of education, consulting, government service, museums and historical publishing. It released a Call for Proposals in November which solicits submissions on issues related to the theme, “Knowing your Public(s): The Significance of Audiences in Public History,” for the 2013 meeting which will be held in Ottawa, Canada. (See the call on page 10.) The committee welcomes suggestions for keynote and other speakers via email, – *Jean-Pierre Morin and Michelle Hamilton, Co-chairs, JeanPierre.Morin@aadnc-aandc.gc.ca and mhamilt3@uwo.ca*

Ad-hoc Committee on the Civil War Sesquicentennial

The Sesquicentennial committee prepared the 2011 Annual Meeting plenary session in Pensacola on the Coming of the Civil War Sesquicentennial, providing perspectives from a range of academic and public historians on the various commemorative and educational events planned for the spring, summer, and fall of 2011. Members of the committee also developed and participated in a conference “working group” focused on similar topics and concerns. For 2011-12, especially looking toward the spring NCPH conference in Milwaukee, we encourage the membership to bring to our attention issues

and opportunities that they are encountering in the field as the Civil War sesquicentennial unfolds across the nation. What topics are over-exposed or ignored? Are there opportunities missed? Has the role of heritage tourism been positive, negative, or both? We also are interested in developing sessions at upcoming NCPH conferences that are designed to create greater dialogue in the field about the Sesquicentennial in specific and Civil War commemoration in general. – *Carroll Van West, Chair, cwest@mtsu.edu*

Consultants Committee

Annually, the Consultants Committee strives to represent the interests of its diverse constituency. Professional public historians active outside academia join university-based consultants as vital contributors to the committee’s efforts. Each annual conference is a focal point for the committee’s work plan, and, this year, committee members are developing working groups in pricing services, marketing strategies, transportation history, and a roundtable on public historians active in the legal arena. Every annual conference is marked by the highly successful Consultants Reception, which relies on our recruitment of generous private contributors in these cash-strapped times. Every year one or a number of committee members assist noteworthy applicants as nominees for the NCPH Consultants Awards. The committee is advancing its Internet presence by coupling its growing Twitter site with the new NCPH blog, a forum developed in tandem with the organization’s Digital Media Group. The blog venue will combine profiles on consultants charting new courses in the field and invite authors who address substantive issues as they arise. Long term planning embraced by the committee includes an outreach effort to open dialogue among international consultants. The committee envisions an Ottawa (2013) conference forum where the expanding international character of public history consulting is revealed to all. – *Hugh Davidson, Chair, hughdavidson@mail.maricopa.gov*

Curriculum and Training Committee

The Curriculum and Training Committee has been developing Best Practices documents and select bibliographies for the NCPH website. This fall, the committee added the Best Practices document for Certificate Programs, and will finalize the Introductory Course Best Practices this academic year.

The committee has developed suggested readings on oral history, controversies, and case studies, and will be developing a reading list on historic preservation this year. (These “Recommended Readings” are available at <http://ncph.org/cms/education/graduate-and-undergraduate/>.) We are looking forward to organizing the Public History Educators’ Breakfast again and will once again offer the very popular Speed Networking event in Milwaukee this spring. The committee still needs volunteers for Speed Networking and is always interested in ideas for sessions and/or workshops to sponsor at future conferences.

– *Cherstin Lyon, Chair, clyon@csusb.edu*

Digital Media Group

The Digital Media Group worked with NCPH staff, board, and conference committee in the past year to expand NCPH’s digital offerings in several ways. A highlight was THATCamp NCPH (The Humanities and Technology Camp), a one-day “unconference” at the 2011 NCPH Annual Meeting in Pensacola, Florida. Following the format initiated by the Roy Rosenzweig Center for History and New Media at George Mason University three years ago and replicated at 60 camps since then, we convened a lively group of almost 50 people who spent the day brainstorming, sharing projects and ideas, and learning from each other—a style very suited to the way that public historians tend to work. Evaluations of the event were enthusiastic, and we will be repeating it at next spring’s joint conference with the OAH in Milwaukee. With a very affordable registration fee and the possibility of travel stipends for grad students and new professionals, we expect there to be some competition for the 75 available spots, so anyone interested in attending might want to start thinking now about crafting a strong proposal to submit with your registration.

Other digital offerings in Milwaukee will include a “Digital Drop-In,” where attendees can meet briefly with knowledgeable consultants and get help with targeted questions or problems, and a lunchtime “Lightning Talk” session, where you can highlight a recent digital project in a quick stand-up presentation.

One project that emerged from collective discussions at the Pensacola THATCamp is a new group-authored, multi-section blog that will serve NCPH and public history as



A breakout section at THATCamp NCPH, during the 2011 annual meeting in Pensacola, Florida.

a kind of “commons” for news, discussion, conference reports, and reviews. Entitled “History@Work,” it is scheduled to launch early in the new year with an editorial team and roster of authors representing many perspectives and positions within the field. Stay tuned for more details soon in this newsletter and other NCPH venues. “Off the Wall,” NCPH’s review site for innovative or unconventional forms of history exhibitry, will become part of this larger project, after a successful first year in which it covered museum and wayside exhibits, memorials, digital projects, radio shows, restaurants and boutiques, festivals, solar panels, vintage facial hair, sports memorabilia, mermaid shows, children’s books, and more.

I am appreciative of the input of the members of the Digital Media Group: Maren Bzdek, Priya Chaya, Suzanne Fischer, Kate Freedman, Elizabeth Hull, Jon Olsen, Tom Scheinfeldt, Santi Thompson, and Bill Turkel, as well as my fellow H-Public editors Alex Bethke and Debbie Anne Doyle and our excellent NCPH staff and interns. In the newly-created position of Digital Media Editor, I am very much looking forward to another year of coordinating and extending NCPH’s presence in cyberspace.
– *Cathy Stanton, Chair, cstanton@tiac.net*

Long Range Planning Committee
The Long Range Planning Committee

presented its draft Long Range Plan to the NCPH Board of Directors in September and is moving ahead on collecting additional comments from other NCPH committees. The Long Range Plan will provide a roadmap for NCPH’s continued growth, and prioritize program and management initiatives and improved benefits to our membership over the next five years. NCPH President Marty Blatt outlined some highlights of the draft plan in his column in the summer issue of *Public History News*. http://ncph.org/cms/wp-content/uploads/2011_Sept_Newsletter_COMPRESSED.pdf

NCPH members will have an opportunity to share their thoughts on the draft plan through the NCPH website soon, so stay tuned. – *Marianne Babal, Chair, babalm@wellsfargo.com*

Membership Committee

Not only is the Membership Committee dedicated to retaining the NCPH’s current member base, but it is working to bring back lapsed members and is partnering with other groups for future members. The committee is contacting individuals by email and telephone, inviting them to the annual meeting and to re/join NCPH. The committee has received a lot of feedback that will be useful to NCPH in long-term retention of members. The committee would like to reach out to other organizations to garner membership. There are two ways

that the committee would like to explore building a new member base: (1) partnering with the New Professional and Graduate Student Committee to reach out to graduate students and recent grads/new professionals, and (2) have a liaison from the membership committee in an organization such as AAM, OAH, AASLH, ASEH. – *Vickie Lindsey, Chair, LindseyVV@si.edu*

New Professional and Graduate Student Committee Report

The 2011-2012 committee is excited about what this next year holds for the NCPH. The committee will focus its efforts on increasing the number of young professionals in the organization. In addition, the committee will determine means through which the organization can aid and engage its current young professionals and graduate students.

In an effort to connect with young professionals, the committee has created subcommittees that will develop specific activities and programs to accomplish this year’s goals. The Blog Subcommittee will work closely with NCPH blog editor Cathy Stanton to develop ideas and content specifically tailored for young professionals and graduate students. The Meeting Subcommittee will organize activities and events to encourage socializing, interaction, and networking among young professionals that attend the annual conference. The Needs Subcommittee will conduct research on the issues that young professionals presently face and how the NCPH can best provide guidance and direction for its young members. Lastly, the Members Subcommittee will determine ways to retain the membership of young professionals throughout their career. – *Celia James and Roy Oberto, Co-chairs, CeliaAJames@gmail.com and roberto1@uwf.edu*

Viewsharing Cultural Heritage Collections Online (cont. from page 1)

manipulated in a way that builds and expands our online Phay Collection.” The central idea behind Viewshare is that stewards of cultural heritage have a great deal of knowledge about their collections. Providing a tool that makes it as easy as possible for them to create dynamic and engaging interfaces to their collections will support the use of those materials by anyone interested in exploring the history of the nation.

The author is a digital archivist on the Technical Architecture Team in the Library of Congress’s Office of Strategic Initiatives. He also is one of the facilitators for a working group at the 2012 NCPH/OAH Annual Meeting, “Graphs, Maps, and Trees: Imagining the Future of Public Interfaces to Cultural Heritage Collections,” and will be part of the experimental “Digital Drop-in” during the conference.



Call for Awards

Applicants who submitted their work for the NCPH awards program this fall, as well as other interested public historians, should consider participating in the American Association for State and Local History (AASLH) 2012 Leadership in History Awards program.

Established in 1945, the AASLH program recognizes exemplary work in exhibits, public and educational programming, special projects, publications, multimedia, individual achievement, and preservation or restoration projects. Nominees need not be members of AASLH to qualify.

Nomination forms may be obtained by visiting www.aaslh.org/aaslh_awards.htm, or by contacting the AASLH office by phone: 615-320-3203 or email: hawkins@aaslh.org.

Nominations are due to state award representatives on March 1, 2012. A list of state award representatives can be found at the AASLH website. Nominations are then reviewed by a national committee in the summer of 2012 with formal presentation of the awards made during the AASLH Annual Meeting, October 3-6, in Salt Lake City, Utah.



2013 NCPH Call for Proposals

“Knowing your Public(s)—The Significance of Audiences in Public History”

2013 Annual Meeting, National Council on Public History

Ottawa, Ontario, Canada, April 17-20, 2013

In 2013 the National Council on Public History will meet at the Delta Ottawa City Centre, in the heart of downtown Ottawa, Canada, with Canada's Parliament buildings, historic ByWard market, national museums and historic sites, river trails, the UNESCO World Heritage Site of the Rideau Canal, and numerous cafes and restaurants within easy walking distance. The program committee invites panel, roundtable, workshop, working group, and individual paper proposals for the conference. The Call for Poster sessions will be issued in fall 2012.

As Canada's capital, Ottawa is the national centre of the museum, archival and heritage community, and its historical and cultural attractions draw 5 million national and international tourists annually. Ottawa's two universities have strong connections to public and applied history. The federal government employs many history practitioners and creates a market for private consultants. With so many diverse fields of Public History theory and practice represented, Ottawa is an ideal place to consider issues and ideas associated with the theme of “Knowing your Public(s)—The Significance of Audiences in Public History.”

These could include:

- the changing nature of the public and the evolution of the discipline over the last forty years;
- how the public and Public Historians influence each other in the production of history;
- the effects of changing approaches to public participation, reciprocity, and authority on Public History theory and practice;
- the impact of digital media on expanding or excluding public engagement;
- generational differences including Public History for the millennial generation;

- intersections between Public History practised at universities and in the broader community;
- issues related to working with ‘closed’ audiences in fields such as litigation, or government-directed, research;
- accessing and use of grey literature;
- the increasing need for audience relevance in times of economic recession;
- and diverse cultural and multi-national approaches to commemorating events such as the bi-centennial of the War of 1812 or the 60th anniversary of the armistice of the Korean War.

We welcome submissions from all areas of the field, including teaching, museums, archives, heritage management, tourism, consulting, litigation-based research, and public service. Proposals may address any area of Public History, but we especially welcome submissions which relate to our theme. Case studies should evoke broader questions about practice in the field. The program committee prefers complete session proposals but will endeavor to construct sessions from proposals for individual presentations. Sessions are 1.5 hours (working groups may be longer); significant time for audience discussion should be included in every session. The committee encourages a wide variety of forms of conversation, such as working groups, roundtables, panel sessions, and professional development workshops, and urges participants to dispense with the reading of papers. Participants may be members of only one panel, but may also engage in working groups, introducing sessions and leading discussions. See the NCPH website at www.ncph.org for details about submitting your proposal and be sure to peruse past NCPH programs for ideas about new session/event formats.

Proposals are due by July 15, 2012.

All presenters and other participants are expected to register for the annual meeting. If you have questions, please contact the program committee co-chairs or the NCPH program director.

2013 Program Committee Co-Chairs

Michelle A. Hamilton

Director of Public History

The University of Western Ontario

mhamilt3@uwo.ca

Jean-Pierre Morin

Treaty Historian

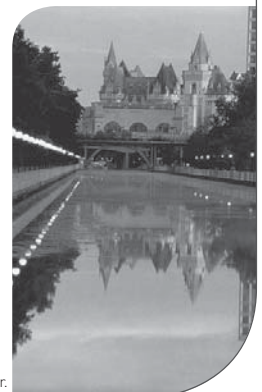
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NCPH Program Director

Carrie Dowdy

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Courtesy of Fairmont Château Laurier.

Call for Public History Proposals

International Committee of Historical Sciences Congress (CISH) in Jinan, China

Last year in Amsterdam the International Federation for Public History (IFPH) was approved as an Internal Commission of the International Committee for Historical Sciences (CISH). As an Internal Commission we now have the right to submit proposals to CISH for themes to structure the next meeting, which will take place in Jinan, China, in 2015.

Meetings of CISH, which take place every five years, are composed of a set of presentations and sessions around several different major themes. Major theme sessions, of which there will be three, last two half days. Other kinds of sessions—specialized themes, joint sessions, round tables and special sessions—

are allotted one half day. The congress planners expect there will be at least three dozen or so of the latter.

Though it seems early, proposals for themes, the essential building blocks of this international meeting, are due to the CISH secretariat in Paris by January 31, 2012, with final decisions on themes to be made by the CISH General Assembly in Budapest, September 2012. Proposals are encouraged for all time periods and historical specialties as well as all countries and continents. Proposals should also include the name of the chair of the panel for the proposed theme.

Because proposals for the International Congress can only come from member organizations and not individuals, the IFPH has established a Program Committee: Anna Adamek, Canada, Arnita Jones, USA, Manon Perry, USA: and Janelle Warren Findley, USA. (Other volunteers for the IFPH Program Committee are welcome.)



Skyline of Jinan, capital of Shandong province in Eastern China, seen from the Thousand Buddha Mountain. Courtesy of Wikimedia Commons.

Please send your ideas by January 10, 2012, to:
aadamek@technomuses.ca
arnitajones@gmail.com
parrym@mail.nlm.nih.gov
atjwf@asu.edu

We hope to see public history well represented at the next International Congress in China!

First Meeting of the IFPH

March 20-23, 2012

International Federation for Public History



Map of the City of Luxembourg, c.1734. Courtesy of the Library of Congress.

The inaugural gathering of the newly formed public history group, the International Federation for Public History, will take place in Luxembourg next spring, alongside two interlinked events organized by Digital Humanities Luxembourg (DHLU).

For more information about the IFPH, please visit its webpage on the NCPH website: <http://ncph.org/cms/international-federation-for-public-history/>

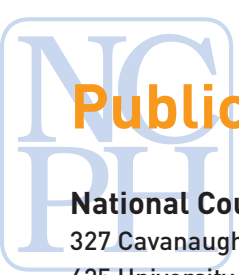
The DHLU's Symposium 2012, "Websites as Sources," will include five research clusters addressing the question, "How should humanities and social sciences approach, use, and diffuse publicly available online sources?" The symposium will be followed by THATCamp Luxembourg/Trier, closely linked to the main themes of the symposium and offering technology and humanities specialists the opportunity to meet and discuss during brainstorming sessions based on the Symposium's liveliest debates. THATCamp Luxembourg/Trier will be co-organized by the *Center for Digital Humanities* (Universität Trier).

For further information regarding these two events, please refer to the DHLU Symposium 2012 website: <http://www.digitalhumanities.lu>

Introducing the NCPH Graduate Intern

Theresa Koenigsknecht joined the NCPH executive office in August. Theresa grew up in Battle Creek Michigan and is pursuing an MA in Public History at IUPUI. In May 2011 she graduated from Michigan State University with a BA in History, an additional major in Anthropology, and also earned her Museum Studies Certification. Her varied training and interests have taught her the value of multidisciplinary collaboration for creating a more efficient and insightful historical perspective. Her responsibilities at NCPH include research, assisting with planning for the annual meeting, and updating the organization's web and social media presences.





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2012 NCPH/OAH Annual Meeting

Milwaukee,
Wisconsin

April 18-22 / The
Hilton Milwaukee
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NCPH has been the leading advocate for history at work in the world for thirty years. Through publications, awards, meetings, and other forms of professional development, NCPH supports the efforts of individuals, like you, and the diverse institutions and organizations involved in public history.

Members of NCPH gain access to:

- **Publications**—*Public History News* and *The Public Historian* (Members have free digital access to 30 years of back issues.)
- **Professional Networking & Discussion Opportunities**—At the annual meeting and in online communities
> *Off the Wall* Blog > NCPH group on LinkedIn > H-Public > Public History Educators' Listserv > International Federation for Public History
- **Discounts**—On Annual Meeting registration and archival and library supplies
- **Resources**—Job listings, professional development offerings, conferences, and call lists

- **Advocacy**—On behalf of the profession
- **Online Resources**—Tenure & Promotion guidelines; discounted subscription to ACLS Humanities E-book; and the *Guide to Public History Programs*.
- **Leadership Opportunities**—Shape the field by serving on committees and task forces

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