



# NEWSLETTER

*NATIONAL COUNCIL on PUBLIC HISTORY*

Vol. V, No. 4; Vol. VI, No. 1-No. 2

1985-1986

## Making Value Judgments in State and Local Communities: What Does the Preservationist Need to Know?

by Catherine W. Bishir  
North Carolina Division of Archives and History

*These remarks, presented at a conference on Teaching Historic Preservation held at the Stagville Preservation Center, Durham, North Carolina, September 26-28, 1985, were abridged for the Newsletter*

In training preservationists, it is tempting to promote the belief that historic preservation embodies values that are objectively right and true. Thus, it is our job as preservationists to convince the rest of the world through "preservation education" or to regulate the rest of the world into adhering to those values—to spread what is often described as the "preservation ethic." What I wish to suggest here is that we might serve students better by letting them know that preservation, by and large, embodies values that are far from being universal or objective. Rather, they are those of one segment of society, to which most of us—by intention—belong. Whatever our various disciplines, we are part of a class group with its own distinct values which, like any others', assure its members' status and indeed their survival in the society. As we are careful to stress in our discussions of preservation training, whatever our specific disciplines, we are, above all, *professionals*.

Market professionals, as Dell Upton summarized it in a recent article, are "members of occupation groups who define their social and economic status in terms of selling their time and intangible skills rather than physical products." They base their status chiefly on two main ideals: their ability to offer impartial, expert knowledge for the public or the client's good, and their special professional training and education. Thus they define their value to the society, not in terms of raw labor power as a lower class does, nor in terms of artisan skill in making or fixing or transporting things as the technical or blue-collar worker does, nor in terms of ownership of capital as the upper class does. Rather the market professionals' value comes from their exclusive possession of knowledge, which they are able to convince other members of the society that they need and cannot get from any other supplier. This claim of exclusive and valuable professional knowledge is what gives the professional a special status in the society—a status carefully carved out to create a place above the laborer and technician but without having to possess land or capital.

Thus professionals, including preservationists, come to their work not objectively, but rather riddled with their own values.

So what? How does an identity as a market professional affect what the preservationist does? I would suggest that there are at least two arenas in preservation work where it would be good for us as preservationists and as teachers of budding preservationists to remember our own value-ladenness.

Let's start with the young professional preservationist who goes to work in a local community. Chances are he or she goes into a community where non-professionals compose most of the population; their history and their interaction are represented in the historic fabric the preservationist is studying—and their views and actions today will affect what stays and what is lost in the community. In short, it is their community. Preservationists need to know this in order to understand them and their history and their current behavior. And they need to

*continued on page 4*

## NCPH and OAH JOINT ANNUAL MEETING, APRIL 10-13 Preconference

**Workshop, April 9-10**

The National Council and the Organization of American Historians will meet jointly this coming spring. The meeting includes a variety of walking tours through New York as well as sessions examining the latest historical research and current trends in the profession.

A special preconference workshop on public history will be held April 9 and 10. Conference sessions begin on Thursday, April 10, at 3:00, continuing through Sunday, April 13, and ending at mid-day. Headquarters for the joint conference is the newly renovated Penta Hotel, located directly across from Madison Square Garden.

*continued on page 3*

## NEWSLETTER MOVES TO BOISE STATE UNIVERSITY

Boise State University and NCPH announce the transfer of the Newsletter editorial and production offices to Boise State. Todd Shallat has agreed to serve as Newsletter editor. The first issue from Boise State will appear next April. Shallat brings to the Newsletter a variety of experience from previous work with the American Public Works Association and Public Works Historical Society. New to Boise State this past fall, he is helping to expand its developing public history program. The NCPH Executive Committee has approved expanding the scope of the Newsletter and changing its format as necessary to accommodate more news and better coverage of public history activities. Information for inclusion may be sent to Shallat, Department of History, Boise State University, 1910 University Drive, Boise, ID 83725.

## NCPH NEWS

Following the April conference in Phoenix, the Executive Committee met in May to set out plans for 1985-86. A follow-up meeting in October provided the opportunity to continue planning and to discuss NCPH goals. The Committee devoted a majority of its energy to an intensive examination of the Council's strengths and weaknesses with the purpose of delineating NCPH's special role. The Committee believed this work was the key to better planning and to providing concrete directions to NCPH committees. The discussion led to the drafting of a mission statement, goals, and objectives which are included in this Newsletter. The purpose of each NCPH committee was identified within the framework of these goals and objectives to gain a better perspective on current Council activities.

Several committees are working on new projects. A *Public Information Committee* is considering specific ways to better promote history and bring greater attention to the work of historians among professionals in other fields. One long range goal is to design a media presentation highlighting the work of professional historians suitable for use in presentations to other professionals in talks or at their conferences. The *NCPH Secretary* is at work creating a core of liaison persons to help NCPH establish more formal ongoing relationships with other historical associations. The *Ethics and Professional Standards Committee* is developing a booklet setting forth ideas on contract writing and client relationships. All of these activities stem from the ideas gathered this past year by the *Long Range Planning Committee* from NCPH members. This committee is proposing important bylaw changes for Board consideration in late December. Specifically, the most significant changes involve reducing the size of the Board and providing for the direct election of officers by the membership.

The newly organized *Newsletter Committee* recommended significant changes in the Newsletter to the Executive Committee, which has endorsed the expansion of the Newsletter and the reworking of the format to bring production costs down so that more information can be provided the membership. Under Anne Kaplan's direction the Newsletter Committee (Shelly Bookspan, Ronald Johnson, and Todd Shallat) developed detailed suggestions about the content that future

*continued on next page*

## National Council on Public History

### MISSION

To promote the utility of history in society through professional practice.

### GOALS

- I. Raise public awareness of the utility of history.
- II. Increase and improve the use of history in all sectors of society.
- III. Support and speak for public history interests.
- IV. Strengthen and expand the professional development of public historians.
- V. Build a strong NCPH to achieve the above goals.

### OBJECTIVES

- GOAL I. Raise public awareness of the utility of history.
1. Identify the publics.
  2. Define the utility of history to each public.
    - a. Function of institutional memory.
    - b. Role of retrospective analysis.
    - c. Role of oral history.
    - d. Relationship history and public policy.
    - e. Relationship between archival management and the practice of history.
    - f. History as a cost-effective management practice.
  3. Develop strategies for implementation.
- GOAL II. Increase and improve the use of history in all sectors of society.
1. Develop strong examples of the successful use of history.
  2. Provide educational/informational materials.
  3. Develop programs to educate and encourage other professions to utilize the services of professional historians.
- GOAL III. Support and speak for public history interests.
1. Effect alliances with other professional and scholarly organizations and agencies that share interests with NCPH.
  2. Identify, monitor, and speak out on activities of potential impact upon public history.
- GOAL IV. Strengthen and expand the professional development of public historians.
1. Provide informational services.
  2. Support academic programs.
  3. Develop educational programs.
  4. Support research and assessment of methods used by public historians.
  5. Establish ethical guidelines for members of NCPH.
  6. Recognize professional achievement.
- GOAL V. Build a strong NCPH to achieve the above goals.
1. Develop an effective organizational structure and strong financial base.
  2. Carry out quality programming in areas of current priorities.
  3. Build active individual and institutional membership.
  4. Raise external funds for special projects.

NCPH NEWcont. from pg. 2

Newsletters ought to incorporate, e.g., heavy emphasis on upcoming meetings, summer seminars, and training institutes; discussion of key issues; news of relevant state humanities and arts council projects; brief bibliographic entries (especially local history and CRM items not noted elsewhere); a job opportunities column; contract information; essays on nuts-and-bolts matters of interest to contract historians; interviews with practitioners; and summaries of workshops and seminars.

The *Publications Committee* and NCPH Chair Noel Stowe have worked to implement the features of the sponsorship contract signed last April with the University of California, Santa Barbara, concerning *The Public Historian*. A new contract with the University of California Press has been signed; new provisions are in place to support the NCPH-appointed editorial board; a new editorial board will be appointed in early January; and the UCSB Provost and NCPH Chair have jointly agreed to appoint G. Wesley Johnson as journal editor in accord with the new agreement. The journal is currently readying special issues on ethics, archives, and curriculum. The Council has discussed with UC Press promoting these issues to bring wider attention to the journal and Council.

NCPH-OAH cont. from pg. 1

**Preconference Workshop: An Introduction to Public History**, Wednesday, April 9, and Thursday, April 10. Cosponsored by NCPH and OAH, the workshop will review the development of public history as a field of historical practice. It will focus on four key areas of public historical activity: Media, Public Policy, Business, and Cultural Resources Management. Sessions will concentrate on the institutional settings and formats in which much of this historical activity takes place and will analyze its processes and conceptual problems. Topics to be discussed include: the similarities to and differences from traditional approaches to history; the varied audiences and clients whose needs must be met; the range of historical products that have emerged; the special skills that may be required in particular areas; and the ethical issues that may arise. Specific examples will be drawn from work in archival programs, policy studies, media presentations, contract work, exhibitions,

community and local history, and oral history. Resource materials will be provided to help participants learn more about each major topic and plan courses and programs.

This seminar is appropriate for individuals in public and private agencies as well as for faculty who wish to develop new programs or enhance established courses.

#### **Workshop Sessions and Leaders.**

**Introduction and Overview:** Ronald Grele, Director, Oral History Research Office, Columbia University, and Barbara Howe, Department of History, West Virginia University and NCPH Executive Secretary. This session will consider how public history evolved, the kinds of institutions with which it was identified, and the changes in the profession overall which have led to wider practice and training. The workshop leaders will also describe the shared concerns and differential needs of historians employed in many kinds of organizations, including matters pertaining to administration, peer review of research, funding, job definition, and professional goals and values.

**Media (two sessions):** Daniel J. Walkowitz, Codirector, Public History Program, New York University, and Gerald Herman, Provost's Office and Department of History Northeastern University. Participants will view a number of media productions (film, radio, video) and discuss the complex intellectual and technical processes of transforming traditional historical research into such modes for presentation to both educational and general audiences.

**Public Policy:** Martin V. Melosi, Director, Institute for Public History, Department of History, University of Houston. How history may be used as a policy tool, how historians can contribute to policy analysis, and how historians may serve as policy-makers are the main topics in this session.

**Business:** Deborah S. Gardner, Director, Archives and Corporate Research Center, New York Stock Exchange, and Member, Board of Directors, The Institute for Research in History. The session will define the value of history to the business sector by looking at the range of its applications, including marketing, management, planning, public affairs, and research. It will review some of the practical and ethical issues faced by employees and consultants in the business world.

**Cultural Resources Management:** Michael Scardaville, Director, Applied

## NCPH 1985-86

Officers and Executive Committee  
Chair, Noel J. Stowe  
Vice Chair, Michael Scardaville  
Secretary, Patricia Mooney Melvin  
Treasurer, Albert Hurtado  
Past Chair, Jack M. Holl  
Board Representatives  
Beth Grosvenor  
Larry J. Hackman  
Anna K. Nelson

Committee Chairs  
Archives, Patricia Mooney Melvin  
Awards, Kendrick Clements  
Cultural Resources Management, Stanley Hordes  
Curriculum, Albert Hurtado  
Ethics and Professional Standards, Ruth Ann Overbeck  
Finance, Albert Hurtado  
Long Range Planning, Michael Scardaville  
Newsletter, Anne Kaplan  
Nominating, Ted Karamanski  
Professional Issues, Melvin Smith  
Program, 1986, Deborah Gardner and Daniel Walkowitz  
Program, 1987, Edward Berkowitz and Pat Harahan  
Public Information, Martin Melosi  
Publications, Anna Nelson  
Site Selection, Ken Owens

History Program, Department of History, University of South Carolina at Columbia. The responsibilities of the large number of private and public organizations involved in protecting the historical, cultural, and natural environments, educating the public about their importance, and setting the standards for their preservation, development, and use will be central to the discussion.

**Summary and Comments.** Bara Levin, Director, Chemical Bank Archives and Gallery.

**Workshop Schedule and Fee.** Participants attend all sessions, beginning Wednesday at 2:00 p.m., and ending Thursday at 5:00 p.m. Registrants will receive a detailed schedule for the one and one-half days. The fee is \$75.00 and includes workshop materials and lunch on Thursday. Some fee reduction may be available for people without institutional affiliations. Inquiries should be addressed to Daniel Walkowitz, Department of History, New York University, 19 University Place, New York, New York 10003. The fee does not cover the cost of the OAH/NCPH registration for the conference or lodging for Wednesday night; participants may register at convention

continued on page 7

## Sixth Annual Business Ethics Conference

The Sixth National Conference on Business Ethics was held October 10 and 11, 1985, at Bentley College in Waltham, Massachusetts. The theme was Ethical Dilemmas for the Multinational Enterprise.

Topics discussed at the conference included disinvestment in South Africa, ecological and safety issues, poverty, the Foreign Corrupt Practices Act, the marketing of hazardous products, host-country perspectives, and other social and political concerns of multinational firms. As might be expected, issues surrounding U.S. firms in South Africa predominated.

Among those speaking at the Conference were Raymond Vernon, Harvard Professor Emeritus of International Affairs, and Mira Wilkins, Professor of Economics at Florida International University, both experts on the history of multinational enterprises. Also speaking was Pastor Leon Sullivan, member of the General Motors Board of Directors and author of the "Sullivan Principles," who explained his goal of American disinvestment in South Africa.

Past themes of annual Conferences on Business Ethics include "Business Values and Social Justice: Compatibility or Contradiction?"; "Power and Responsibility in the American Business System"; "The Work Ethic in Business"; and "Technology—In Control or Out of Control?" Among past speakers are George Cabot Lodge, Thomas P. "Tip" O'Neill, Mark Hatfield, Ralph Nader, Howard M. Metzbaum, and numerous CEOs and officers of Fortune 500 firms. Proceedings from all conferences are available. All inquiries should be addressed to W. Michael Hoffman, Center for Business Ethics, Bentley College, Waltham, MA 02254. Telephone (617) 891-2240.

---

## Fulbright Grants

The Council for International Exchange of Scholars (CIES) has announced that a number of Fulbright Lecturing Grants remain available in the field of U.S. History.

Independent scholars and faculty are eligible to apply. For information, call or write CIES, Eleven Dupont Circle, N.W., Suite 300, Washington, DC 20036. (202) 939-5401.

## MAKING VALUE JUDGMENTS

*continued from page 1*

know it if they are to serve them and their community and the cause of preservation in a useful way.

But in school—where we are trained to be professionals—we don't usually learn that. In fact, we learn the opposite.

How many of us professional preservationists have said in however tactful terms to a local (unprofessional) preservationist or political figure after a tour of the community, "Now this house you all love because it was your grandmother's really isn't all that significant, because stylistically, it's marginal at best . . ." or "This mansion that you want to save because it belonged to Colonel Ravenel and Miss Julia who got the Confederate monument erected, now that's admirable, but let me explain to you about the real significances of This Other Thing." This Other Thing may be a pure example of a Craftsman style bungalow, or the only surviving slavehouse in the south built by a documented African immigrant, or a perfectly preserved, stratified woodland site, or a completely intact textile mill village, or a streetcar suburb, or whatever it is. In any case, the professional values the Other Thing because of its interest to the profession—rather than because of mere family or local sentiment. This is what we learned to value in our professional training. And besides, such things can best be interpreted through the exercise of professional abilities; hence they require our participation and, in turn, assert our value and status as professionals. Our values are placed uppermost and the community's values are ignored—in the name of professionalism.

But if we realize that there really are different, equally powerful and valid value systems at work, and that ours is only one of them (and a historically new, minor one at that) we'll take a broader view. And if so, we'll find our work easier and more effective. We may find the local setting a little less astonishing and will probably end up saving a lot more.

There's a second, larger arena where the same issues appear: the public arena of government policy in historic preservation. We need to examine the effects of the values we bring to this work. And, for the sake of argument, let's insert one assumption: that taste is an expression of values, and thus the imposition of taste is an imposition of values. To what extent, then, are we, in the name of Historic Preservation, in the name of protecting cultural diversity, promoting values of our class, the values of professionalism, as absolute rather than relative values?

I first began to perceive and question my own tastes and values in making preservation judgments when I heard architectural historian Elizabeth Cromley analyze the tastes, esthetic rules, and expressed values of Italian working-class families' mid-20th century remodelings of late-19th century row houses in New York neighborhoods—how they used bright paint, carefully arranged metal awnings, defined patterns of applied brick facing or permastone, and a whole range of screen door designs to create a balance between communality and individuality. I also heard Alice Gray Read describe what Southern blacks who moved into Philadelphia row houses did to those houses, using such symbolic devices as astroturf applied to a defined space of sidewalk abutting the house, arrangements of furniture, plantings, concrete ornaments, and other things to create the porches and the social spaces to suit these buildings for proper living. These two scholars explored the philosophies, esthetic needs, and critical personal concerns that lie behind remodelings that most of us would label *tacky*.

These two are academic studies. The questions they raise, however, cross over into government policy, which is where most preservationists operate. In this context, such familiar preservation language as "Professional Standards" takes on a new and different meaning, far from the objectivity we usually assume those words imply.

Three specific areas come to mind: National Register eligibility, Tax Act certification, and Local Historic District Commissions. In each of these areas the yardsticks by which such matters as significance or appropriateness are judged are professional standards—in other words, professional values. The regulations assure this. It is professionals who determine eligibility for the Register and Tax Act at the state, regional, and federal level. It is they who administer Tax Act rehabilitations and who write and interpret the secretary's standards for rehabilitation. It is also they who usually instigate local design review boards for locally designated historic districts. And it is they (because of regulations written

*continued on next page*

by professionals) who are required as "qualified professionals" on such review boards to assure that proper, professionally-based decisions are made.

What are the implications of the professionalization of these government activities? Let's consider the issue of National Register eligibility for a district wherein some changes have been made by the residents over time for contemporary use. I daresay that in many cases the closer those alterations are to the tastes of the architectural historian involved, the more likely he or she is to find that the neighborhood has "integrity." The more antithetical the changes, the less likely. Consider a North Carolina mill village, composed of rows and rows of little frame houses originally all the property of the company, who imposed an institutionalized design unity on all the buildings and maintained them. Within the last half-century, the companies have sold these houses off to their residents. Their natural and necessary response is to modify these houses to state their separate ownership. These modifications include grapevine wrought iron porch posts, green translucent awnings or carports, asbestos siding in a variety of colors, permastone or other decorative finishes, couches or gliders on the porches, and animal statuary in the front yards. Seldom are the forms of the houses changed significantly at all, the major exception being an addition or porch infill to provide an indoor bathroom where none had been provided during company ownership. Many of us tend to exclude such individuated mill villages as lacking integrity and thus ineligible for the Register. Thus the taste and cultural values of the essentially surface modulations are given more importance than the deeper hierarchical and street and proximity patterns that survive undisturbed. For me, only the example of such historians as Cromley and Read has made it clear how shortsighted has been my own judgment of these villages.

The effects of such value judgments are considerable. Professionals' decisions about what is eligible for the Register determine what gains recognition as important, what is offered the protection of the Historic Preservation Act from highway construction or demolition for federally funded urban renewal, and what is given the opportunity for rehabilitation through the Tax Act's tax credits. Such decisions, based on the values of the judge, affect the whole future and possibly the survival of these neighborhoods, villages, or streets.

David Whisnant, in *All That Is Native and Fine: The Politics of Culture in an American Region*, offers a useful perspective on our situation. His book describes examples of settlement schools and promoters of folk culture in the Appalachians in the early 20th century. He also deals with the broader issue of "cultural otherness," how people perceive each other across cultural and class boundaries. More specifically, the study is about "how mostly educated, urban, middle- and upper-class, liberal 'culture workers' perceived, manipulated, and projected the culture of the mostly rural, lower-class working people in the southern mountains during the half-century after 1890." These "culture workers" sought to maintain what they perceived as the "traditional" mountain, and even "Old English" values of the Appalachian culture by convincing mountaineers to avoid adaptations to industrialization, to sing only those songs that seemed to the culture workers authentic and unsullied, and even to learn morris dances. This phase of the cultural politics in preserving a perceived American past, Whisnant makes clear, had nothing to do with "politics at the formal level of legislative act, judicial decision, or policy directive, but at the more basic level of individual values and assumptions, personal style and preference, community mores and local traditions."

Preservationists today have much in common with those early "culture workers" in our efforts to preserve what we perceive as valuable from the past. A major difference is that, unlike Whisnant's early 20th century examples, we as professionals working in the public sector are in fact "culture workers" in whom taste and class values are deeply and intentionally entwined with official policies and legislation. The impact of that entwining can be tremendous. We are, whether we like it or not, immersed daily in "the politics of culture." It is not that I mean to suggest that our values are wrong. I merely want to emphasize that they are *our values*, not absolute ones. If we are to bring to our work as preservationists the objectivity the job requires and on which our very claim to professionalism lies, then we must be aware of the values we bring to the task. We need to be sure we know that and that our students know it. ☐

## AHA Announces Fellowship in Aerospace History

One postdoctoral research fellow will be selected to spend one year in the NASA History Office. The purpose is to provide a fellow the opportunity to engage in significant and sustained advanced research in NASA aerospace science, technology, management, or policy. Applicants must be U.S. citizens and have a Ph.D. in history or closely related field. Applicants must propose research in a NASA-related field, and must provide a detailed research proposal. The fellowship stipend is \$23,000.

Application forms and information can be obtained from: Fellowship in Aerospace History, American Historical Association, 400 A Street, SE, Washington, DC 20003. Deadline for application is February 1, 1986.

---

## Section 106 Training

The Advisory Council on Historic Preservation will be offering eight training sessions in seven cities in 1986. The Council's 2-day course, "Introduction to Federal Projects and Historic Preservation Law," is designed to teach federal, state, and local officials the basics of the project review procedure, usually referred to as Section 106 review, that is mandated by Section 106 of the 1966 National Historic Preservation Act. The Council cosponsors the course with the General Services Administration Training Center.

Cities hosting the course in 1986 are Honolulu, Phoenix, Nashville, Boston, Kansas City, Seattle, and Washington, D.C. Course participants learn what Section 106 review is, when it applies, what they will need to do to comply with preservation law and requirements, how to identify cultural properties, assess the effects of their projects on historic properties, and develop appropriate measures to mitigate adverse project effects.

The cost of the 2-day training is \$160. For information on how to register for the sessions listed above, write to the GSA Training Center, Property Management Institute, P.O. Box 1560B, Arlington, VA 22215 and ask for the course brochure.

## RECENT PUBLICATIONS

by Elaine Lacy

Carol Groneman and Robert N. Lear, *Corporate PhD: Making the Grade in Business*. (New York: Institute for Research in History, 1986)

Of the 10,000 humanities PhDs working outside the academy in 1983, roughly half were employed full-time in business and industry. Carol Groneman and Robert N. Lear, in conjunction with The Institute for Research in History, conducted a three-year study of history, archaeology, linguistics, philosophy, and English PhDs who now work in the corporate world to determine why they entered private industry and what they were able to bring to it. Their findings are reported in *Corporate PhD: Making the Grade in Business*.

The book's tone is set in a foreword by Roger B. Smith, Chairman and CEO of General Motors. Smith notes that because of their broad training, liberal arts majors are valuable to business, especially at the management level. Among their special qualities are communications skills, a sensitivity to people, flexibility, and a strong sense of stewardship. The major impact of liberal arts on the art of management, however, is its contribution to the development of "an ethical and humanistic capitalism—a system that stimulates innovation, fosters excellence, enriches society and dignifies work."

The circumstances leading to the influx of humanities PhDs into the corporate world include changes in the academic marketplace and in U.S. business and management. The collapse of the academic job market was caused by lower college enrollments and larger numbers of PhDs in need of jobs. The growth of international business called for a different kind of manager: increased international competition meant traditional management styles were no longer sufficient to maintain America's competitive edge in world markets. Humanities PhDs entered this changed corporate world in the 1970s and early 1980s.

Several chapters of *Corporate PhD* are devoted to interviews with PhDs who made a successful transition from academia to the corporate world. They tell why they left the academy, how they secured their corporate positions, how they utilize their skills in the business arena and fit into their respective corporate cultures, and how their em-

ployers regard their contributions.

Low pay, university politics, lack of mobility, job insecurity, and boredom were among the factors causing academics to search for jobs in other fields. Many secured their first corporate positions through their university's careers-in-business programs. Almost all those interviewed utilized networking techniques. Some acquired additional business skills through MBA programs. One former scholar said his many years in school have prepared him to learn business skills on his own; he can compensate for not having an MBA better than MBAs can compensate for being so technically trained.

Generally speaking, the former academics' education and present jobs do not match; it is the process, not the content of their schooling that transfers to the corporate world. Many say the skills they use most are those of research, analysis, and communication. The authors point out another resource, an "X Factor," which comes from humanities training: humanities PhDs approach business problems differently because they have greater insights into human nature, are less present-minded, and cope with ambiguity more easily than social scientists or engineers.

What do managers value most about corporate humanities PhDs? Among those qualities listed are their ability to absorb voluminous information quickly and organize it in a clear, concise manner; their skills at perceiving and identifying problems accurately; their ability to communicate well; their breadth of vision; and their flexibility. They also have "political savvy," have good research and planning skills, and bring new ideas and perspectives to the business world.

Groneman and Lear predict that the trend in business toward hiring people trained in the humanities will accelerate, but humanities PhDs are not yet considered an obvious labor pool. They will have to continue to be aggressive in seeking out employment by making known what they can contribute to the business community. As human resource information systems evolve and graduate school programs are developed to better place their humanities graduates, there are certain to be more corporate PhDs.

Hagley Papers, *Perspectives on Public History* (1985)

As part of the thirtieth anniversary celebration of the founding of the Hagley Program in the History of In-

dustrial America, the Hagley Program Alumni Association sponsored a conference in December 1984 on "Perspectives on Public History." The goal of the conference was to provide a forum for academic historians and those in policy-making positions to exchange ideas regarding their work and their service to industry, government, education, and the community.

*Perspectives on Public History* consists of the proceedings of the first session of the conference, "Public History and Public Policy Studies." August W. Giebelhaus, Associate Professor in the School of Social Sciences, Georgia Institute of Technology, outlined the history of American energy use. He focused on three past governmental fuel policies—those involving petroleum, natural gas, and coal—and showed how these policies, at both the state and federal level, were made in response to crises and did not reflect long-range planning. They were fuel-specific and not part of a comprehensive energy plan, and they were developed within a context of abundance rather than scarcity, so were inadequate for the crisis environment of 1973-1980. Giebelhaus points out that additional energy crises are certain to confront Americans. If policy makers have learned the lessons of our energy past, they will be in a position to effect better policy.

Bruce Seely, Assistant Professor of History at Texas A&M, outlined the history of American highways. He examined the genesis and implementation of the three major national highway policies between 1880 and the 1960s, and, by describing the role of federal engineers in the process, demonstrated the importance of experts in a democratic society. Seely suggests that in the Bureau of Public Roads, the laziness of the public and lawmakers meant that engineers and other experts played a much larger part in shaping American society than is usually understood.

Comment on the presentations was made by Richard H.K. Vietor, Professor at Harvard School of Business. Vietor pointed out the need demonstrated in both papers for a more active role by historians in making public policy. He also presented a research agenda designed for historians of public policy. Vietor is critical of Seely and Giebelhaus, however, for not outlining more clearly the lessons of the past, which he says must be done if public policy history is to have an impact on policy making. ■

rates for the extra night. Workshop registrations must be received by March 21, 1986.

**Special NCPH Activities.** NCPH Chair Noel J. Stowe will give the annual chair's address, Friday, April 11, at a Public History plenary session, followed by a short business meeting and reception. On Saturday, April 12, NCPH will sponsor a luncheon meeting designed for informal conversation about problems, issues, and opportunities for historians in government, business, archives, museums, historical societies, cultural resources management, consulting, and curriculum. The luncheon will give professionals the chance to share ideas on how NCPH can meet their needs and to identify other historians within NCPH and OAH who share similar interests and concerns.

**Walking Tours.** Eight walking tours (all are free) have been scheduled to provide first-time visitors as well as seasoned New Yorkers a closer, intimate look at the special nature of New York's historic areas and ethnic neighborhoods. Anythony W. Robins (New York Landmark Preservation Commission) will guide a group around the very tip of Manhattan to explore Wall Street and the financial district. Ellen Fletcher's (American History Workshop) group will explore around the Seaport Museum, an eleven-block area organized in 1967 to preserve and interpret the waterfront. Jeffrey Kroessler (LaGuardia Community College) will introduce his group to the seat of city government at Broadway and Park Row. Jack Tchen (New York Chinatown Research Center) will examine the Chinatown area of the 1890s and the current challenges the neighborhood faces. Bayrd Still (new York University) will lead a tour of Greenwich Village. Two tours will take groups beyond Manhattan: Richard Lieberman and Vincent Seyfried of LaGuardia Community College have mapped a route through Steinway Village; Margaret Latimer of the Brooklyn Educational and Cultural Association will guide a tour through Brooklyn Heights, a 19th-century suburb.

Detailed conference information will be mailed to NCPH members in January.



**NOW AVAILABLE  
FOR RESEARCHERS, SCHOLARS, AND LIBRARIANS  
THE FIRST MAJOR SOURCEBOOK AND BIBLIOGRAPHY  
ON PUBLIC HISTORY**

**THE CRAFT OF PUBLIC HISTORY:  
An Annotated Select Bibliography**

David F. Trask and Robert W. Pomeroy III, General Editors  
Prepared Under the Auspices of the National Council on Public History

*The Craft of Public History*, an introduction and basic guide to the literature of public history, has wide applicability both inside and outside academic circles and should be read by all those interested in the application of historical methods in other areas.

Order from: Greenwood Press, 88 Post Road West, P.O. Box 5007, Westport, CT 06881. \$49.95, prepaid.

**THE NATIONAL COUNCIL ON PUBLIC HISTORY**

announces the availability of

**HISTORY GOES PUBLIC**

**A slide-tape presentation showing opportunities in public history—ideal for classroom and seminar use.**

Available in one carousel with an accompanying cassette tape. The cassette must be used with a synchronizer, either built into the slide projector or attached to it, and a tape recorder. Simple to use and inexpensive to rent or purchase.

**\$35 Rental, \$100 Purchase**

For information and rental or purchase arrangements contact: Barbara Howe, Department of History, West Virginia University, Morgantown, WV 26506

**National Council on Public History**

I wish to support the goals and activities of the National Council on Public History. I understand that I will receive *The Public Historian* and the *Newsletter*.

Individual Membership: \$25.00 \_\_\_\_\_  
Institutional Membership: \$33.00 \_\_\_\_\_  
Student Membership (please enclose  
a copy of current registration): \$15.00 \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City • State • Zip \_\_\_\_\_

Send checks made out to:  
University of California Press  
2120 Berkeley Way  
Berkeley, CA 94720

Special memberships are also available:

Institutional Sponsor: \$125.00 \_\_\_\_\_  
Patron: \$275.00 \_\_\_\_\_

Please send inquiries and checks to:  
NCPH Executive Secretary  
Department of History  
West Virginia University  
Morgantown, WV 26506

# NCPH PUBLIC HISTORY PROGRAM DIRECTORY

The Curriculum Committee is preparing the *Directory of Public History Programs* for publication in the spring of 1986. The booklet will sell for a modest price (\$5 to \$8) and be available at the annual NCPH meeting in New York.

The directory is composed from the responses of eighty history departments that answered NCPH questionnaires. For each school there will be information on courses taught, criteria for admission, degrees offered, areas of emphasis, internships, enrollment, and public history employment success of each program's graduates. In addition, there will be a list of public history programs that did not respond to the questionnaire.

The directory will be useful to students who are planning to study public history, and to anyone who wants to know the current extent of training programs. The NCPH presents the directory as a reference service for purchasers, and does not recommend any particular program that is listed. Omission of a program from the directory should not be construed as an indication of NCPH disapproval, since not all programs have come to our attention.

- Many NCPH members have contributed to the publication of the directory. Notably, Barb Howe enlisted staff and computer services at West Virginia University to prepare the first draft of responses. Al Hurtado is overseeing final editing with financial assistance from Indiana University-Purdue University at Indianapolis.

The *Newsletter* of the National Council on Public History is published four times each year. Coeditors of the *NCPH Newsletter* are Beth Luey and Noel Stowe of Arizona State University. Timothy A. Bentler was editorial assistant for this issue, and Elaine C. Lacy was research assistant. Copy for the next *Newsletter* should be sent to Todd Shallat, NCPH Newsletter, Department of History, Boise State University, 1910 University Drive, Boise, ID 83725.

## Important Upcoming Dates

- |              |  |
|--------------|--|
| January:     | <ul style="list-style-type: none"><li>● Ballots mailed to members</li><li>● April conference information mailed to members</li></ul>   |
| February 28: | <ul style="list-style-type: none"><li>● Deadline for receipt of materials for April <i>NCPH Newsletter</i></li></ul>   |
| March 15:    | <ul style="list-style-type: none"><li>● Ballots due at NCPH Secretariat</li><li>● Reports and agenda items due for the New York meetings of the Executive Committee and Board of Directors</li></ul> |
| April 9-10:  | <ul style="list-style-type: none"><li>● Preconference workshop: An Introduction to Public History, New York</li></ul>  |
| April 10-13: | <ul style="list-style-type: none"><li>● Joint meeting of NCPH and Organization of American Historians, New York</li></ul>  |
| April 10:    | <ul style="list-style-type: none"><li>● Meetings of the Executive Committee and Board of Directors</li></ul>   |
| April 11:    | <ul style="list-style-type: none"><li>● NCPH Plenary: NCPH Chair address, NCPH business meeting and reception</li></ul>  |
| April 12:    | <ul style="list-style-type: none"><li>● NCPH luncheon</li></ul>  |

## NEW PUBLIC HISTORY PROGRAM IN INDIANAPOLIS

Indiana University-Purdue University at Indianapolis now offers a Master's degree in public history. Al Hurtado coordinates the program, which offers concentrations in historic preservation, cultural resource management, museums, historical editing and publishing. The location of the growing 23,000 student campus four blocks from the statehouse and central business district offers unique opportunities for public historians who want experience in an urban

environment. The program has established close working ties with institutions and agencies that employ public historians, including the Indiana State Museum, Indiana Historical Society, Historic Landmarks Foundation of Indiana, State Division of Historic Preservation and Archeology, Indianapolis Historic Preservation Commission, and several museums. The history department publishes the *Journal of the Early Republic* which offers internship opportunities for students. The thirty-six-hour program requires two public history courses and a six-hour internship. Financial assistance and some paid internships are available.

NCPH Newsletter  
3914 Harrison Street, NW  
Washington, DC 20015

Non-Profit  
Organization  
U.S. Postage Paid  
Permit No. 1  
Tempe, Arizona