

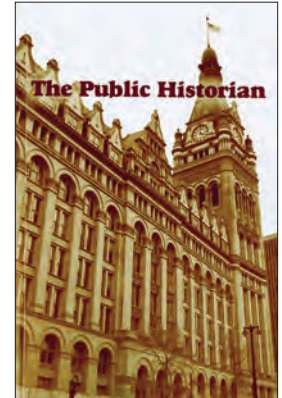


Editors Joining *The Public Historian*

In a new relationship spanning the United States and reaching globally, the editorial team of *The Public Historian* (TPH) will grow this spring to include a co-editor and two international consulting editors. The National Council on Public History (NCPH) and the University of California, Santa Barbara (UCSB) have signed an agreement with Rutgers University-Camden, which is creating a new staff position for a public historian in residence whose primary responsibility will be to serve as co-editor of *The Public Historian*. Housed within Rutgers-Camden's Mid-Atlantic Regional Center for the Humanities (MARCH), the co-editor will be a public history practitioner with substantial experience outside of academia. Adding the co-editor position will broaden the journal's ability to cover a wide variety of public history practice as well as developments in allied fields, such as museum studies, historic preservation, digital history, and community history projects.

NCPH and UCSB are also expanding the editorial team in an agreement with the University of Amsterdam, which will provide two public historians, Manon Perry and Paul Knevel, to serve two-year terms as TPH's first international consulting editors established at an institution outside of the United States. Perry and Knevel will be a voice for public history practice, scholarship, and teaching in Europe and elsewhere outside of North America. Their role is to help secure article submissions and reviewers; identify books, exhibits, and other forms of public history practice for review; and invite the authors of important publications or public history projects in many languages to bring forward work that otherwise would be lost to an English-speaking audience.

The new co-editor and international consulting editors arrive at a propitious time for *The Public Historian*, which recently welcomed a new managing editor, Sarah Case, and reviews editor, Patrick Ettinger, and is beginning to integrate its content and production processes with NCPH's recent digital initiatives, such as the *Public History Commons* portal, *History@Work* blog, and forays into social media. Sarah Case's role as managing editor is part of her position as academic coordinator of public history at UC Santa Barbara. She is replacing Lindsey Reed, who served with distinction at TPH for more than 30 years. Sarah comes to the journal from Salisbury University, where she was associate professor of U.S. and women's history. In 2000-2003, Sarah was the assistant reviews editor for TPH. Patrick Ettinger is replacing Lee M. A. Simpson, his colleague at California State University, Sacramento, who was the TPH reviews editor from 2006 to 2012. Patrick is the director of the public history program and the Capital Campus Oral History Program at CSUS.



Members of NCPH and other readers of the journal and digital public history venues are encouraged to meet the editors and join the conversation about the journal's future at the Open Forum, "The Future of Publishing and Communication, from TPH to Social Media," which takes place during the 2013 NCPH Annual Meeting in Ottawa. (Saturday, April 20, 10:30 am-12pm)

Ways to Get Involved in Ottawa

Next month several hundred of us will gather in Canada's capital for the 2013 NCPH Annual Meeting. While there will be a variety of topics, threads, conversations, side conversations, and perhaps debates, our overall theme is "Knowing Your Public(s): The Significance of Audience in Public History." No matter the year or city, one of the best things about an NCPH conference is the porous boundaries between who is "presenting" and who is "the audience." So as you reflect on the conference theme, your own public history work, and audience(s), consider these ways to participate.

- Enter to win the #NCPH2013 Youtube Video Contest. Our first ever. Visit nph.org for details.
- Get involved with pre-meeting discussions happening about sessions and working groups on the *History@Work* blog.
- Submit a topic for a Dine Around onsite in Ottawa and facilitate a lively discussion with colleagues at a restaurant of your choice.

[continued on next page →](#)



Courtesy of Ottawa Tourism

Ways to Get Involved in Ottawa (cont. from page 1)

- Catch some of the pre-conference discussion among the Working Groups, which have posted case statements on the 2013 Annual Meeting webpage.
- Join NCPH discussions already happening on Twitter (#NCPH2013) and Facebook, or post your meeting plans on your blog and share the link with us.



Canadian Museum of Civilization. Courtesy of Ottawa Tourism.

Still looking for a way to get involved in the program in Ottawa?

- Sign up to be a Meeting Mentor! We are looking both for professionals eager and willing to share their time and experience as mentors, and for first-time attendees who would like to take advantage of this great opportunity as mentees.
- Sign up for Speed Networking! We are still looking for established professionals as well as career seekers.
- Jump into Friday's Lightning Talks session. Sign up and showcase your own digital project and hear what's new and exciting in the digital humanities. Presenters have 2-3 minutes each to describe their projects.

- Promote your business or organization with a booth in the exhibit hall. We are still accepting reservations! Visit ncph.org for more details.



Courtesy of Ottawa Tourism.

Want to know how to make the most of your time in Ottawa?

- Sign up for a tour! Bus tours and walking tours are available Wednesday and Saturday of the meeting to get you out of the conference hotel and into the streets and sites of Ottawa. Take a Haunted Walk, tour the Diefenbunker: Canada's Cold War Museum, or spend an afternoon at Ottawa's Central Experimental Farm.

- Register for a workshop! Spend Wednesday participating in the 3rd "THATCamp NCPH", an unconference in the digital humanities, or spend just the morning learning how to take your social media efforts to the next level with "Social Media 101." "Oral History," "Landmark Nominations," and "Material Culture" round out the 2013 offerings.
- Participate in one of our three breakfast events.
- "A Machine Autopsy" is our Friday evening Public Plenary event. Don't miss Italian historian of technology and material culture Vittorio Marchis dissecting a machine while inviting the audience to consider how embedded we are in technology.
- Take part in Saturday morning's "The Future of Publishing and Communication, from *TPH* to Social Media: An Open Forum."

See you in Ottawa!



Courtesy of Ottawa Tourism.

HISTORY supports the **NCPH** for promoting the value and significance of history every day.



2013 NCPH Annual Meeting Registration Form
FULL PROGRAM is online at www.ncph.org

1. Personal Data

Name: _____

Affiliation: _____

Mailing Address: _____

City, State, Zip: _____

Telephone: _____

Email: _____

- Please do not include my name and contact information on the list of conference participants which is made available at the conference.
 I am a first-time attendee

Emergency Contact Information

Name _____

Phone: _____

Do you have any special needs? Yes No
 If yes, please list: _____

2. Registration Fees (from March 12 – April 3, 2013)

Please Note: Early Bird registration ends March 11, visit ncph.org for prices and to submit your early registration.

- | | Fee | |
|--|-------|-------|
| <input type="checkbox"/> Member | \$170 | _____ |
| <input type="checkbox"/> Non-Member | \$195 | _____ |
| <input type="checkbox"/> Student Member | \$95 | _____ |
| School: _____ Advisor: _____ | | _____ |
| <input type="checkbox"/> Student Non-Member | \$105 | _____ |
| School: _____ Advisor: _____ | | _____ |
| <input type="checkbox"/> Single-day registration | \$100 | _____ |

Subtotal Registration _____

3. Special Events

- | | Fee | |
|--|------|-------|
| <input type="checkbox"/> Opening Reception – Wed | FREE | _____ |
| <input type="checkbox"/> Speed Networking – Thurs | FREE | _____ |
| <input type="checkbox"/> First-time Attendee /New Member Breakfast - Thurs | \$30 | _____ |
| <input type="checkbox"/> Public History Educator's Breakfast - Fri | \$32 | _____ |
| <input type="checkbox"/> Consultant's Reception – Fri | FREE | _____ |
| <input type="checkbox"/> Poster Session and Reception – Fri | FREE | _____ |
| <input type="checkbox"/> Awards Breakfast and Business Meeting - Sat | \$32 | _____ |

Subtotal Special Events _____

4. Tours (Non-walking tours include transportation.)

- | | Fee | |
|--|------|-------|
| <input type="checkbox"/> Ottawa Labour History Walking Tour | \$15 | _____ |
| <input type="checkbox"/> Experience Vodou! | \$10 | _____ |
| <input type="checkbox"/> Ottawa Electric Power Houses Walking Tour | \$12 | _____ |
| <input type="checkbox"/> The Canadian Parliamentary Precinct as Public History: Telling the Outside Story Walking Tour | \$12 | _____ |
| <input type="checkbox"/> The Haunted Walk | \$24 | _____ |
| <input type="checkbox"/> Diefenbunker: Canada's Cold War Museum & National Historic Site (lunch included) | \$50 | _____ |
| <input type="checkbox"/> Canada Science and Technology Museum's collection warehouse tour | \$15 | _____ |
| <input type="checkbox"/> The Ultimate Field Trip! | \$15 | _____ |
| <input type="checkbox"/> Horaceville: Pinhey's Point Historic Site (lunch included) | \$50 | _____ |
| <input type="checkbox"/> Rideau Canal Tour (lunch included) | \$65 | _____ |

Subtotal Tours _____

5. Workshops

- | | Fee | |
|--|------|-------|
| <input type="checkbox"/> Social Media 102 | \$30 | _____ |
| <input type="checkbox"/> Changing History: Teaching Students How to Write National Historic Landmark Nominations | \$10 | _____ |
| <input type="checkbox"/> Oral History Workshop (includes Lunch) | \$40 | _____ |
| <input type="checkbox"/> THATCamp NCPH | \$25 | _____ |
| <input type="checkbox"/> Artifacts, Audiences and Materials Culture | \$25 | _____ |

Subtotal Workshops _____

6. Total

	Subtotals
Registration Fees (Section 1)	_____
Special Events (Section 2)	_____
Tours (Section 3)	_____
Workshops (Section 4)	_____
TOTAL to be paid	\$ _____

7. Payment Information

- Check (Drawn in U.S./Canadian funds on a U.S./Canadian Bank, payable to NCPH) Visit ncph.org to register online using credit card.

8. Waiver and Photo Release

I certify that I am not aware of health or medical conditions preventing my safe participation in the activities for which I register, and I hereby release and discharge the National Council on Public History (NCPH), their respective affiliates and subsidiaries as well as any event sponsor jointly and severally from any and all liability, damages, costs, (including attorney fees), actions or causes of action related to or arising from or out of my participation in or preparation for any of the events listed above. I hereby authorize NCPH to use, reproduce, and/or publish photographs and/or video that may pertain to me—including my image, likeness and/or voice without compensation. I understand that this material may be used in various publications, recruitment materials, or for other related endeavors. This material may also appear on the NCPH's Web Page. This authorization is continuous and may only be withdrawn by my specific rescission of this authorization. Consequently, the NCPH or project sponsor may publish materials, use my name, photograph, and/or make reference to me in any manner that the NCPH or project sponsor deems appropriate in order to promote/publicize service opportunities.

Signature _____

Date: _____

No emailed, faxed, or mailed registrations can be accepted after April 3, 2013. Registrations after this date will be handled onsite in Ottawa. Tickets for special events, tours, and workshops are limited.

NCPH
 327 Cavanaugh Hall – IUPUI
 425 University Blvd.
 Indianapolis, IN 46202



President's Comments



Robert Weyeneth
weyeneth@isc.edu

I look forward to seeing many of you in Ottawa in April.

The NCPH conference this year is our thirty-fifth annual gathering, and it is our fourth meeting in Canada. We will have met in Ontario three times and in British Columbia once: Waterloo in 1983, Ottawa in 2001, Victoria in 2004, and now Ottawa again in 2013.

Our meeting also marks the inaugural conference of the International Federation for Public History, which NCPH as an organization (and many of our members individually) have been actively supporting from its inception. We welcome our participants from beyond North America. Your participation enriches the conference and our conversations about public history as a field, as a profession, and as a perspective.

I especially welcome those of you who are attending your first NCPH conference, those who are discovering NCPH for the first time, and those who are new to the field of public history.

Michelle Hamilton and Jean-Pierre Morin have co-chaired the Program Committee,

which has crafted the intellectual heart of our conference. They have assembled a stunning program built around the theme “Knowing your Public(s): The Significance of Audiences in Public History.” Thank you to both of them, as well as to the entire committee for its hard work, insight, and inspiration: Anna Adamek, Sharon Babaian, Rebekah Dobrasko, Betty Koed, Paul Litt, Denise Meringolo, Jill Paterson, Joel Ralph, Steven Schwinghamer, Meg Stanley, Sean Stoyles, and Mark Tebeau.

Several of these colleagues have also devoted considerable time and energy to the important work of the Local Resource Committee. Local arrangements are always key to a successful public history conference, especially in an intriguing city like Ottawa. Thank you to Anna Adamek and Sharon Babaian, the co-chairs, and to Lorna Chisolm, Krista Cooke, Paul Litt, Jean-Pierre Morin, and John Willis.

And for getting it all to come together—and allowing the rest of us to have an enjoyable, productive, and smooth-running conference experience—we are all grateful to the superb staff at the NCPH executive offices housed at Indiana University Purdue University Indianapolis. NCPH is fortunate to have an Executive Director as dedicated, talented, and wise as John Dichtl. Carrie Dowdy began planning the Ottawa conference as far back as 2010, and her successor as Program Manager, Stephanie Rowe, has kept us steadily on course over this last year. We welcome Alice

Smith as the new Membership Assistant in the executive office and acknowledge the good work this year of Noah Goodling, our graduate intern from the IUPUI public history program.

I have tried to use this column over the last year to keep the membership informed of important developments related to *The Public Historian*, so let me add a few comments here. Last year we added an open forum on the journal to the Milwaukee conference program, and I am pleased to report that we are continuing that tradition in Ottawa. This town hall meeting takes place on Saturday April 20 from 10:30 am to 12:00 noon. *The Public Historian* has a new managing editor, Sarah Case, whom we want to welcome. In addition, NCPH and the University of California, Santa Barbara have expanded the editorial team for the journal to include a new co-editor hosted by Rutgers University-Camden and international consulting editors based at the University of Amsterdam. We also want to spend some time at the open forum discussing NCPH's recent digital initiatives such as the *Public History Commons* portal and *History@Work*. We have much news to share as we continue to reconceptualize how public historians communicate with each other, publish in the digital age, and reach wider audiences. Come join us to share your comments on how digital directions are shaping the field of public history for all of us.

From the Executive Director



John Dichtl
jdichtl@iupui.edu

Our spring conference generates by far and away the most activity in the annual life of the NCPH. Each issue of *The Public Historian* is another major mountain of scholarly and professional exchange, hitting four other times throughout the year. In between these five moments of intensity there used to be long stretches of organizational silence, punctuated by this newsletter and then the H-Public listserv.

What you see before you in this eight-page Public History News is an effort to draw more members into the discussions generated before, during, and after the annual meeting and the issues of our quarterly journal. That is, NCPH is abbreviating the newsletter, but feeding the online, connective spaces for discussion and exchange and news—spaces such as *History@Work* and the *Public History Commons*, as well as what will be weekly issues of the *Public History News Update* email. Through these venues, as well as social media, we are seeking to engage more public historians at various stages of their careers in meaningful discussions in a more constant manner. A host of contributors and a core editorial team at *The Public Historian*,

in NCPH's Digital Media Group, and in the NCPH executive office are striving to build a year-round community of scholarship and practice.

As Kathleen Fitzpatrick, director of scholarly communication for the Modern Language Association recently put it, “members join the association less in order to receive its communications than to participate in them, to be a part of the conversation....” (*C&RL News*, Dec. 2012).

Please participate in our growing NCPH community and help to create richer, more integrated, conversation to advance public history.

→ Committees on the Go

These updates give a sampling of what NCPH volunteers are doing for the organization. The committees encourage your input throughout the year. 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/>

New Professional and Graduate Student Committee

Our group has four subcommittees this year, each with a task that will aid in the growth of NCPH. The Blog Subcommittee is continuing to coordinate with Cathy Stanton and “View from the New” section editors Laura Miller and Priya Chaya. Their objective is to ensure that the subsection speaks to the full range of challenges and opportunities that new professionals and graduate students encounter. Our Needs Subcommittee is continuing to expand on their work from 2012. One of their top ideas is that the *History@Work* page expand to include posts on job-openings, consolidating H-Public, NCPH, and the proposed blog job postings into one entity. Users could elect to receive an immediate RSS feed, tweet, or email notification of when jobs are posted. Our Membership subcommittee is currently developing surveys for student and lapsed new professional members to determine: 1) how to keep student members involved, particularly beyond their academic careers and 2) why members have let their membership lapse and what would bring them back to NCPH. Based on the results, the committee will organize recommendations on member retention and how to expand our service to graduate students and new professionals. The Meetings subcommittee has taken on the task of organizing a social event at the Ottawa conference open to all graduate students and new professionals, such as a first or second night meet-and-greet like last year.

—Celia James and Roy Oberto, Co-chairs

Curriculum & Training Committee

The committee will host the Public Educator’s Breakfast and the Speed Networking session in Ottawa. In addition, we are discussing the role of online public history programs and will consider drafting new best practices documents for developing a public history program. The committee encourages all public historians to comment about this at <http://bit.ly/Vg514J> and to attend the Working Group in Ottawa that is looking at this issue. We also are discussing the possibility of drafting a Best Practices for Digital History Training, though this will depend on finding additional digital expertise outside the committee. At the annual meeting, the committee plans to gather input on drafting a

best practices document, discuss online public history programs, and consider which sessions to sponsor for the meeting in Monterey.

—Jon Taylor, Chair

Digital Media Group

Over the past few months, we’ve begun to see a lot of the pieces of NCPH’s digital puzzle come together. I say “puzzle” because that’s often what digital publishing and communications feels like—looking for ways to link up various small and not-so-small pieces so that they can speak to and build on each other as well as enhance and help facilitate the overall work that NCPH is doing. Our first foray into creating a central place where some or all of that can link up is the *History@Work* blog, launched only a year ago. Covering a range of sub-topics within public history, the blog has begun to emerge as a venue for thought-provoking ideas and commentary. Ideas for posts are always welcome—just email info@publichistorycommons.org. We are particularly excited about cross-platform projects in development with *The Public Historian*, like our upcoming collaborative coverage of the War of 1812 bicentennial. We recently expanded the *Public History Commons* space we’ve built (with the generous help of the Roy Rosenzweig Center for History and New Media). You can now find more of NCPH’s “newsy” functions (including some that have been served by the H-Public listserv in the past) on the Commons and to reach you from there via various channels. Don’t miss our digital offerings at the annual conference. We invite you to participate in: THATCamp NCPH, the Digital Drop-In session for quick advice on your digital project questions, and the Lightning Talks showcase of new and exciting work in digital public history. One measure of the vitality of the Digital Media Group at present is that thanking everyone individually for their active contributions would take up the full word count of a short report like this one. So I’ll just note that our successes are due to the smart and diligent efforts of everyone in our various editorial and technical teams, as well as the outstanding support we’ve come to expect from our executive office.

—Cathy Stanton, Digital Media Editor and Chair

Consultants’ Committee

2012 saw a marked expansion in the committee’s web presence, with over 20 posts in the Consultants’ Corner on the *Public History Commons’ History@Work* blog. Some of these prompted a flurry of commentary, and favorites included Christopher Clarke’s “Mind in the Marketplace” series and Jennifer Stevens’ “Hustling Historians: Selling Your Trade.” Our Twitter handle, @NCPHConsultants now has almost 350 followers, and we’ve hosted

four successful TweetChats thus far, with topics ranging from “how to write an effective proposal” to “what inspires us, and how do we keep in touch with other public historians?” In 2013, we are committed to further expanding our efforts in these areas, and to evaluating the international historical consulting scene and improving the NCPH Consultants’ List. To advance these objectives, we are launching a member survey in the fall. Over the next few months, we will work to craft relevant survey questions that will help us learn how we may better serve the greater NCPH consulting (and prospective consulting) community. If you have ideas for survey questions, please message us @NCPHConsultants or email the committee co-chairs.

—Morgen Young and Adina Langer, Co-chairs

2014 Local Arrangements Committee

The committee is hard at work arranging special events and tours for public historians meeting on the scenic shore of Monterey Bay March 19-22, 2014. (The Program Committee has selected the theme, “Sustainable Public History.”) The following tours are planned: Walking tours of Monterey’s historic adobes and famous Cannery Row, including rare access to Pacific Biological Laboratory (Doc Rickett’s lab made famous in John Steinbeck’s novel of the same name). Bus tours will explore the historic and quaint village of Carmel-by-the-Sea, visit a historic whaling station and spot sea otters at coastal nature preserve Pt. Lobos, and wind down California’s Highway 1 and scenic Big Sur coastline to Point Sur Lighthouse. A day-long “Grapes of Wrath” bus tour will travel through the agricultural Salinas Valley to the National Steinbeck Center

and John Steinbeck House in Salinas, then stop at a local winery to sample some of Monterey County’s fine wines. For those with an interest in military history, bus tours will include the historic Hotel Del Monte, now the U.S. Navy’s Naval Postgraduate School, and The Presidio of Monterey. Active and adventurous public historians can join a bicycle tour to Seaside or Pacific Grove, or come face to face with seals and sea otters on a 90-minute kayak tour on Monterey Bay. Come join us in Monterey March 19-22, 2014!

—Marianne Babal and Stephen Payne, Co-chairs

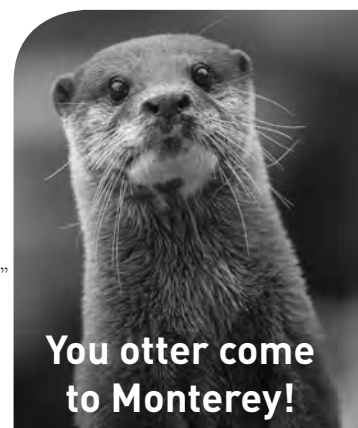


Photo by Flickr user William Warby.

You otter come to Monterey!

Public History Award Winners for 2013

Please join us in congratulating this year's award winners for outstanding achievement in a variety of public history formats. Full details about the recipients and their projects will be released in conjunction with the NCPH Annual Meeting in Ottawa next month. We hope you will help us celebrate at the Awards Breakfast on Saturday, April 20, at the Delta Ottawa City Centre Hotel, 8:00 a.m. – 10:00 a.m.

Graduate Student Travel Awards

This award provides assistance for conference travel costs for five graduate students who will present a session or poster or will participate in a working group. Congratulations this year go to **Laura Arata**, Washington State University; **Celia James**, University of South Carolina; **Laura Keller**, Arizona State University; **Amanda Noll**, University of South Carolina and, **Megan Southern**, University of South Carolina

Graduate Student Project Award

"The Terra Cotta Community History Project" **Sarah Cloutier**, **Ellen Kuhn**, **Shawna Prather**, and **Ashley Wyatt**, University of North Carolina at Greensboro

New Professional Travel Awards

Travel awards for individuals who are new to the field and practice of public history, these two grants assist new professionals in attending the conference, helping them become more connected with other members of the profession early in their careers.

HRA New Professional Travel Award

Claire Jerry, Curator, Paul Findley Archives, Illinois College

NCPH New Professional Travel Award

Carolina Muglia, Archivist, *American Council of Learned Societies*, Library of Congress

Excellence in Consulting Award Individual Award Winner

Cathy Stanton, "Plant Yourself in My Neighborhood," special ethnographic report for Martin Van Buren National Historic Site, National Park Service

Group Award Winner

Marla Miller, **Anne Mitchell Whisnant**, **Gary Nash**, and **David Thelen**, *Imperiled Promise: The State of History in the National Park Service*

Honorable Mentions: **Jennifer A. Stevens**, Historical Research Associates, "Voices of Courage, Champions of Excellence: The Story of the Idaho Educational Association Since 1892"; and **Virginia Adams**, **Kristen Heitert**, **Laura Kline**, **Stephen Olausen**, **Jenny Scofield**, Public Archaeology Laboratory, Inc., National Historic Register Nominations

G. Wesley Johnson Award

For the best article in *The Public Historian*.

Elizabeth Belanger, Assistant Professor of History and Director, American Studies Program, Stonehill College. "Public History and Liberal Learning: Making the Case for the Undergraduate Practicum Experience," *The*

Public Historian Vol. 34, No. 4.

Honorable Mentions: "The Nation Before Taste: the Challenges of American Culinary History," Vol. 34, No. 2., **Andrew Haley**, Associate Professor of History, University of Southern Mississippi; and "Exploring Identities: Public History in a Cross-Cultural Context," Vol. 34, No. 4., **Julia Brock**, **Jennifer Dickey** and **Catherine Lewis**, Museum of History and Holocaust Education, and **Samir El Azhar**, Université Hassan II Mohammedia, Ben M'sik

NCPH Book Award

Denise Meringolo, University of Maryland, Baltimore County. *Museums, Monuments, and National Parks: Toward a New Genealogy of Public History* (University of Massachusetts Press, 2012).

Honorable Mention: Remembering the Forgotten War: The Enduring Legacies of the U.S.-Mexican War (University of Massachusetts Press, 2012) **Michael Scott Van Wagenen**, Georgia Southern University

Outstanding Public History Project Award

"*Museo Urbano at 500 S. Oregon*," **Yolanda Chávez Leyva** and **David Romo**, Department of History at the University of Texas at El Paso

Honorable Mention: "Virtual Watervliet," **Starlyn D'Angelo**, Shaker Heritage Society, and **Jose Kozan**, Virtual Grounds, LLC.



2014 NCPH Call for Proposals

"Sustainable Public History" Monterey, California, March 19-22 Monterey Conference Center

At its core, sustainability means meeting the needs of the present without compromising the future. Sustainability requires us to work within limited economic and natural resources, build lasting community and cross-disciplinary relationships, emphasize quality over quantity, and elevate social responsibility. The idea of sustainability is often applied to our relationship with the environment, but it also relates to the way we manage and fund historic resources. This conference will examine how the idea of sustainability can advance the field of public history. How can we use history to promote a better relationship with the environment? How can we make sure that our own work is sustainable and that the collections, institutions, and knowledge we build today will endure for generations?

The online proposal system will open in May; proposals are due by **July 15, 2013**.

Will Digital Crowdfunding Work For Your Next Project?

Noah Goodling | ngoodlin@gmail.iu.edu



Nikola Tesla. Image from Flickr user Abode of Chaos.

In August, 2012, an extraordinary thing happened: a small museum, dubbed the Friends of Science East (FSE), which was being run out of two unused classrooms in a local high school on Long Island, began an online fundraising campaign which raised over \$1 million in just over a week. The money was to be used to buy a local historical site, a laboratory utilized by the 19th century inventor Nikola Tesla called Wardencllyffe; the museum planned to repair the site and convert it into a science and technology museum to honor Tesla's legacy. The story quickly went viral on the Internet, as journalists and bloggers asked the same set of questions: How did a small, virtually unknown museum manage to marshal such incredible resources so quickly? And what implications does this success carry for fundraising for public historians?

The answer to the first question lies in the power of the digital realm to connect together audiences and innovators with shared interests. In this case, the digital tool that was used is called *crowdfunding*. Crowdfunding is simply a term that is used to describe the backing of projects or causes by groups of people, usually on the Internet, who combine their money and resources to meet a fixed goal. Projects are typically aggregated onto sites that specialize in crowdfunding, like Kickstarter or IndieGoGo.

As mentioned above, FSE launched its crowdfunding campaign with incredible success. Importantly, however, the money did not come in from a handful of mega-donors; statistics from the first week showed that over 20,000 people from 102 countries had contributed an average of only about \$40 per person. When I asked about the success of this campaign, Jane Alcorn, the president of FSE, noted several important factors that she felt were crucial to their success:

1) Find the right person or platform to promote your product.

Before the crowdfunding campaign began, FSE reached out to popular Internet cartoonist Matthew Inman, who is well known for his impassioned diatribes about the lack of recognition for the contributions of Nikola Tesla to the advancement of modern science and technology. By linking their message and mission with this pre-established fan base, FSE was able to dramatically increase the number of people they could reach and impress with the plans for their museum.

2) **Set easily achievable milestone goals.** There is a reason this is standard practice in capital campaigns. Although FSE ultimately needed at least \$850,000 for the crowdfunding to be successful, the group initially encouraged donators to focus on smaller goals, such as the first hundred thousand, a quarter million, etc. As more milestone goals were met, the campaign inherently appeared to be more successful and legitimate, generating increased enthusiasm and excitement from supporters on the Internet.

3) **Take time before the campaign begins to make your cause credible.** Before crowdfunding, FSE took time to write a grant to New York State, which assured them matching funds up to \$850,000 for any money raised. Having the backing of the state government saved this campaign from needing to defend its reputation or its plans for the museum, making it a viable initiative from the get-go.



Wardencllyffe, on Long Island, New York. Image from Flickr user NikiSublime.

4) **Use social media aggressively and persistently to promote your cause.** Throughout the campaign, FSE used a variety of social media outlets, like Facebook, Reddit, and Twitter, to spread the word, to post updates, to thank contributors, and to increase the transparency of their plans for the site. By reaching large networks of people, FSE quickly and efficiently spread the initial campaign and the ensuing excitement as the funding took off.

Clearly, crowdfunding has enormous potential. Its implications for future fundraising efforts in public history, however, remain to be seen. It would be easy to dismiss the success of FSE as a fluke, a "right-time, right place" effort that was pushed along by an Internet demagogue. To do that, though, is to disregard a potent tool. It is our goal, as public historians, to connect with our audiences in meaningful ways, and to spur the public to interact with the field of history. To accomplish that aim, crowdfunding presents a system that actively and democratically asks the public to express their support for ideas that are original, interesting, compelling, and practical. In my opinion, those are fair expectations for the future of our field.

Noah Goodling is a public history graduate student at IUPUI and the program assistant at NCPH. His BA in History is from Allegheny College.

2013 NCPH ELECTION RESULTS

Thank you to the voters and the Nominating Committee, and special thanks to all of the individual candidates, who agreed to allow their names to be placed on the ballot!

The NCPH Voting Participation Rate

2013 - 28% of members	
2012 - 22%	2008 - 23%
2011 - 26%	2007 - 21%
2010 - 27%	2006 - 18%
2009 - 21%	2005 - 16%

Executive Board

Denise Meringolo, University of Maryland, Baltimore County
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