

APPALACHIAN OUTREACH

AVAILABLE PROGRAMS

COUNTRY MUSIC IN THE TRI-CITIES is a 43 minute slide-tape program based upon the research of folklorists Charles Wolfe (author of Tennessee Strings) and Richard Blaustein. The program traces the history of radio and the recording industry in the Bristol-Johnson City-Kingsport area. It also explores the effects of modernization upon the instrumental and vocal traditions of Upper East Tennessee. The Carter Family, Jimmie Rodgers, the Tenneva Ramblers, and Tennessee Ernie Ford are among the performers featured in the show.

HANDS ALL AROUND: SOCIAL ASPECTS OF QUILTING is a 21 minute slide-tape program which explores some of the ways quilts and quilting have played important roles in the private lives and community activities of Americans from the era of early European settlement up to the present. Quotations from nineteenth century sources, appropriate musical selections, and contemporary oral interviews are blended with historical and modern photographs to create a colorful, lively and informative program.

PAT ALDERMAN: THE MAKING OF A LOCAL HISTORIAN is a 25 minute slide-tape program that focuses on the highly successful career of a noted local historian residing in Unicoi County, Tennessee. The program describes Pat Alderman's first adventures as a researcher and the various projects and publications that grew out of his efforts. Through narration, oral interviews, music, and contemporary and historical photographs, the program examines Alderman's work in the context of what history is and how it can be integrated with the study of regional folklore and natural history. The program also suggests ways in which others might further their own interests in the pursuit of community and local history.

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HARVESTING THE HARDWOODS: APPALACHIAN LOGGING CAMP LIFE is a 30 minute slide-tape program which looks at the lives of men and women in the logging camps of Central Southern Appalachia during the 1920's and 30's. Among the subjects covered in this program are working conditions, camp life, safety and medical care, and the impact of the lumber industry on the people of the region. Through interviews with the workers themselves, letters from logging company officials and a wide range of historical photographic materials, this program explores the history of this important Appalachian enterprise and the people responsible for its success.

A JOHNSON CITY ALBUM is a 23 minute slide-tape program which combines the reminiscences of four local people with photographs which take us from Johnson City's early days right up to modern times. While the speakers relate personal experiences, the four stories together with the photographs illustrate important themes of Johnson City's development. These include the influence of changing modes of transportation, the development of educational institutions, changing styles of popular entertainment, industrial and commercial development, and the changing look of Main Street through the years. Photograph albums often serve as reminders of the past. Looking through albums, we remember things we have done and events that affected us in some way.

EMBREEVILLE is a 25 minute slide-tape program which traces the economic and social history of this small mountain community from its early settlement, through "boom and bust" periods of iron, lead, zinc, and manganese mining, up to the present controversy surrounding the Bumpass Cove Landfill. The program uses narration and oral interviews combined with historic and recent photographs which focus on the background of a social issue of widespread concern. This program is both uplifting and informative and is of special interest to groups concerned with the quality of life in their own communities.

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AVAILABLE PROGRAMS - 3

LONG STEEL RAIL: SOUTHERN MOUNTAIN RAILROADS is a 28 minute slide-tape program which examines the history and development of railroads in Central Southern Appalachia. Special attention is given to the railroads of Eastern Tennessee, including the East Tennessee and Western North Carolina Railroad, the Clinchfield Railroad and the Southern Railway System. The program features many old photographs of railway stations, trains, engines, and people constructing the original lines. The sound track includes many rare recordings of railroading songs, work crew chants, and interviews with people who worked for the railroads in days gone by.

HOLSTON COUNTRY HOUSES: PRESERVING THE PAST is a 25 minute slide-tape program that looks at various aspects of historical preservation, its importance and its benefits to the community. Through a series of contemporary photographs and interviews with people actively involved in preserving the built environment, the program examines the history of the DeVault Tavern (Leesburg, Tennessee), the Derry Inn (Blountville, Tennessee), Rocky Mount (Piney Flats, Tennessee), and the historic district of Jonesboro, Tennessee. In each case, the show focuses upon the human component in this increasingly important aspect of historical and cultural research.

COME ALL YOU COAL MINERS is a 40 minute slide-tape program that brings together the varied and rich music of the Southern Appalachian coal fields. The program also features an extensive series of slides taken by Helen Lewis of coal miners, their families, and life in the mines and coal camps. Through the songs, ballads and narrative portions of this slide-tape production, one derives a sense of the spirit and human effort that have been so much a part of coal mining in our region over the years.

EAST TENNESSEE STATE UNIVERSITY

JOHNSON CITY, TENNESSEE 37601

THE SHERROD LIBRARY
Archives of Appalachia

Dear

The Archives of Appalachia at East Tennessee State University is producing a series of multi-media outreach programs. These programs are available, free of charge, for showings, and may be sponsored locally by public libraries, civic and community groups, and religious and historical organizations. Each of our slide-tape programs deals with a particular aspect of Appalachian history and culture, such as the quilting bee as a social function, Pat Alderman and local history, logging and logging camps, and country music in Upper East Tennessee.

We are including more detailed information about those programs now available. Several more will be ready soon and a total of eight to ten slide-tape programs are planned for 1980. To arrange for showings in your community, contact the Archives of Appalachia at (615) 929-4338 or 929-4365. We are open Monday through Friday, 8:00 a.m. to 4:30 p.m. Ask for the Office Manager who will then arrange to show one or more of our programs at a mutually agreeable time. If you would prefer to preview a program, we will try to arrange it. We can schedule public showings for daytime or evening. Our schedule fills up quickly, so call early if you want a program on a particular date.

Remember these programs come to you free, courtesy of the Archives of Appalachia. We provide the programs, the equipment, brochures. However, due to limited funds, we will ask local sponsors to provide gas money (20¢ per mile) but that is all! We also ask you to provide a room for the showings and publicity for the program. You may wish to have your local newspaper, television station or radio station run a series of pre-performance announcements. If you have an organizational newsletter, we hope that you would announce our programs in it. To help you, we have prepared news releases on all of our programs. Libraries may also wish to prepare book displays, and some groups provide refreshments for their audiences. This project is funded in part by the National Endowment for the Humanities through a grant from the Tennessee Committee for the Humanities, Inc. If you advertise our programs through your organizations and local media you must include this acknowledgement on all of your publicity. Since our funding is dependent upon adherence to this rule, I am sure that you can appreciate its importance.

Please contact us for more information. We look forward to hearing from you and sharing our outreach programs with you.

Sincerely,

Kathryn Wilson
Office Manager

KW:js

EAST TENNESSEE STATE UNIVERSITY

JOHNSON CITY, TENNESSEE 37601

THE SHERROD LIBRARY
Archives of Appalachia

Dear Publisher:

The Archives of Appalachia, a non-profit organization within East Tennessee State University, has received a small grant from the Tennessee Committee for the Humanities to produce a series of slide/tape programs on subjects of local interest. These outreach programs rely primarily upon materials in our archival collection, employ a flexible yet economical format, and are shown without charge to community groups in our Upper East Tennessee area.

For some of our programs we lack adequate visuals and we must use other sources for pictures. We would like to have your permission to use a slide copy of the picture identified below from one of your publications. We have enclosed a photocopy of the page to help you identify the picture.

We stress again that we are a non-profit agency and these programs are shown to groups of adults without charge. We will give full credit for the right to use these pictures in the flyer which accompanies the program. We hope you will grant us permission or help us contact those who can. Many thanks for your cooperation in this matter.

Sincerely,

Laurel Horton
Coordinator for Outreach Programs
Archives of Appalachia

OUTREACH AT THE ARCHIVES OF APPALACHIA: A SERIES OF MULTI-MEDIA EXPERIENCES

In the field of public history, "outreach" has come to serve as a comprehensive term referring to any number of programs that extend the scope of more traditional institutional offerings involving the public. Though they may vary widely from one agency to another, these programs all seek greater community awareness of and participation in local, regional, and even national historical projects. While outreach is by no means a new concept, the United States Bicentennial acted as a catalyst for fresh initiatives. Museums, historical societies, libraries, and archives often began outreach programs for the first time in 1976 and are now striving to continue and expand them. The approaches chosen by community organizations participating in outreach activities are rather diverse. They commonly include traveling exhibits, bookmobiles, and "suitcase museums." But in this age of "mass media," they have just as often taken the form of multi-media shows, such as film strip or video-tape presentations. This latter approach has met with widespread success and therefore suggests a promising alternative for a historical agency contemplating the initiation of an outreach program.

The Archives of Appalachia, located on the campus of East Tennessee State University in Johnson City, Tennessee, has just begun a multi-media outreach program of its own. It is the purpose of this brief essay to share with the reader some of the procedures undertaken in starting up the project. Traditionally, archives have not devoted much of their efforts and resources to outreach activities. They exist primarily for the collection and preservation of manuscript materials that are of recognized historical or research value. Many of their holdings are fragile and few

enjoy the benefit of an obvious narrative line. Thus, most archival collections remain inaccessible to the interested individual unschooled in qualitative and quantitative research techniques. Furthermore, the rigors of regular handling by the public and continuous exposure to unregulated environmental conditions are much more than most manuscript materials can withstand and survive. And yet, many archival holdings are or at least could be made of great interest to the general public. What one requires is a means of employing these materials in programs complete with an accompanying narrative line that will have broad public appeal while protecting the integrity of the original documents. This overriding concept became the central objective of our outreach program.

From the outset, we sought to draw upon collections housed in the Archives of Appalachia and to supplement these materials with new acquisitions procured from the community. We then planned to work these collections along with appropriate narrative lines into a series of outreach programs. Our first important task in this regard was to choose a vehicle or format for our "shows." Were they, for example, to be traveling exhibits, stationary displays, or media productions? In selecting a show format, we found it necessary to carefully evaluate our overall educational objectives in terms of community needs and institutional resources. We concluded that the programs needed to be inexpensive and flexible in their format; highly mobile, given the nature of community settlement and the problems of travel in Southern Appalachia; and renewable, that is, each show should be so constructed that it could be shown repeatedly without any significant increase in program expenditure.

These parameters immediately ruled out video and film formats due to the expense involved in these types of media. Similarly, we viewed traveling exhibits as too costly an undertaking and too inflexible to satisfy our

educational objectives. While inexpensive and flexible, a lecture series provided only for a set of single community experiences rather than the continuous outreach activity that we had envisioned. By a process of elimination, we chose a slide-tape format for our proposed program. We found that this approach had many advantages. It was inexpensive, indeed, perhaps the least expensive format under consideration, flexible, highly mobile and renewable. The financial and technical aspects of slide-tape show production are considered below. At this point, it is probably more useful to stress the flexible and mobile nature of the format. We anticipated taking our programs into the community. In the case of the Archives of Appalachia, this meant traveling to many small, isolated communities where local resources are severely restricted. The Archives's shows would therefore need to be self-contained; all of the necessary hardware would have to travel along with the programs themselves. Slide-tapes shows made all of this quite easy.

Once the Archives had established its program^m objectives and formats, the time had come to establish a production team who would work together in developing individual shows. Since both technical expertise and knowledge of the historical materials to be employed in the programs are required, our production staff reflects this diversity. The University's Director of Media Services and an acknowledged expert in media design, Dr. Ted Cobun serves as the projects media consultant. Dr. Richard Blaustein, Professor of Sociology and Anthropology, acts as the production staff's ethnographic consultant and therefore as the counterpart of our media specialist. Archives Director, Richard M. Kesner heads up the production team and recently appointed Laurel McKay Horton serves in the all important position of program coordinator (and in effect the real work horse of the project).

Since the whole point of our outreach program is to involve the community in local and regional history through the use of archival materials, we recognized the essential importance of recruiting non-university personnel to assist us in our efforts. We therefore established a community advisory board made up of people familiar with local cultural needs and interests. The board includes: Anne LeCroy, an author, poet and University professor, Harvey Dean, a museum curator, Susan Tannewitz, a local craftsperson, Joyce Newman, a folklorist, and Jim Stokley, the director of an already highly successful outreach program originating from the Children's Museum of Oak Ridge (Tennessee). Obviously, this list does not represent a cross section of the community. But each of these individuals in his or her own way possesses^{es} knowledge and experience that has been and will continue to be of great benefit to the project. They are all sincerely interested in our programming objectives. In addition, it ought to be stressed for those readers considering an outreach program along these lines of their own that a select board of experts will

be of greater assistance to your endeavors than an unmanageable body which taps all community resources.

With the appointment of our advisory board, we were ready to begin program development. Only one further obstacle faced us: the need to obtain financial support for the project. We anticipated a ten-show production schedule during the first year of the project's operation. Beyond actual production costs, we required the services of a full-time program coordinator (Ms. Horton was hired for the project only after full funding was obtained) and the means for program distribution. Since outreach projects are not traditionally viewed as components of your average archival program, the Archives did not have any monies of

its own set aside for such an endeavor. Fortunately, outreach programs are by their nature highly visible, community-oriented events. Many funding agencies recognize the real value of these activities, their costliness, and the inability of many historical and educational agencies to provide for them out of their regular budgets. The National Endowments for the Arts and the Humanities have both furnished assistance for the development of outreach programs. We obtained our support from the Tennessee Committee for the Humanities which is in turn funded by NEH.

(For a thorough and informative discussion of State Humanities Committees, their function and the types of projects they support, see: Candace Floyd and Betty Doak Elder, "State Humanities Committees: A Source of Local Funding," History News 34,10 (October, 1979): 273-7).

Grant applications are almost always a nuisance, but a well designed outreach project present^{ed} in a clear, concise, and well argued manner stands a reasonable chance for success. It appears that the current trend in grant awards is in the direction of programs that maximize community involvement. Furthermore, the degree of community participation built into most outreach programs may suggest local funding solutions. Often a prominent business or industry nearby may be willing to subsidize cultural programs. In most instances, your approach^{to} local corporate leaders will differ from that employed when contacting grant agencies. It may prove necessary for you to bring a sample program before the former group and for you to demonstrate how this project will enhance the visibility of the company or business as well as how it will enrich the community's cultural offerings.

Thanks to the Tennessee Committee's generous support our own program received funding in November 1979. According to the terms of our agreement with the Committee we now have the resources to hire a full-time program coordinator, produce ten multi-media programs, and circulate them in the

Eastern Tennessee area. The budget allows one hundred dollars (\$100) for the production of each show package (to be spent on materials, film processing costs, and so forth), the publication of publicity including a catalog for all ten shows, and transportation for carrying the shows around the region. While the salary of the coordinator is covered by the grant, the remainder of the production staff and the advisory board donate their time to the project. (The participation of some of those involved in the project is computed as a portion of the University's cost sharing). In addition, the University provides the equipment needed for both production and display of the shows and the vehicle required for their dissemination. It is important to note that the Tennessee Committee for the Humanities, like most granting agencies, rarely provides funds for hardware acquisitions. If your institution cannot furnish you with the equipment that you will need for your outreach program, you will in all likelihood have to seek matching funds from local sources for these essentials.

With funding assured and with the appointment of our program coordinator, we began the production stage of our project in December 1979. The staff began by simultaneously^{ly} considering the types of programs that might be of interest to the community and surveying our archival holdings so as to determine what materials we have that may be incorporated into one of our outreach shows. We found these two activities to be complementary since we relied on our holdings for the raw materials from which shows would be fashioned and yet discovered that after suggesting a possible show theme, we found ourselves reworking materials to fit new scenarios. After a number of meetings, the production staff came up with a list of fourteen potential programs. We chose to retain all of these ideas for the present because there is no way for us to tell at this stage which proposals may prove unworkable. Our tentative list includes the following subjects: The Early Twentieth Century

Appalachian Farm; Johnson City: Its History and Development; the Quilting Bee as a Social Institution; Mountain Medicine; Shape-note Singing; Logging and Logging Men at the Turn of the Century; Inns of East Tennessee; Indians of East Tennessee; the Tri-Cities Recording Industry; Pat Alderman: the Making of a Local Historian; Railroads and Railroad People: Their Impact on Southern Appalachia; Weaving; Some Ballad Folks Revisited; and Embreeville: the Impact of Change on a Small Mountain Community.

Each of these topics will be developed into slide-tape programs ranging from thirty to forty-five minutes in length. All will draw upon archival collections. For example, the Appalachian Farm Program will employ photographs from the Archives's photographic collections and a part of the audio portion of the program will come from our folklore and oral history collections. To supplement these materials, the program coordinator will take contemporary farm photographs and interview a few local farmers as well as a number of the participants in a recent symposium dealing with the Appalachian farm held on ETSU's campus. Once all of these materials, in their sundry forms, are assembled by the program coordinator, the production staff will meet to fashion the program script. The purpose of the script is to provide the narrative line into which we will insert our audio and visual archival materials. In preparing the script, we will draw upon information found in the Archives's manuscript collections and in related secondary literature.

With the script in hand, actual production may begin. Slide-tape programs can vary considerably depending upon the capabilities of your equipment and the resources at your disposal. One could, for instance, simply prepare a single slide tray and show the slides while reading from a prepared text. At the other extreme, some outreach programs employ a multi-projector, computer-controlled system that can project as many as ten images simultaneously. Our own system is somewhere in between these

two extremes. We use a Wollensak, two-carousel projector system with a dissolve unit/programmer attachment. All of this technical jargon simply means that we have the capability of projecting two images on a single screen at the same time and phasing in new slides without disturbing blank spots. This piece of equipment will give our programs the flow that is more commonly associated with video and film media. The entire unit including cassette tape recorder retails for approximately \$1200. The programming unit activates the slide machines through inaudible signals on the tape. Thus, all one need do is begin the program and the machine will run itself. The unit comes in three light-weight carrying cases and is easily transportable. If a large wall is not available for showing the program, the only other pieces of equipment required is a portable screen.

Given our hardware configuration and the thirty to forty-five minute duration set each show, our production specifications were more or less laid out for us. The recommended duration for showing a given slide is twelve seconds. This does not mean that one necessarily shift subjects every twelve seconds but that the perspective or background vary so that the eye (and hence the audience) does not tire of the scene. This computes into 150 to 225 slides depending upon the length of the show. For production purposes, all of the recording will be conducted on reel-to-reel tape recorders because editing and splicing are more easily accomplished in this medium than through the use of cassettes. The final sound track for the program will be placed on cassettes along with the inaudible "bleeps" which instruct the projectors when to change slides. The slides themselves will include reproductions of historical and contemporary photographs, as well as various types of graphics including: credits, diagrams, and maps.

The audio portions of the program, the narrative line (which is included on the final cassette), and the slides are all essential components of the

final master script. This script will evolve during the production process through an ongoing interaction between the production staff and the advisory board. But the evaluation process will not stop with us. At each showing, we plan to solicit community views through a carefully planned questionnaire that the audience will be encouraged to complete before leaving. In addition, we expect to work closely with those organizational sponsors who invite us to show our programs to their respective groups. We will ask them to complete and mail in more comprehensive forms evaluating community response to our efforts. As we continue our outreach program in the years ahead, we will rely on these sources of information for guidance regarding show formats and presentations, and potential subjects for subsequent programming development.

In closing, a few words ought to be mentioned on the actual operation of the outreach program. First of all, the shows are free and available to any public or community organization in Eastern Tennessee (in future years, we hope to make them available to all of Southern Appalachia). We provide the program and equipment. In addition, most shows will also include supplementary printed materials, such as annotated bibliographies and lists of other community resources related to the theme of that particular show. The sponsoring organization, be it a church, community center, public library, historical society, or civic organization need only supply a place for the showing and provide an audience. The Archives of Appalachia will shortly publish a catalog to its outreach programs with information on how to arrange for a showing in your community. Contact Richard M. Kesner, Director, Archives of Appalachia, the Sherrod Library, East Tennessee State University, Johnson City, Tennessee 37601 for details. In this way, we hope to share our historical materials with the community at large and serve the people of the region.



Production Team Surveying Photopgrahs for Inclusion in one of the Outreach programs. The Personnel from left to right Include: Richard M. Kesner, Laurel McKay Horton, Ted Cobun and Richard Blaustein.



Audio Production: Laurel Horton, the project coordinator edits the audio portion of the program at the sound board for dubbing onto a cassette.



Final show assembly: Laurel places show slides into the programmed carousel units. The dissolve/programming unit is located in the center next to the projectors.

oversee the program.

A group of about 15 minority students will attend the first summer institute. The students will be drawn from Tennessee residents who have completed their freshman year. It is anticipated that they will return at the end of their sophomore and junior years as they advance in preparation for medical school, Dr. Paxton said.

The program will prepare the students for the medical college aptitude tests and enhance their chances of succeeding in medical school once they are admitted.

Dr. Paxton said the facilities of the College of Medicine will be used for the program, but is not a recruiting arm of the University's medical school. Students are not obligated to attend any given medical school, not even a Tennessee medical school.

Mrs. Elliott comes to the University from the New Beginnings program for juvenile offenders in Bristol. She has a bachelor's degree from Knoxville College and a master of arts degree from Western Carolina University.

five year Comprehensive Plan for the universities under the aegis of the State Board of Regents (SBR) offered a number of pertinent conclusions for employment, enrollment and development of new programs at the University.

Quoting from the summary: "In the personnel category, the universities expected sizeable increases of faculty

for 300 fewer persons than projected by the universities themselves."

The staff comment on financial projections cited, "Even at the highest projected revenues, institutions anticipate improvement in breadth and quality of programs and support services only when coupled with projected en-



NEW CITIZENS — Dr. Sharmi Mehta, left, and Denise Pavchat with U.S. Judge Robert L. Taylor recently following ceremonies in Greenville which saw the two University faculty members become naturalized U.S. citizens. Dr. Mehta is an assistant professor of economics at the Kingsport University Center while Mrs. Pav is an associate professor of biological sciences. Upon receiving their citizenships, they were honored by the Greeneville Bar Association, and each was presented an American Flag.

NEH Funds for Archives' Video Shows

The Archives of Appalachia has received a \$22,727 grant provided by the National Endowment for the Humanities through the Tennessee Committee for the Humanities to publicize the extent of its collection.

While most of the visitors to the Archives are scholars and students of Appalachia, Dr. Richard Kesner, director and University Archivist, notes, "Many of our collections are of interest to the community as a whole. We have photographs of historic buildings and old town scenes, tape recordings of local storytellers and balladeers, and we even have video tapes of local crafts people at work. The problem we at the Archives face is how to bring these

materials to the attention of the larger community."

The grant will be used to hire a project coordinator to develop a series of multi-media programs "that will integrate our archival holdings into shows that people coming from diverse backgrounds and experience might enjoy. It is our plan to make these programs mobile and to distribute them throughout eastern Tennessee," Dr. Kesner said.

The shows will be available to churches, community centers, hospitals, public libraries, historical societies and senior citizen centers.

Among the shows envisioned for the

first year's productions will be shows on quilting, mountain music, local architecture, and mountain folklore. All of the programs will employ materials drawn from the collections of the Archives of Appalachia.

Dr. Kesner is currently conducting the search for someone to fill the position of program coordinator. In addition, Dr. Ted Cobun, media services, will serve as project media consultant and Dr. Richard Blaustein, sociology and anthropology, will be the ethnographic consultant. "We can't, however, just rely solely on our own resources," said Dr. Kesner. "This is a project for the community, and we need input from the community."

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ARCHIVES OF APPALACHIA TO OFFER COMMUNITY PROGRAMS

Dr. Richard Kesner, the Director of East Tennessee State University's Archives of Appalachia, wants people to know that archival resources are of value to more than just students and scholars.

"Many of our collections are of interest to the community as a whole," says Kesner. "We have photographs of historic buildings and old town scenes, tape recordings of local storytellers and balladeers, and even video tapes of local craftspeople at work."

Seeking a way to bring these materials to the attention of the general public, the Archives of Appalachia decided to develop a series of multi-media programs that would integrate their holdings into programs that all persons could enjoy. The Tennessee Committee for the Humanities liked this outreach idea and awarded a \$23,000 grant for the project.

On December 1st, the Archives staff will begin planning a series of mobile multi-media productions. Subject areas will include quilting, mountain music, local architecture, and mountain folklore.

Dr. Kesner is currently looking for a Project Coordinator to direct the year's activities. This individual will design the multi-media programs, develop necessary archival collections, conduct bibliographic research, and arrange for program distribution and promotion.

Although some experience in archival administration or outreach programs would be desirable, the only requirement for the job is that the individual have an accredited Masters Degree in a humanistic field.

Applications are due in ETSU's Personnel Office by November 15th. Resumes should contain information on the individual's qualifications, employment record, and professional references.

Serving as consultants to the project will be Dr. Ted Cobun, the Education Director of ETSU's Division of Instructional Communication, and Dr. Richard Blaustein, a Sociology professor and an expert in traditional Appalachian music. A five-member Advisory Committee will provide general guidance on the pro-

grams.

Tentative plans call for the transporting of the multi-media shows to public libraries, churches, community centers, hospitals, historical societies, senior citizen centers, and other accessible locations in East Tennessee. All programs will be offered to the public free of charge.

"This is a project for the community," notes Dr. Kesner. "We need to hear from East Tennessee residents regarding possible show themes and program locations."

Persons wishing to learn more about the project or contribute ideas should write to: Outreach Project Coordinator, Archives of Appalachia, The Sherrod Library, East Tennessee State University, Johnson City, Tennessee 37601.

NEARBY HISTORY *(continued)*

the alienated, academic historians need to realize--some have already--that the study of families and communities is legitimate history in its own right, worthy of encouragement and respect. An inquiry into a personal past, even if it never expands into consideration of more general topics, can tap genuine interest and transform an individual's viewpoint on the relevance and value of history. At the same time, independent historians should recognize that academics possess useful skills and insights, helpful research methods, and valuable questions, comparisons, and information which can improve the quality and expand the scope of a particular investigation. If academic and independent historians combine their talents and enthusiasm, they ought to be able to demonstrate the vitality and value of historical study, and they should win a larger audience. A few such collaborations around the country have already demonstrated the potential of joint efforts. An examination of nearby history which fuses academic skills and independent interest can elevate the study of history to its proper place, a serious role in the efforts of government, business, and other elements of society to analyze contemporary situations and develop policies to deal with them.

Archives Reach Out

AV Programs at the Archives of Appalachia

BY RICHARD KESNER

Traditionally, archives exist primarily for the collection and preservation of manuscript materials. Few devote much of their efforts and resources to outreach programs for the general public since regular handling and continuous exposure to unregulated environmental conditions would be more than most manuscript materials could withstand and survive. Yet many archival holdings could be of great interest to a general audience. What is required is an audio-visual program complete with an accompanying narrative line that has broad appeal and that also protects the integrity of the original documents.

The Archives of Appalachia, located on the campus of East Tennessee State University in Johnson City, recently began such an outreach program in the form of slide-tape presentations. Our approach will interest historical agencies contemplating the initiation of such programs.

Choosing a format

Our first important task was to choose a vehicle or format for our "shows." Were they to be traveling exhibits, stationary displays, or media productions? We evaluated our overall educational objectives in terms of community needs and institutional resources and concluded that the programs should be inexpensive and flexible in format, highly mobile due to the problems of travel in southern Appalachia, and renewable, that is, each show should be constructed so it could be shown repeatedly without a significant cost increase.

We ruled out video and film formats because we felt they were too expensive. Similarly, we viewed traveling exhibits as too costly an undertaking and too inflexible to satisfy our educational objectives. While inexpensive and flexible, a lecture series provided only one set of single community experiences



Members of the production team choose photographs for a slide-tape presentation in the outreach program at the Archives of Appalachia. Pictured, from left, are Richard M. Kesner, director, Laurel McKay Horton, program coordinator, Ted Coburn, and Richard Blaustein.

rather than the continuous outreach activity we envisioned. Thus, by a process of elimination, we chose the slide-tape format — inexpensive, flexible, renewable, and highly mobile, permitting travel to small isolated communities where local resources are severely restricted.

Production personnel

Once we chose the programming objectives and format, we established a diverse production team that reflects both technical expertise and knowledge of the historical materials to be used. Additionally, since the point of our program is to involve the community in local and regional history through the use of archival materials, we established a community advisory board of people familiar with local cultural needs and interests.

Funding for the project

This done, we were ready to begin program development. Only one more

obstacle faced us—the need to obtain financial support for the project. Outreach programs traditionally are not viewed as part of the average archival program, and we did not have funds set aside for such a project. Such programs are highly visible, community-oriented events, however, and many funding agencies recognize the value and costliness of these activities and the inability of many historical agencies to provide for them out of regular budgets. Both the National Endowment for the Arts and the National Endowment for the Humanities have assisted in the development of such projects. We obtained support from the NEH-funded Tennessee Committee for the Humanities.

Choosing topics

With funding assured, in December, 1979, we began the production stage of our project. The staff selected topics that might be of interest to the community and surveyed our archival holdings to determine what materials might be incorporated into them.

Each of the topics will be developed into thirty to forty-five-minute programs, and all will draw upon the archives. For example, a show on the Appalachian Farm Program will use photographs from the photographic collections, and part of the audio portion will come from folklore and oral history collections. To supplement these materials, contemporary farm photographs and interviews with local farmers and participants in a recent symposium at ETSU dealing with Appalachian farms will be incorporated into the program. Once all of these materials are assembled, the production staff will fashion the program script. With the script in hand, actual production can begin.

Selecting equipment

Slide-tape programs can vary considerably depending on available equipment and resources: from a single slide tray with a reading from a prepared text, to multi-projector, computer-controlled systems that can project as many as ten images simultaneously. Found somewhere between these two extremes, our choice was a Wollensak two-carousel projector system with a dissolve unit-programmer attachment which can project two images on a single screen at the same time and

Richard Kesner is director of the Archives of Appalachia on the campus of East Tennessee State University in Johnson City. He established, organized, and served as archivist for the Archives of the Merrill-Palmer Institute, Detroit, as archivist and research associate for the Archives of Labor, History, and Urban Affairs, Wayne State University, Detroit, and as history bibliographer for research collections at Stanford University in California.

phase in new slides without disturbing blank spots. This equipment will give our programs the flow associated with video and film media. The entire unit, including cassette tape recorder, retails for approximately \$1,200, comes in three lightweight carrying cases, and is easily transportable. If a large wall is not available for showing the slides, the only other piece of equipment required is a portable screen.

Production specifications

With the equipment and the time span set for each show, production specifications were more or less laid out for us. The recommended duration for showing a given slide is twelve seconds. This does not mean that one necessarily shift subjects every twelve seconds, but that the perspective or background varies so that the eye, and thus the audience, does not tire of the scene. A time limit of thirty to forty-five minutes allows the showing of 150 to 225 slides. The slides will include reproductions of historical and contemporary photographs, as well as various types of graphics including credits, diagrams, and maps.

Initially, all of the recording will be done on reel-to-reel tape recorders. Editing and splicing are more easily accomplished in this medium than through the use of cassettes. The final sound track for the programs will be placed on cassettes along with the inaudible "bleeps" that tell the projectors when to change slides.

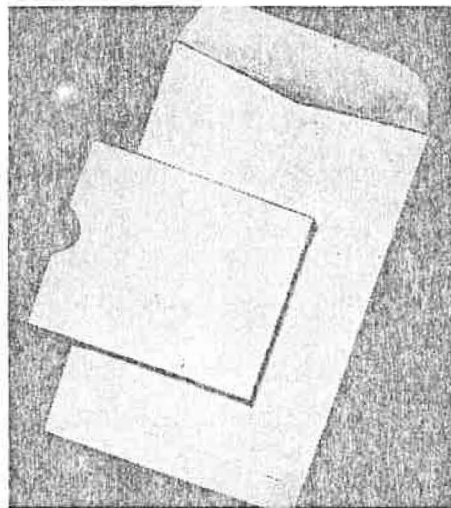
The audio portions of the program will continue to evolve during the production process through ongoing interaction between the production staff and the advisory board. And, at each showing, we plan to solicit community views through a carefully planned questionnaire. In addition, we expect to work closely with the sponsors who invite us to show our programs to their respective groups, asking them to evaluate community response to our efforts.

Most shows also will include supplementary printed materials, such as annotated bibliographies and lists of other community resources related to the theme of that particular show. The sponsoring organization need only supply a place for the showing and provide an audience. Through this program, we hope to share our historical materials with the community-at-large and to serve the people of the region.



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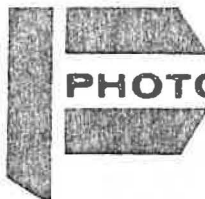
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THE SHERROD LIBRARY
Archives of Appalachia

The Archives of Appalachia at East Tennessee State University has produced a series of slide-tape presentations that deal with particular aspects of Appalachian history and culture. These presentations are part of the Archives Outreach program designed to serve the Central Southern Appalachian region (including eastern Tennessee, eastern Kentucky, southwest Virginia, western North Carolina, and southern West Virginia). The slide-tape programs are available, free of charge, for showings within this area. Showings of the programs may be sponsored locally by public libraries, civic and community groups, religious and historical organizations, and educational institutions. In some cases, we can arrange for showings outside our service area, if the local sponsor can pay travel costs.

The slide-tape programs address the general theme of the transformation of Southern Appalachia since the turn of the century, and how the changes have affected the lives of mountain people. The programs draw upon the photographic, oral history, manuscript, artifact, and book collections of the Archives, and deal with such subjects as "Country Music in the Tri-Cities;" "Harvesting the Hardwoods: Appalachian Logging Camp Life," and "Hands All Around: Social Aspects of Quilting." More detailed information about each program is enclosed. The staff of the Archives is currently working on a project to prepare study guides and other learning tools to accompany some of the slide-tape programs. This project is funded in part by a grant from the Museums and Historical Organizations Program of the National Endowment for the Humanities' Public Programs Division.

Once the educational packages are ready for distribution, the Outreach project team will work with area school systems, colleges, universities, and community service organizations in sharing the slide-tape programs and their accompanying study tools with regional audiences. To arrange for showings in your community, contact the Archives of Appalachia at (615) 929-4338 or 929-5339. We are open Monday through Friday,

8:00a.m. to 4:30p.m. Ask for the Outreach Coordinator, and I will work with you to arrange to show one or more of our programs at a mutually agreeable time. If you prefer to preview a program, we will try to arrange it. We can schedule public showings for daytime or evening. Our schedule fills up quickly, so call early if you want a program on a particular date.

Remember these programs come to you free, courtesy of the Archives of Appalachia. We provide the programs, the equipment and support materials, and we can pay our travel expenses within our service area. We ask you to provide a room for the showings and publicity for the program. You may wish to have your local newspaper, television station, or radio station run a series of pre-performance announcements. If you have an organizational newsletter, we hope that you would announce our programs in it. Libraries may also wish to prepare book displays, and some groups provide refreshments for their audiences. If you advertise our programs, you must acknowledge our partial funding from the National Endowment for the Humanities, as noted above.

Please contact us if you need further information. We look forward to hearing from you and sharing our outreach programs with you.

Sincerely,

Margaret L. Counts
Outreach Coordinator

News Release:

Laurel McKay Horton Appointed Coordinator of Outreach Program

In early October 1979, the Tennessee Committee for the Humanities awarded the Archives of Appalachia a grant totaling \$22,727 for the inauguration of an archival outreach program. The purpose of this program is to develop and distribute a series of multi-media shows employing historical materials drawn from the Archives's collections. These shows will be free and open to the public and will deal with such topics as railroads and railroad people, quilting, traditional mountain music, and the writing of local history. The project staff plans to work with community organizations, local libraries and civic groups in arranging show locations.

~~Central to the success of this unique community program is the~~

To begin the project, the Archives first needed to appoint a program coordinator who could identify archival materials appropriate for use in community outreach shows, write the scripts for individual programs, and bring together photographs, slides, tape recordings, and films that will make up the various show formats. After a thorough search, the Archives has appointed Ms. Laurel McKay Horton program coordinator. Ms. Horton holds a B.A. in English and a M.S. in Library Science from the University of Kentucky, as well as a M.A. in Folklore from the University of North Carolina at Chapel Hill. Prior to her appointment to the Archives program here at East Tennessee State University, she served as Special Collections Librarian for Mars Hill College. Ms. Horton has also participated in a number of outreach and community related programs dealing with Southern Appalachian history and culture.

According to Richard M. Kesner, Director of the Archives of Appalachia, "Ms. Horton is a very lucky find for us. The program calls for someone of extraordinary creative capabilities who can also work with community organizations and local people. We are confident that Laurel will meet up to our expectations

and will do a splendid job as our outreach coordinator. She won't be working alone, of course. Ted Cobun and Richard Blaustein of the ETSU faculty, as well as the entire staff of the Archives will work with her and support her efforts."

When contacted about her appointment, Ms. Horton emphasized the unusual and exciting character of her new position. "Most librarians and archivists spend their time working on materials in their respective offices; they never work with the community. What so attracted me about this project is the opportunity it affords to work with people and serve community needs."

The media programs will circulate in the community. If your organization is interested in hosting one of the Archives of Appalachia's Outreach Programs, contact the Director, Archives of Appalachia, the Sherrod Library, East Tennessee State University, Johnson City, TN 37601 (phone: 615-929-4338 or 4365). This community service comes to the Eastern Tennessee Community thanks to a grant from the National Endowment for the Humanities provided through the Tennessee Committee for the Humanities.

NEWS RELEASE

Duration of grant:
1 calendar year
Amount of grant:
\$22,727

ARCHIVES OF APPALACHIA TO OFFER COMMUNITY PROGRAMS

The primary responsibility of the Archives of Appalachia, located on the main campus of East Tennessee State University, is to collect and preserve those materials that document the history and culture of the Southern Appalachian United States. Most of the people who visit the Archives during its regular operating hours (8:00 a m. to 4:30 p.m., Monday thru Friday) are scholars and students of Appalachia. But as the Director of the Archives, Dr. Richard M. Kesner, points out, "many of our collections are of interest to the community as a whole. We have photographs of historic buildings and old town scenes; we have tape records of local storytellers and balladeers; and we even have video tapes of local crafts people at work." The problem we at the Archives face is how to bring these materials to the attention of the larger community."

The Archives staff has found a solution to this problem. "We decided to develop a series of multi-media events or shows that would integrate our archival holdings into programs that people coming from diverse backgrounds and experiences might enjoy. It was our plan to make these programs mobile and to distribute them throughout Eastern Tennessee." According to Dr. Kesner these shows will be available to churches, community centers, hospitals, public libraries, historical societies, and senior citizen centers. They will be free and open to the public. Among the programs envisioned for the first year's productions will be shows on quilting, mountain music, local architecture, and mountain folklore. All of these programs will employ materials drawn from collections at the Archives of Appalachia.

Needless to say, this project will be a major undertaking for the Archives. Dr. Kesner is currently conducting a search for someone to fill the position of program coordinator. In addition Dr. Ted Cobun of the ETSU School of Education will serve as project media consultant and Dr. Richard Blaustein as ethnographic consultant. "We just can't, however, rely solely on our own resources," says Dr. Kesner. "This is a project for the community and we therefore need input from the community." Dr. Kesner went on to explain that the efforts of the project staff will be supplemented by an advisory committee, including: Ann LeCroy, Harvey Dean, Susan Tannewitz, Jim Stokley and Joyce Newman. "But we welcome the views and suggestions of any citizen regarding possible show themes and locations where we might present them."

The cost of such an undertaking is considerable. "You bet it is! But we did not want to pass the cost of the project on to the people who we hoped to reach through our programs. It will remain free to the public thanks to the support of East Tennessee State University and to funding provided by the National Endowment for the Humanities through a grant from the Tennessee Committee for the Humanities." According to Dr. Kesner, the Tennessee Committee grant will cover the cost of the project coordinator's salary, production costs, and the expense of transporting these programs around Eastern Tennessee. The cost of publicizing the project and producing supplementary printed materials will also come out of the TCH grant.

The Archives of Appalachia encourages persons and organizations with photographs and manuscript materials on the history and culture of the region to contact Dr. Kesner. Those interested in learning more about this program and especially those interested in viewing Archives' shows in their public library or community center are asked to write: The Outreach Project Coordinator, Archives of Appalachia, The Sherrod Library, East Tennessee State University, Johnson City, Tn. 37601.

Appalachian archives to become traveling exhibit

A program to take some of the work of East Tennessee State University's Archives of Appalachia into the community will soon be implemented, according to Dr. Richard Kesner, director of the archives.

Kesner said the primary responsibility of the archives is to collect and preserve those materials that document the history and culture of the Southern Appalachian United States. Most of the people who visit the archives during its regular operating hours (8 a.m. to 4:30 p.m. Monday through Friday) are scholars and students of Appalachia.

"Many of our collections are of interest to the community as a whole," Kesner said. "We have photographs of historic buildings and old town scenes; we have tape records of local storytellers and balladeers; and we even have video tapes of local crafts people at work."

"We decided to develop a series of multi-media events or shows that would integrate our archival holdings into programs that people coming from diverse backgrounds and experiences might enjoy," he said.

According to Kesner, these mobile programs will be available to churches, community centers, hospitals, public libraries, historical societies and senior citizen centers in East Tennessee. Among the programs he envisions for the first year's productions will be shows on quilting, mountain music, local architecture and mountain folklore. All of these programs will be free and open to the public and will employ materials drawn from

collections at the archives.

Kesner said the project will be a major undertaking for the archives and a search for someone to fill the position of program coordinator is currently under way. In addition, Dr. Ted Coban of ETSU's School of Education will serve as project media consultant and Dr. Richard Blaustein as ethnographic consultant.

"We just can't, however, rely solely on our own resources," Dr. Kesner said. "This is a project for the community and we therefore need input from the community." He said the efforts of the project staff will be supplemented by an advisory committee, which will include Dr. Anne LeCroy, Harvey Dean, Susan Tannenwitz, Jim Stokley and Joyce Newman. "But we welcome the views and suggestions of any citizen regarding possible show themes and locations where we might present them," Kesner said.

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Johnson City Press-Chronicle October 12, 1979

Library Week Observed

It's Library Week in Carter County . . . and many have found the library not only a place of learning and adventure, but entertainment as well. One patron is pictured as he browses among the bookshelves.

Quilting Program Planned For Tuesday

The Elizabethton Public Library will present "Hands All Around: Social aspects of quilting" Tuesday, April 22, at 2 p.m., in the Fellowship Hall of the First United Methodist Church.

"Hands All Around: Social Aspects of Quilting" is a 21

minute slide - tape program which explores some of the ways quilts and quilting have had meaning for people, as individuals and in communities.

Quotations from 19th Century sources, related musical selections, and contemporary oral interviews are blended with historic and recent photographs to create a colorful, varied, and informative program.

"Hands All Around" is the first of a series of "Appalachian Outreach" programs produced by the Archives of Appalachia under a grant from the Tennessee Committee for

the Humanities, Inc. A second program "Country Music in the Tri - Cities" is also completed. Topics for future programs include Johnson City history, shape - note singing, and mountain medicine.

Ms. Laurel Horton, Pro-

ject Coordinator, will show the programs and lead discussion.

People who have made their own quilts are asked to bring them for display. For further information about showing your quilt call the public library at 542-4841.

libraries, the Elizabethton Public Library will have a story hour for younger children Saturday, April 19, the last day of National Library Week. The storyteller will be former librarian Ella Mae Thompson. The story will begin at 1 p.m. and refreshments will be provided by the Elizabethton Business and Professional Women's Club. For further information call the library at 542-4841.

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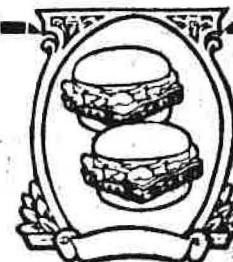
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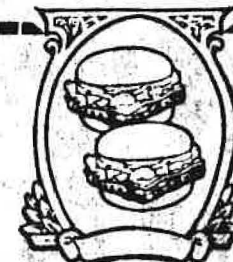
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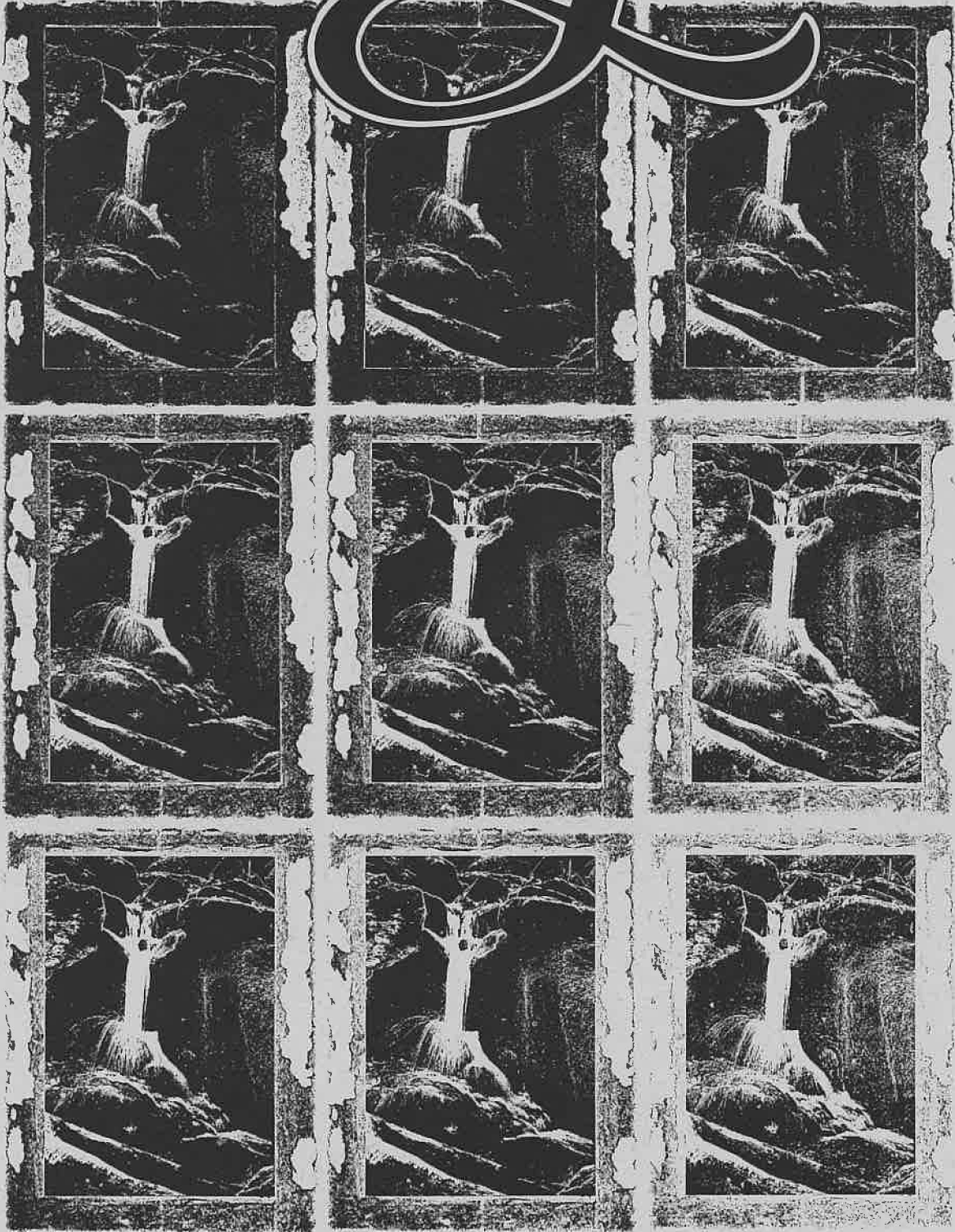
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Wednesday, April 16, 1980

The Artsline

Volume 2, Number 1
January, February, 1980



APPALACHIAN COUNCIL FOR THE ARTS

LAUREL MCKAY HORTON APPOINTED COORDINATOR OF OUTREACH PROGRAM

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According to Richard M. Kesner, Director of Appalachia, "Ms. Horton is a very lucky find for us. The program calls for someone of extraordinary creative capabilities who can also work with community organizations and local people. We are confident that Laurel will meet up to our expectations and will do a splendid job as our outreach coordinator. She won't be working alone, of course. Ted Cobun and Richard Blaustein of the ETSU faculty, as well as the entire staff of the Archives will work with here and support her efforts."

When contacted about her appointment, Ms. Horton emphasized the unusual and exciting character of her new position. "Most librarians and archivists spend their time working on materials in their respective offices; they never work with the commun-



Photo by Peter Montanti

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THE FUTURE OF THE ARTS IN JONESBORO An Opinion

Patricia S. Lavender

Historically, the arts in Jonesboro have been supported by local labor, artists, and patrons. In the town's early days, small concerts were held in individual homes. Churches and privately-owned buildings reflect the handwork of talented craftsmen. Individual efforts promoted and maintained arts interest through private art and music classes, music clubs, and theatrical groups.

Out of a belief that the arts belong to the community-at-large and must be part of a city's essential services, the new Mayor and Board of Aldermen in 1978 created a Department of Cultural Affairs within the Division of Community Services. Established this way by mandate from the town government, Jonesboro's arts program has carried the full support of the Mayor, Alderman, and Town Administrator -- an exceptional posi-

tion of favor for any municipal arts office to hold. It has meant that many programs could be accomplished in a more organized and professional manner.

However, elections do come and go, and with them political leaders. One of the chief aims of the Office of Cultural Affairs has been to organize broad community support for the continuation of arts programs. To survive political change, arts organizations must have vocal, active support from the citizens and voters. In part to answer that need, an Arts Commission or Citizen's Advisory Board will be established soon.

This board will represent all segments of the population and interests in the community, as well as the various arts organizations in Jonesboro. Ideally, such a board both provides input into the town government and draws out support from the community.

Programming, too, must touch all segments of the population and become an integral part of every day existence. In this way, the arts cannot be considered frills and be extracted from budgets. The Cultural Affairs Department's first year of operation has been one of planning, experimentation, evaluation, and building. Many projects were tried. Some succeeded and were retained,