



# The Mass. Memories Road Show Project Handbook

A Planning Guide for Local Communities (rev. 8/2016)

**The Mass. Memories Road Show**  
University Archives & Special Collections  
Joseph P. Healey Library  
University of Massachusetts Boston  
100 Morrissey Boulevard  
Boston, MA 02125



# The Mass. Memories Road Show

## *Your Place in Massachusetts History*

For more information, visit

<http://openarchives.umb.edu>

<http://blogs.umb.edu/archives/mass-memories-road-show>

or email

[library.archives@umb.edu](mailto:library.archives@umb.edu)

*Information in this handbook is subject to change without advance notice.  
Current version of this handbook can be found at <http://openarchives.umb.edu>.*



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## **ABOUT THE MASS. MEMORIES ROAD SHOW**

The Mass. Memories Road Show (MMRS) at UMass Boston is an event-based public history project that digitizes family photos and memories shared by the people of Massachusetts. We do this by working with local communities to organize free public events where residents are invited to bring up to three family photos to be scanned and included in the archives at UMass Boston and online at <http://openarchives.umb.edu>. Contributors can also share “the story behind the photos” on video, have their own “keepsake photo” taken, and receive advice from professional archivists and historians on dating and caring for their family photos.

The MMRS is about more than documenting history. An important goal of the project is to bring together local residents of all ages, ethnicities, races and backgrounds in lively and thoughtfully planned public events that celebrate each person's family history and contribution to the community—whether they have lived there for generations or are recently arrived. We hope that both the events and the resulting digital archive will help build and strengthen connections within the communities of Massachusetts.

To date, the project has digitized more than 6,000 photos and stories from across the state, creating an educational resource of primary sources for future generations. Over time, we hope to visit each of the 351 cities and towns in Massachusetts.

The MMRS is produced by the University Archives & Special Collections Department at the Joseph P. Healey Library, UMass Boston.

### **TYPES OF ROAD SHOWS**

The Mass. Memories Road Show organizes two types of Road Show events:

#### *Community Road Show*

A Community Road Show strives to include residents throughout a specific city or town. Organized in cooperation with a variety of local organizations, Community Road Shows invite current and former residents of a given locality to share photographs that reflect their family history or life in the community. Both before and during the event, we work with the local team to plan an event that celebrates the fact that all residents—regardless of language, culture, politics or length of time in the community—play an essential role in the community's story and history.

#### *Thematic Road Show*

Under certain circumstances, we work with other organizations on Thematic Road Shows which focus on a particular topic or theme, rather than a specific community. Thematic Road Shows necessarily cross geographic boundaries, but still stress inclusiveness and welcoming of disparate experiences. Thematic Road Shows have included those focusing on World War II experiences, living and working in public housing and connections to the Boston Harbor Islands.

## **HISTORY OF THE MASS. MEMORIES ROAD SHOW**

The MMRS grew out of the place-based education initiatives of UMass Boston's "Massachusetts Studies Project" (MSP), which provides resources for Massachusetts teachers and students in the areas of local history, culture and environmental studies. A series of conversations with librarians, MSP board members, teachers and local historians coalesced in a vision of a public history project inspired by elements of PBS's Antiques Roadshow (people bringing their personal treasures to a local event for professional perusal) and the Library of Congress' American Memory Project (a library organizing digitized images from a common heritage to be shared on the internet).

The MMRS was designed to meet two goals: collecting digital surrogates and personal annotations of locally held primary sources that document people, places and events in Massachusetts; and developing a searchable online repository of sources that could be used for educational purposes at all levels. As the project developed, we discovered that it met another important need that has been incorporated as a key goal of the project: community building. Road Shows have turned out to be deeply engaging community events that connect people within the community to each other and to others throughout the state, and have proven to be meaningful in lasting ways to the people who contribute and to those who volunteer.

## **GUIDING PRINCIPLES**

First, we believe that everyone who lives or lived, works or worked in a given community is equally representative of that community. Thus, the Road Show's on-the-ground events and the resulting digital collection are intended to reflect as realistic a picture as possible of the community, based on demographics past and present.

Second, we believe that we are not creating a comprehensive archive of Massachusetts' (or a given community's) history; rather, we are creating a self-portrait of the state based on the photographic artifacts that are held in individuals' personal photo albums and scrapbooks. The photos that individuals bring to the event reflect their choices of how they want to represent themselves and their families in the project archive, as opposed to meeting a predetermined collecting standard.

Third, we believe that the Road Show events themselves play a vital role in creating an understanding of communal history. Particularly in large, diverse cities, individuals and organizations may not be aware of the larger historical and contemporary context of their community. Yet all of the people arriving at their local Road Show with photos in hand have in common their connection to that physical location and its history, regardless of their age, ethnic, economic or religious background; all "belong" simply by virtue of their involvement (present or past) in this place. The events help build connections between contributors and contributing organizations and the digital collection serves to mirror a community back to itself.

Finally, we believe that the contributor is as worthy of documentation as the contribution. We hope that our digital collection will serve as a resource of primary source material well into the future. As such, we believe that the participation of Road Show contributors and volunteers is also worthy of documentation. Each person who takes part in a Road Show has shown a commitment to their community history that is captured and preserved.

## THE ROAD SHOW EVENT

Each Road Show is held in a public space, most often a local public library, historical society or community center. Most Road Shows are scheduled to last about four hours, with an additional two hours in advance for setup and an hour for breakdown and cleanup. Each Road Show consists of tables devoted to specific functions, referred to as “stations.” Road Show contributors move from one station to another, providing information, having their photos digitized and their stories recorded.

We have found it works best to strive toward a warm and casual atmosphere. Contributors are invited to drop in at any time during the event. If a contributor arrives under great time pressure, we steer them quickly through the process. But for the most part, contributors arrive at the event, go through the process, and then linger to listen and watch as others share their photos and stories. Even when the crowds have been heavy, there has never been any impatience but only excitement and goodwill.

## CONTRIBUTING PHOTOS AT THE ROAD SHOW

Any current or former resident of a community (or of Massachusetts at large) is welcome to contribute photos at a Road Show. Contributors must be present at the event in order to contribute.

Prior to the event, contributors should go through their photo albums and select up to three photographs that they believe represent themselves, their families and/or their communities. This is intentionally very broadly defined. Any photos are welcome: family reunions, special occasions, snapshots, candid, weddings, military service, etc. (See the website at <http://openarchives.umb.edu> for photos contributed at past Road Shows.)

Contributors are asked to bring their photos in the original format. For example, if the photo is a print, then the contributor should bring the original print if at all possible, rather than a photocopy. If the photo was “born digital” (i.e. taken with a digital camera), then the contributor should bring the photo on a CD or USB drive.

Contributors should bring their three original photos to the event. Once on site, they will complete a Registration Form granting permission to include their photos in UMass Boston’s collections, and a Photo Form for each photo, providing data on the photos. The photos will be scanned onsite, and the originals immediately returned to their owners.

In addition to having their photos scanned, contributors are invited to share a brief (3-4 minute) story about their photographs on video camera. At the “keepsake photo” station we take photos of the contributors holding their photos to document their participation in the event. And we also have local historians and archivists on site to provide advice on dating, organizing and preserving family photos. A full list of the Road Show stations follows.

## ROAD SHOW STATIONS



### *WELCOME STATION*

Contributors complete a Registration Form and receive a numbered nametag.



### *INFORMATION STATION(S)*

Contributors complete a Photo Form for each photo they bring. Volunteers and Roadies assist in completing the forms.



### *SCANNING STATION(S)*

Contributor photos are scanned and immediately returned to them. During scanning, photos are projected onto a screen for other attendees to view and enjoy.



### *VIDEO STATION*

Each contributor is invited to share a 3-4 minute story about their photos. Professional videographer records “the story behind the photo” with seating arranged so that other contributors may listen and watch.



### *KEEPSAKE PHOTO STATION(S)*

A snapshot photo is taken of the contributor holding his/her photos. This Keepsake Photo is preserved in the archive and a copy is printed out for the contributor to take home as a souvenir.



### *PRESERVATION STATION*

Professional archivists provide advice on caring for and preserving family photographs and documents.



### *LOCAL HISTORY STATION*

Local historians provide information on the community’s history and assist in identifying local photos.

### *OTHER STATIONS*

May include library, local organizations, photo historian, or genealogist.

## PLANNING A ROAD SHOW

Each Road Show is organized over a 6-12 month period by a local planning team, led by a local Project Director and supported by UMass Boston staff.

### LOCAL PLANNING TEAM RESPONSIBILITIES

The local planning team works to insure that as broad a cross-section of the community as possible is included in planning the event. The local planning team may include interested individuals and representatives from a number of local groups, including public libraries, historical societies, public schools, cultural and ethnic organizations, youth groups, historic preservation organizations, businesses, government officials, genealogists, senior citizens and others. Many of the planning team members may be particularly interested in local history, family history and/or photography... but it is also important to include planning team members who have skills in public relations, writing, television production, event organization, translation, community outreach and fundraising. A successful planning team also includes members from across the cultural, ethnic, demographic and other spectrums of the community.

Local planning team responsibilities include:

- Select a date and location for the event.
- Arrange any necessary parking, transportation, signage, translation, non-technical equipment and rentals for the event.
- Provide lunch (or dinner) for volunteers and staff at the event.
- Create, print and distribute any necessary press releases, flyers, postcards, videos, letters or other outreach material about the event.
- Write a brief history of the community to be distributed at the event.
- Recruit 100-250 contributors to attend the event (depending on the size of your community).
- Provide 15-20 volunteers to help staff the event.
- Supply photocopies of Registration and Photo Forms at the event.
- Submit a \$500-\$1000 community participation fee to UMass Boston prior to the event.
- Document the planning of their Road Show by keeping minutes from their meetings and copies of any correspondence, flyers, newspaper articles, TV programs, etc. about the event.
- Provide copies to UMass Boston to include in the archive to provide context to the photos, videos and data collected at the Road Show event.

***A Note about Recruiting Contributors:*** Recruiting contributors includes printing and distributing flyers, posters, press releases, etc. **and making lots of phone calls!** We have learned that personal invitations via telephone or email are the most effective ways to recruit contributors to bring their photos to a Road Show.

Special effort may be required to be sure that your Road Show includes the essential and diverse stories of people who are sometimes missed in public history projects: non-English speakers, newly-arrived residents, young people and others. We can provide guidance on outreach, targeted partnerships and translation issues.



## **PROJECT DIRECTOR RESPONSIBILITIES**

The Project Director is responsible for managing the Road Show planning process and insuring that the Road Show event is as inclusive and representative of the community as possible (with the support and assistance of UMass Boston staff). This involves recruiting planning team members, running monthly planning meetings, managing outreach for the event, serving as a liaison with UMass Boston staff and ensuring the planning process is documented. It also involves writing press releases, appearing on local television or radio, speaking at organization meetings and making lots of phone calls. . . or managing the planning committee members who carry out those tasks.

The Project Director should have experience in community organizing, event planning, working with diverse groups, recruiting and managing volunteers and troubleshooting. S/he should be knowledgeable about the community and its various ethnic, cultural, demographic, religious and other groups. S/he should be able to recruit planning team members from across the community and facilitate their participation in the project.

## **UMASS BOSTON RESPONSIBILITIES**

UMass Boston staff provides the planning support, project expertise and technical equipment for the Road Show. UMass Boston staff is available to meet regularly (usually monthly) with the local planning team and assist with any planning or outreach challenges. UMass Boston manages the participation of the project videographer, professional archivist(s) and 15-20 experienced "Roadies" for each event. UMass Boston staff holds a training session for all volunteers, usually during the week before the event. UMass Boston also provides all the necessary paperwork originals and station signage for the event. UMass Boston staff sets up for the event (usually the day prior) and manages the Road Show. UMass Boston also processes the photos, video and data after the event and insures its permanent inclusion of the digital and paper records in the University Archives & Special Collections at UMass Boston.

## TIMELINE FOR PLANNING A ROAD SHOW

### **Before you apply:**

- Attend a MMRS informational meeting in your community or at UMass Boston
- Attend a Road Show in another community
- Begin assembling a local planning team that reflects your community's diversity
- Identify a project director
- Identify a possible location and date

**Apply for a Road Show** (Contact UMass Boston at [library.archives@umb.edu](mailto:library.archives@umb.edu) or see <http://blogs.umb.edu/archives/mass-memories-road-show> for current application.)

### **Once you are accepted:**

- Schedule an informational meeting in your community and invite UMass Boston to make a presentation
- Continue assembling your local planning team
- Brainstorm organizations/people to invite to be contributors at the Road Show
- Begin soliciting in-kind and cash contributions, if needed

### **Four or more months before the Road Show:**

- Begin regular meetings with your local planning team and identify who is going to be responsible for various tasks
- Begin planning what you will do with the digital materials collected at the Road Show
- Confirm your location and date (with approval of UMass Boston staff)
- Design a flyer, press release and other material to promote the Road Show (with approval of UMass Boston staff)
- Translate promotional material, as needed

### **Three or more months before the Road Show:**

- Send press release to any monthly newsletters/newspapers
- Begin speaking at local organizations/clubs/churches, etc. to recruit Road Show contributors
- Work with local public access television station to produce a promo video
- Visit your location and begin planning the room layout (with cooperation of UMass Boston staff)
- Reserve any additional equipment, furniture, etc. that will be needed.
- Write community history

### **Two or more months before the Road Show:**

- Speak to local government officials to engage their participation
- Send press releases to local newspapers, websites, blogs, etc.
- Begin distributing flyers around the community
- Recruit volunteers to work the event
- Arrange for any translators and transportation for the event
- Order food for volunteers and staff
- Schedule volunteer training

**One or more months before the Road Show:**

- Call local reporters about writing a story about your Road Show
- Send emails and make follow-up calls to potential Road Show contributors
- Confirm location and room layout for the event
- Confirm volunteer and staffing assignments

**One or more weeks before the Road Show:**

- Confirm refreshments and rental needs
- Make photocopies of Registration and Photo forms
- Hold training for volunteers

**On the day of the event:**

- Arrive early to finalize setup and make sure everything is in place
- Enjoy the experience of a lively, informative, moving community event!

**After the Road Show:**

- Send thank you notes to all who made the event a success
- Hold follow-up meeting with local planning team
- Forward copies of planning minutes, correspondence, flyers, newspaper articles, TV programs, etc. to UMass Boston

## **POSSIBLE ROAD SHOW PARTNERS**

### **Historical Society:**

Host Road Show, staff Local History Station, provide volunteers, identify local history resources, publicize event in newsletter/website, recruit Road Show contributors, evaluate material for donation to archives...

### **Public Access Television Station:**

Produce public service video, advertise event, exit interviews on day of event, produce a program from collected video interviews...

### **Senior Center:**

Host Road Show, publicize event in newsletter, recruit Road Show contributors, provide transportation to event...

### **Recreation Department:**

Host Road Show, publicize event in brochure/website, provide transportation, provide volunteers...

### **Business Association (or individual businesses):**

Provide cash or in-kind donations (refreshments, etc.), publicize event in newsletter/website, post flyers, provide volunteers...

### **Ethnic/Cultural Organizations:**

Host Road Show, provide volunteers, translate flyers/forms, serve as translators at event, recruit Road Show contributors...

### **Public Library:**

Host Road Show, staff Local History Station, recruit Road Show contributors, identify local history resources, publicize event in newsletter/website, post flyers, provide volunteers...

### **Public Schools:**

Publicize event, post flyers, teachers give extra-credit for participation, community service program provide volunteers, foreign-language classes provide translators, history/media students use video interviews and photos for research projects...

### **Religious Organizations:**

Publicize event, recruit Road Show contributors, provide volunteers...

### **Local Government:**

Publicize event, provide transportation (especially for seniors)...

### **Colleges/Universities:**

Host Road Show, publicize event, service-learning program provide volunteers, foreign-language department provide translators, history/American Studies/media students use oral histories and photos for research projects...

## **REQUIRED LANGUAGE & LOGOS**

Please use the language below in your press releases, flyers and other outreach material:

### **Project Title:**

"The Mass. Memories Road Show" (note the period after Mass.)

### **Project Slogan:**

"The Mass. Memories Road Show: Your Place in Massachusetts History"

### **Project Description:**

The Mass. Memories Road Show (MMRS) at UMass Boston is an event-based public history project that digitizes family photos and memories shared by the people of Massachusetts. We do this by working with local communities to organize free public events where residents are invited to bring up to three family photos to be scanned and included in the archives at UMass Boston, and online at <http://openarchives.umb.edu>. Contributors can also share "the story behind the photos" on video, have their own "keepsake photo" taken, and receive advice from professional archivists and historians on dating and caring for their family photos.

To date, the project has digitized more than 4,000 photos and stories from across the state, creating an educational resource of primary sources for future generations. Over time, we hope to visit each of the 351 cities and towns in Massachusetts. The MMRS is produced by the University Archives & Special Collections Department at the Joseph P. Healey Library, UMass Boston, and is co-sponsored by the Patricia C. Flaherty '81 Endowed Fund.

### **Information for Contributors:**

Share Your Family Photos with the Mass. Memories Road Show!

Local residents can become a part of Massachusetts history by contributing family photos to the Mass. Memories Road Show, a state-wide digital archive based at UMass Boston.

On [DATE], current and former residents of [TOWN] are invited to bring to the Road Show up to three photos that represent themselves, their families and/or their community, whether very recently or generations ago. Any photos are welcome: family reunions, special occasions, snapshots, candid, weddings, military service, etc. Old or new—unframed originals preferred. The photos will be scanned onsite, and the originals immediately returned to their owners. There will also be a video area where individuals can tell a brief story about their photos on camera. Professionals will be on hand from the New England Archivists to advise contributors on how to care for and protect their precious family artifacts. All photos will become part of the archives at UMass Boston and online at <http://openarchives.umb.edu>.

### **Sponsorship Credits:**

The Mass. Memories Road Show is produced by the University Archives & Special Collections Department at the Joseph P. Healey Library, UMass Boston, and is co-sponsored by the Patricia C. Flaherty '81 Endowed Fund.

**Required Logos:**

The required logos (3 different options for the Mass. Memories Road Show Filmstrip and the UMass Boston logo) are available to download as a bundle on the department's Open Archives News site, in the *Downloads* section: <http://blogs.umb.edu/archives/mass-memories-road-show/bring-the-road-show-to-your-community/>.

Mass. Memories Road Show, Shortest Filmstrip:



Mass. Memories Road Show, Shorter Filmstrip:



Mass. Memories Road Show, Full Filmstrip:



UMass Boston logo (required):



## RECRUITING CONTRIBUTORS TO ATTEND THE ROAD SHOW

### ***Personal Contacts:***

We have learned that **personal contact via telephone or email** is by far the most effective way to recruit contributors to bring their photos to a Road Show. It is time consuming, but very effective! From our experience, up to 90% of Road Show contributors found out about the event through personal contact with a member of the local planning team. In order to have a successful event, each member of the local planning team should be prepared to recruit (and confirm the participation of) at least 10 other people.

### ***Media:***

- Community Bulletin Boards
- Local Newspapers
- Local Television and Radio Stations
- Newsletters of Partner Organizations
- Online Social Networking Tools (Blogs, Facebook, Flickr, MySpace, Twitter)
- Websites

### ***Organizations:***

- Boards of Selectmen
- Chambers of Commerce
- Churches/Religious Organizations
- Community Centers and Clubs
- Cultural/Ethnic Organizations
- Historical Societies
- Public Schools
- Public Libraries
- Recreation Departments
- Senior Centers

### ***Other Potential Outreach:***

- Library Display Tables
- Sign Boards on Town Common
- Laminate Flyers as a Placemats for Local Coffee shops/Senior Centers
- Send Letter to Prospective Participants

### ***Other Potential Contributors:***

- Volunteers
- High School History Teachers & Students
- Long time or new residents
- Descendants of people important to town's history
- Residents who taught for many years, held office, etc.
- Notable residents (see Wikipedia)
- Class or Family reunions

## ROAD SHOW STAFFING

Each Road Show event is staffed by a combination of local volunteers and experienced “Roadies” who have worked events in the past. The local volunteers may be members of the local planning team or others in the community. They are required to attend a training session held prior to the event, led by UMass Boston staff. UMass Boston staff will organize the participation of Roadies.

All volunteers should be comfortable working with the public in a somewhat chaotic atmosphere. They should be excited about the project mission, interested in local history, photographs and family stories and able to be supportive, engaged and respectful of all contributors and fellow volunteers. The volunteer roles and responsibilities are below:

### WELCOME STATION

- **2-3 Greeters:** Greet contributors, explain event, manage nametags and Registration Forms.

*Should be outgoing, friendly, able to answer questions about the event, encourage folks to participate in the project and detail-oriented to manage nametags & Registration Forms. At least one of the greeters should be someone that contributors are likely to recognize and who knows his/her way around the venue.*

### INFORMATION STATION

- **10+ Reviewers:** Help contributors select photos, complete & review Photo Forms.

*Should be a good listener, interested in listening to contributors’ stories, able to ask questions to draw out contributors’ stories, familiar with how to handle old photographs, able to help contributors select 2-3 photographs from among a larger selection, detail-oriented about ensuring Photo Forms are complete and able to seek assistance from UMass Boston staff for unusual contributions. Some of the reviewers should be familiar with significant local sites and events. It is extremely important that Reviewers attend a training session before the event.*

### SCANNING STATIONS (2-6 Scanning Stations)

- **1 Scanner per station:** Handles data entry and scanning.

*Should have experience using a scanner, scanning software and cropping/renaming/saving files to a PC computer. (Specific training will be provided.)*

- **1 Reviewer per station:** Manages paperwork.

*Should be detail-oriented about managing paperwork and insuring Photo Forms are complete.*

### VIDEO STATION

- **1 Videographer** (Provided by UMass Boston): Records interviews.
- **1 Interviewer** (optional): Asks questions and encourages contributors to share “the story behind the photographs.”

*In most cases, the videographer serves as the interviewer. If a community volunteer is interested, he or she is required to participate in a special training session to ensure continuity among the recorded interviews. Should be someone who has*



*conducted interviews or oral history projects and is able to listen attentively, ask clarifying questions and gracefully limit interview length, if necessary.*

#### **“KEEPSAKE PHOTOS” STATION (1-2 Keepsake Photo Stations)**

- **1 Photographer per station:** Takes high-resolution digital photograph of contributors holding the photo(s) they shared.

*Should be experienced amateur photographer who knows how to set up and use photo printer. Photographer may wish to bring his/her own camera to use, or may use project camera.*

- **1 Paperwork manager per station:** Manages paperwork for keepsake photos.

*Should be detail-oriented and also able to provide back-up for photographer.*

#### **PRESERVATION STATION**

- **New England Archivists “Archives on the Road” program**

#### **LOCAL HISTORY STATION**

- **2-3 Historians/reference librarians:** Identify local references, provide local history resources, identify material of particular local historical significance.

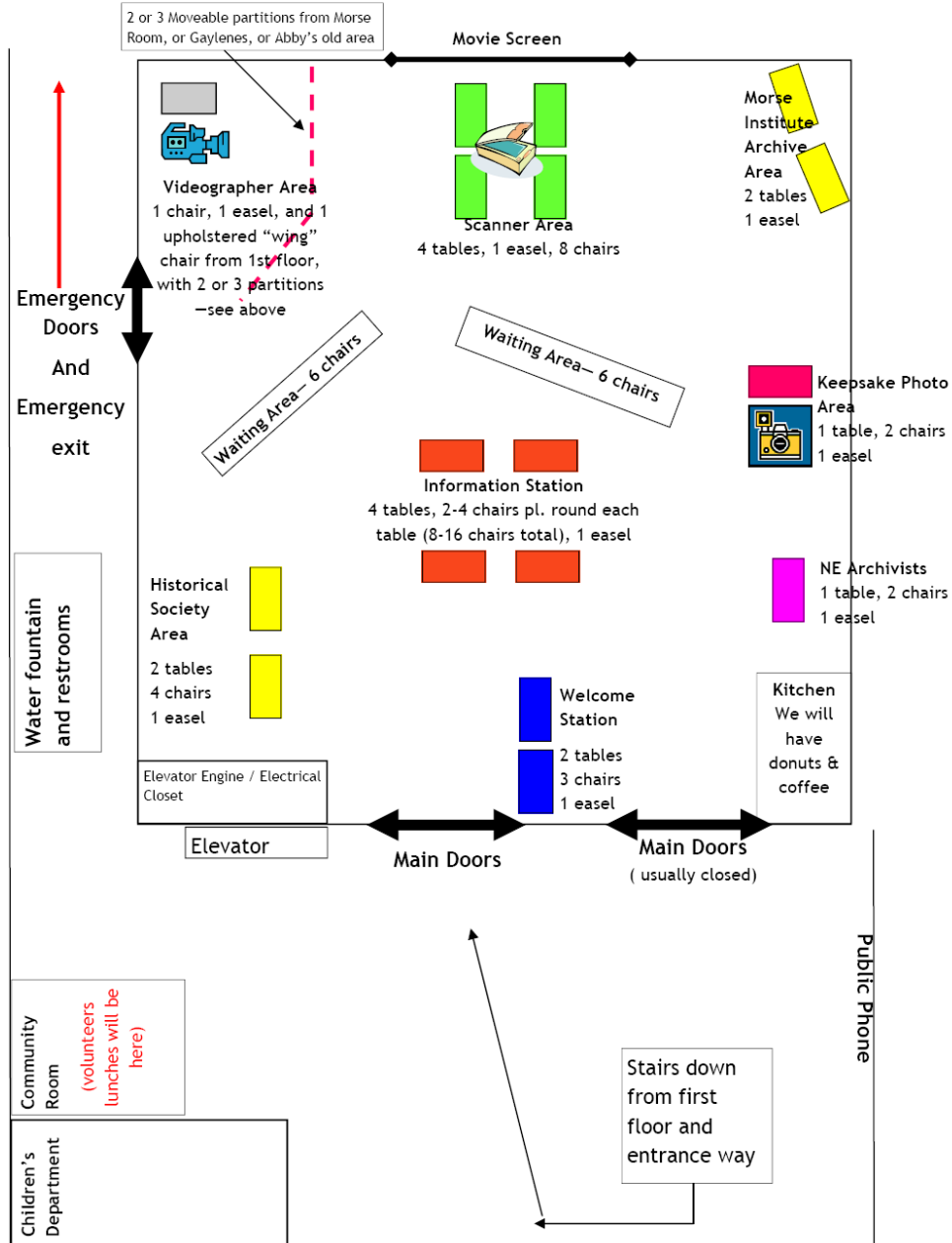
*Should be an experienced local historian or reference librarian who is able to identify local sites and events and help place them in historical context. Should also be able to provide information on other local history resources and identify any material that contributors share that is of particular local importance.*

#### **USHERS**

- **4-6 Ushers:** Assist any visitors who need help moving from station to station, provide back-up, listen to stories, enjoy photos and be friendly!

*Should be friendly, outgoing, able to engage contributors in the event and escort them from station to station, provide back-up, if needed. Ushers should be familiar with the venue.*

# SAMPLE ROOM LAYOUT: Natick Mass. Memories Road Show, 2008



**Morse Institute Library—Natick, MA—Lebowitz Hall—Lower Level  
Mass Memory Floor Plan—Saturday, September 27—8 am to 4:30 pm**

## **EQUIPMENT NEEDED**

*(Note: Equipment noted with an \* is provided by UMass Boston.)*

### ***For Welcome Station:***

- One 4-6' table and 2-3 chairs for staff
- Numbered stick-on nametags for contributors\*
- Copies of Registration Forms (original provided by UMass Boston)
- Clipboards
- Pens
- Sign and easel\*

### ***For Info Station:***

- At least five 6-8' tables and 20-30 chairs for staff and contributors
- Photo Forms (original provided by UMass Boston)
- Clipboards
- Pens
- Sign and easel\*

### ***For EACH Scanning Station:***

- Laptop computer\*
- Scanner and necessary drivers to connect scanners to laptops\*
- LCD projector\*
- Portable projection screen (or other material to project onto)
- Paperclips
- Portable USB drive\*
- One 6-8' tables and 4 chairs for staff and contributors
- Sign and table-top easel\*

### ***For EACH Keepsake Photo Station:***

- Digital camera\*
- Tripod\*
- Keepsake photo log\*
- Photo printer with paper and ink\*
- Bulletin board and thumbtacks
- Backdrop (optional)
- Table for printer
- 2 chairs for staff
- Sign and easel\*

### ***For Video Station:***

- Videographer\*
- Digital video camera\*

- Lighting, lavalier microphone and other equipment for recording interviews\*
- Nice armchair for interviewees to sit in
- Backdrop (optional)
- Sign and easel\*
- 

***For Preservation Station:***

- One 6-8' table and 2 chairs for staff
- Sign and table top easel\*

***For Local History Station:***

- One 6-8' table and 2 chairs for staff
- Brief history of the town
- Other relevant local history information (books, maps, etc.)

***Other:***

- Table and chairs for refreshments
- Table, chairs and area for volunteers to have lunch
- Extension cords
- Nametags for staff\*
- Training material\*

## **AFTER THE ROAD SHOW**

All of the photos and videos digitized at Road Shows are processed by UMass Boston professional staff and permanently housed in the University Archives & Special Collections at the Joseph P. Healey Library, UMass Boston. The online database structure and metadata collection forms meet best practice standards for digital history projects and the primary sources online are available for educational uses. Photos, video and data are made available to the public through UMass Boston's Open Archives: Digital Collections (<http://openarchives.umb.edu>).

The local Project Director receives a digital copy of all photos and videos collected. These copies may be shared with local partners and used for educational purposes including exhibits, documentary videos, curricular material, etc. We are happy to advise local communities on continuing the "Road Show experience" through additional community-scanning events.

After the local Road Shows, the local planning team and contributors continue their conversations about local history, culture and community-building through our online social network, the Massachusetts Studies Network (<http://mastudies.ning.com>).

## FREQUENTLY ASKED QUESTIONS

- Q. *Do I have to be at the Road Show in order to have my photos included in the collection?*
- A. Yes. This is an event-based project, so you must attend the event in order to have your photos scanned and included in the digital collection.
- Q. *Can I drop my photos off in advance? Can I email my photos to you? Can someone else bring my photos for me?*
- A. No. Contributors are required to complete and sign paperwork giving us permission to include their photos in the digital collection and providing information about their photographs. Documenting the attendance of community members at this historic event is an important part of the project, so we want you to be there to be part of that experience!
- Q. *What if I can't make it to the Road Show?*
- A. Many communities develop ways to follow up with potential contributors to continue to collect photographs independent of the Road Show. Contact your local Project Director about the possibilities. You may also wish to contact your local library and/or historical society for information about other public scanning events.
- Q. *What if I have more than three photos to share?*
- A. Because of time limitations, we have to limit contributors to three photos each. However, there will be helpful volunteers at the event who to assist you in selecting which three photos to contribute if you bring more than that.
- Q. *What kind of photos should I bring?*
- A. You are invited to bring three personal photos that are important to you and that you feel are representative of yourself, your family and/or your community. They can be old or new; formal or snapshots. Take a look at our website for examples of photos folks have brought to past Road Show events: <http://openarchives.umb.edu>.
- Q. *Do I need to pre-register for the Road Show?*
- A. Some communities choose to use a pre-registration system, but it is never required. Check your community's Road Show publicity to see if your local team is requesting pre-registration.
- Q. *Do you keep my photos?*
- A. No. We scan your photos in your presence and immediately return them to you.

Q. *What actually happens at a Road Show?*

A. When you arrive, you will be asked to complete a Registration Form with your contact information and sign a release giving us non-exclusive permission to include your photos (and any photos or video taken of you during the event) in our digital collection. You will also be given a numbered nametag to help us match up your photos and paperwork after the event. From there, you will be asked to complete a Photo Form with information about each photo you brought with you. We have some great volunteers who will help you select photos and/or complete your paperwork, if needed. You can then have your photos scanned; talk on video about the photos you brought; have a “keepsake photo” taken of you holding your photos; consult with professional archivists on how to care for your family photos and pick up information about the history of your community.

Q. *How long does this all take?*

A. People usually spend at least 30-45 minutes at a Road Show. Although it doesn't take long to scan in your photos, we find that people often take some time to complete their paperwork and usually like to linger and look at photos that other contributors have brought.

Q. *Do I have to talk about my photos on video? Do I have to have my keepsake photo taken?*

A. No. Participation in any aspect of the event is totally optional. You are welcome to just come and look at other contributors' photos and listen to their stories, if you wish.

Q. *Is there a fee to have the archivists look at my photos?*

A. The entire event is free and open to the public.

Q. *When will I see my photos on the internet?*

A. The post-production process takes up to three months. We will send you an email once the photos and videos are live on our website. Or you can visit: <http://openarchives.umb.edu>.

Q. *What if I don't have internet access?*

A. Your local public library has computers with internet access available for your use. Digital copies of all photos, videos and data are also given to the local community, so you can view them by visiting your local library or historical society.

## FOR MORE INFORMATION

### **Open Archives: Digital Collection (Mass. Memories Road Show)**

- Digital collection of photos collected at past Road Shows.

<http://openarchives.umb.edu>

### **Mass. Memories Road Show Planning Group**

Massachusetts Studies Network

- Videos, photos and other information about planning a Road Show in your community.

<http://tinyurl.com/MMRSpPlanning>

**“The Mass. Memories Road Show: A State-Wide Scanning Project”** from *Digitization in the Real World* (New York, NY: Metropolitan New York Library Council, 2010)

- A chapter describing the history, philosophy and logistics of the Mass. Memories Road Show.

<http://miniurl.com/52703>

### **CREDITS**

Special thanks to former Road Show hosts and “Roadies” for their suggestions and contributions to this handbook, especially Karol Bartlett, Rachel Baumgartner, Michelle Gachette, Suzette Standring, Sharon Sullivan and Kate Tranquada.



# APPENDIX I: SAMPLE OUTREACH MATERIAL

## Sample Invitation Letter: Milton Mass. Memories Road Show, 2012



Dear Friend,

This is your personal invitation to participate in a special program on Saturday, May 12, 2012 at the Milton Public Library, 476 Canton Avenue in Milton. On that day from 10:00 a.m. to 3:00 p.m., the Milton Public Library will host the Mass. Memories Road Show in Milton, sponsored by UMass Boston.

At the event you are encouraged to share photos representing your life or your family's lives in Milton, whether very recently or long ago. Project staff will scan up to three of your photos on the spot, so you don't have to part with your originals. Digital photos can be uploaded from your thumb drive as well. You have the option to talk about your family's history on camera. All scanned information becomes part of the state-wide digital archive at [<http://openarchives.umb.edu>] and a copy will also be added to our local history. Visit the website for more information and to see the results of Road Shows at other towns in Massachusetts.

By returning the enclosed pre-registration form, you can help us plan for the number of people participating. The Mass. Memories Road Show is free and open to the public. You may return the attached pre-registration form to The Milton Public Library, 476 Canton Avenue, Milton 02186 or email your information to: [miref@ocln.org](mailto:miref@ocln.org) Pre-registration, however, is **not required** to participate.

The Mass. Memories Road Show is a project of the Joseph P. Healey Library at UMass Boston and Mass Humanities. The goal of the project is to visit all 351 cities and towns in Massachusetts holding public events to digitize family photos and memories. To date, the project has digitized more than 3,000 photos and stories from across the state, creating an educational resource of primary sources for future generations.

The history of Massachusetts and of the Town of Milton is much more than the stories of famous people. It is the collective story of its citizenry – whether you've lived in Milton all your life or you have just moved into town. All contributions to this project are greatly valued, and we hope you will take this opportunity to add the images and stories of your family to our local history.

This year is Milton's 350th anniversary. By participating in the Mass Memories Road Show, you will contribute to both Massachusetts' and Milton's permanent historic records. We hope to see you at the Milton Road Show on Saturday, May 12 at the Milton Public Library!

Sincerely,

Daniel Haacker  
Assistant Library Director  
Milton Public Library  
Telephone: 617 698-5757  
Email: [dhaacker@ocln.org](mailto:dhaacker@ocln.org)

# Sample Pre-Registration Form: Milton Mass. Memories Road Show, 2012



## PRE-REGISTRATION FORM

**Saturday, May 12, 2012,**

**10: a.m. to 3:00 pm.**

**Milton Public Library, 476 Canton Avenue in Milton**

It takes approximately 20-40 minutes to participate in all the activities of the Road Show. By indicating the time below that you plan to arrive, you can help us plan the day.

\_\_\_\_\_ 10:00 a.m.

\_\_\_\_\_ 10:30 a.m.

\_\_\_\_\_ 11:00 a.m.

\_\_\_\_\_ 11:30 a.m.

\_\_\_\_\_ 12:00 noon

\_\_\_\_\_ 12:30 p.m.

\_\_\_\_\_ 1:00 p.m.

\_\_\_\_\_ 1:30 p.m.

Please return the form to The Milton Public Library, 476 Canton Avenue, Milton 02186 or by email: [miref@ocln.org](mailto:miref@ocln.org). Pre-registration, however, is not required to participate.

# Sample Flyer: Waltham Mass. Memories Road Show, 2011



Mass. Memories Road Show at UMass Boston

*Your Place in Massachusetts History*



## Mass. Memories Road Show in Waltham

### TAKE YOUR PLACE IN HISTORY

Do you live, work, or go to school in Waltham?  
The history of Waltham is YOUR STORY.



Bring 1 to 3 photos for inclusion in a public digital archive -  
You keep your photos, we scan them:

**Saturday, July 16, 2011**  
**10 am to 3 pm**

**National Archives**  
380 Trapelo Road in Waltham



**FREE and open to all**

Refreshments served; Shuttlebus available

Friends of the  
Waltham Public  
Library

Waltham  
Historical Society

National  
Archives

UMass Boston

Mass Humanities

For more information: [www.massmemories.net](http://www.massmemories.net)  
Diane LeBlanc, 781-663-0130, [DianeLeBlanc@nara.gov](mailto:DianeLeBlanc@nara.gov)

# Sample Rack Card: Boston Harbor Island Mass. Memories Road Show, 2011



## Share your photos & stories of the Boston Harbor Islands!

Individuals with photos relating to the *Boston Harbor Islands* are invited to *become a part of Massachusetts history* by sharing their photos and stories with a state-wide archive of local history! Select two or three photos of people, activities or events on the Islands and bring them to be scanned and shared. Photos can be old or new, formal or snapshots. (Original photos preferred; they will be immediately returned to you.)

This event is free and open to the public. For more information, visit [www.massmemories.net](http://www.massmemories.net).

**Date:** September 17, 2011

**Time:** 10:00 am—4:00 pm

### Location:

Massachusetts State Archives  
220 William T. Morrissey Boulevard  
Dorchester, MA 02125-3314  
*On Columbia Point, near the UMass Boston campus and the JFK Library.*

To register for the event, contact Heather Cole,  
UMass Boston  
617-287-5929  
[heather.cole@umb.edu](mailto:heather.cole@umb.edu)



## The BOSTON HARBOR ISLANDS MASS. MEMORIES ROAD SHOW

is sponsored by:



## The Patriot Ledger GateHouse Media

Massachusetts State Archives

Union Park Press


Joseph P. Healey Library at UMass Boston

Urban Harbors Institute at UMass Boston

UMass Boston Marine Operations


*The Mass. Memories Road Show at UMass Boston is an event-based public history project that digitizes family photos and memories shared by the people of Massachusetts. The images and video are indexed and incorporated into a searchable online collection at <http://www.MassMemories.net>. Since its launch, the project has gathered more than 3,000 photographs and stories from across the state. The Mass. Memories Road Show is co-sponsored by the Joseph P. Healey Library at UMass Boston and Mass Humanities. Over the next few years the Road Show will visit all of the 351 communities in the Commonwealth, documenting family and local history in Massachusetts.*

# Sample Postcard: Reading Mass. Memories Road Show, 2009




**Share *Your* Memories & Preserve the Past**

*The Mass. Memories Road Show  
is coming to Reading Public Library!*



**Saturday  
October 24  
11 AM – 3 PM**  
*To register in advance-  
Drop by or call to book a  
15 minute time slot.  
781-942-6703*

***Want to participate?***  
Bring 2 or 3 photos that represent you, your family or your connection to Reading.  
(They can be old or new: formal or snapshots.)  
We will scan the photos and immediately return them to you.  
We will ask you to share a brief story about your photographs on camera and take a “keepsake photo” to document your participation in the event.  
***Drop-ins welcome!***



The Mass. Memories Road Show is sponsored, in part, by the Joseph P. Healey Library at UMass Boston and Mass Humanities.  
Check us out — [www.MassMemories.org](http://www.MassMemories.org)

Reading Public Library 64 Middlesex AV Reading MA 781-944-0840 [www.readingpl.org](http://www.readingpl.org)

# APPENDIX II: ROAD SHOW PAPERWORK

## Registration Form

### REGISTRATION FORM



NAMETAG # \_\_\_\_\_  
(for staff use only)

Contributor Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Your connection to [COMMUNITY]: \_\_\_\_\_

How did you hear about this event? \_\_\_\_\_

*Thank you for sharing your photos and stories with the Mass. Memories Road Show! With your help, we are creating a state-wide digital archive online, at the Joseph P. Healey Library at UMass Boston and with local partners. To build this publicly accessible resource, it is important that we be able to use the photos, videos and text we gather without having to negotiate permissions with each contributor. Please read and sign the agreement below, which allows us to use your contributions in a variety of ways, at the same time protecting your ownership and publication rights.*

*The Mass. Memories Road Show at UMass Boston documents the people, places and events in Massachusetts through family photographs and stories. The goal of the project is to hold public scanning events in all of the 351 communities of Massachusetts, creating a digital portrait of the Commonwealth, providing access to family photographs and stories, and building community knowledge and connections.*

#### PHOTO RELEASE

I do hereby give the University of Massachusetts Boston, its assigns, licensees, and legal representatives the irrevocable right to use my name, image and voice in all forms and media and in all manners, including composite representations, and advertising and other lawful purposes, and I waive any right to inspect or approve the finished product including written copy, that may be created in connection therewith.

#### NON-EXCLUSIVE PERMISSION

I hereby grant permission to the University of Massachusetts, its assigns, licensees and legal representatives to copy, display and distribute copies of the scanned documents identified by the Nametag# on this sheet, and to incorporate the scanned images in whole or in part into derivative works. I retain all other rights to these photos, including without limitation, the right to copy, distribute, publish, display or modify the images, and to transfer, assign or grant license of any such rights.

I am of full age. I have read this release and am fully familiar with its contents.

Signed: \_\_\_\_\_  
(Parent or guardian must sign if contributor is under 18 years of age.)

Thank you for your contribution to Massachusetts history!

Reviewer initials: \_\_\_\_\_

Event # \_\_\_\_\_

# Photo Form

## PHOTO FORM



PHOTO ID #: \_\_\_\_\_ .TIF *(for staff use)*

CONTRIBUTOR NAME: \_\_\_\_\_

|                                                                                                                     |                                                                        |                                                 |
|---------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|-------------------------------------------------|
| <i>Give this photo a TITLE:</i>                                                                                     |                                                                        |                                                 |
| <i>WHERE</i> was this photo taken?                                                                                  | Neighborhood: _____<br>Town/City: _____<br>State: _____ Country: _____ | <i>I don't know</i><br><input type="checkbox"/> |
| <i>WHEN</i> was this photo taken?                                                                                   | Year: _____ Month: _____ Day: _____                                    | <i>I don't know</i><br><input type="checkbox"/> |
| Name the <b>PEOPLE</b> in this photo:<br>List from <b>back to front, left to right</b> . Please use complete names. | 1. _____<br>2. _____<br>3. _____<br>4. _____                           | <i>I don't know</i><br><input type="checkbox"/> |
| Please <b>DESCRIBE</b> this photo and let us know why it is important to you:                                       |                                                                        |                                                 |
| Is there anything about this photo that you would like to know more about?                                          |                                                                        |                                                 |

Reviewer #1 Initials: \_\_\_\_\_ Reviewer #2 Initials: \_\_\_\_\_

Event #: \_\_\_\_\_