

Championing the Past by Looking Forward: Ohio Historical Society Changes Name to Ohio History Connection

By Burt Logan,
Executive Director and CEO,
Ohio History Connection,
Columbus

Historical organizations, much like the Roman god Janus, must look in two directions: backward to record and understand the past, and forward to provide perspective and meaning for that which is yet to occur. Remove either and the value of history vanishes.

By our very nature, we in the history business are drawn like a magnet to the past – we find it fascinating and spellbinding; it is in our DNA. But when it comes to relating the past to the present and the future, our effectiveness is ultimately determined by how well we relate to the public – not just those that we currently reach, but the myriads who have yet to discover the importance and power of history. Unless and until the public understands that the past has tremendous relevance today, history organizations can be nothing more than a one-headed Janus.

In early 2012 the Ohio Historical Society embarked on a two-year journey, reaching out to nearly 600 current and prospective customers to learn how we can improve our services and programming. We began by convening focus groups throughout the state, as well as in Central Ohio – for a total of nine groups. All associated costs, with the exception of a small honorarium given to each participant, were donated by a local public relations firm. In each region of Ohio we brought together two vitally important target audiences: mothers with at least one child between the ages of 8 and 14 years, and history lovers.

A professionally trained facilitator engaged each group in a conversation about history. The groups of mothers quickly pointed out their responsibility to help their children understand the past by



visiting historic sites and museums.

As one would expect, the history lovers could not stop talking about the past.

When the discussion shifted to the Ohio Historical Society, the comments changed considerably. Here are a few:

“I think of a group of little old rich ladies in red hats, sipping tea at the country club. That’s not for me, not a place I’d be welcome.”

“Makes me think of a couple of old people, getting together over lunch, clipping articles from old newspapers. History should be exciting and make everybody want to learn about it, not put them off and feel unwelcome.”

“Any time there’s a society, I think of monocles and brandy.”

As summed up in the report, “Participants voiced these overwhelmingly negative perceptions [of the Ohio Historical Society], even after having earlier discussed their interests in history and history’s relevance and importance to life today.”

Ironically, these comments ran completely counter to what many customers were actually experiencing. After seeing our 2011 award-winning exhibit *Controversy: Pieces You Don’t Normally See*, one visitor wrote “This exhibit was one of the most interesting that I’ve seen here. I brought my 11 year old son to share this with, and it has and will provide a greater opportunity for learning especially about the effect of intolerance and ignorance.”

Commenting on *Ohio as America*, our 4th grade e-textbook, a teacher said “I love the videos that pertain to Ohio. They are nearly impossible to find anywhere else. I also like the pictures of artifacts and primary resources.” One of our site-management partners wrote that if he had been told at the beginning of this joint partnership how smoothly things would have gone and how supportive the Society would be, he would not have believed it – a sentiment echoed verbally by many of his colleagues.

As we weighed public perception against customer satisfaction, we came to realize that “historical” and “society” formed a nearly impenetrable barrier in the minds of customers we have yet to reach. If we had any hope of touching a broader audience we had to give serious consideration to changing our name. It was clear this had to be a strategic business decision, rather than a “history” decision.

Changing the name is not something to be done lightly – it demands thoughtful
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President's Message:

Ah, spring! Trees are budding, lawn mowers are buzzing, and all around the state of Ohio, our fellow local historians are hanging up the open signs at their organizations and preparing for the busy summer season. Are you introducing new ideas or programs this spring?

Our members always tell us that personal contact and the opportunity to network are some of the most important aspects of their involvement in the Ohio Local History Alliance, and the regional meetings are rife with opportunities for just that!

We hope that you're putting to use ideas you gleaned and building on the connections you made at the regional meetings this spring.

Be sure to check out this issue for several important upcoming deadlines. The Ohio Local History Alliance wants to celebrate your innovative ideas!

We encourage you to apply for one of our awards. Winners are recognized at a luncheon at our annual meeting. The luncheon is always so inspiring—it's a great opportunity to honor dedicated local historians, and to find out more about the great work going on all around the state. Attendees are certain to feel energized. Will we see you there?

We love to share your good news in The Local Historian. If there isn't any news listed for your region, you can change that! Please contact your regional representative (they're listed on page 2 of this issue) with your news.

Maggie Marconi

President, Ohio Local History Alliance
Museum Administrator, Sandusky Library/
Follett House Museum
(419) 625-3834
mmarconi@sanduskylib.org



OHIO LOCAL HISTORY ALLIANCE
Inspire. Connect. Educate.

The **Ohio Local History Alliance**, organized in 1960 under sponsorship of the Ohio History Connection, is composed of local historical societies, historic preservation groups, history museums, archives, libraries, and genealogical societies throughout the state involved in collecting, preserving, and interpreting Ohio's history.

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Please direct materials or phone inquiries to:

The Local Historian
Local History Office
Ohio History Connection
800 E. 17th Avenue
Columbus, OH 43211-2497
1-800-858-6878
FAX: (614) 297-2567
arohmiller@ohiohistory.org

Visit **The Alliance** online at www.ohiohla.org and on Facebook at www.facebook.com/ohio-localhistoryalliance

Annual Membership Dues:

Organizations:

Annual budget over \$200,000: \$100 (\$190 for 2)
Annual budget \$100,000-\$200,000: \$75 (\$140 for 2)
Annual budget \$25,000-\$100,000: \$60 (\$110 for 2)
Annual budget below \$25,000: \$35 (\$65 for 2)

Individuals:

Affiliate: \$35 (\$65 for 2)
Individual: \$50 (\$90 for 2)
Students: \$20

Business: \$100 (\$190 for 2)

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2014 Board Members Ohio Local History Alliance

President

Maggie Marconi, Museum Administrator
Sandusky Library/ Follett House Museum
Sandusky
(419) 625-3834
mmarconi@sanduskylib.org
http://www.sanduskylib.org/follett_house

1st Vice President

Beth Weinhardt, Coordinator
Anti-Saloon League Museum, Westerville
(614) 882-7277, Ext 160
bweinhar@westervillelibrary.org
<http://westervillelibrary.org/local-history>

2nd Vice President

Todd McCormick, Curator/Director
Logan County Historical Society
Bellefontaine
(937) 593-7557
tmccormick@loganhistory.org
<http://www.loganhistory.org>

Secretary

Ruth Brindle, Curator
Quaker Heritage Center
Wilmington College, Wilmington
(937) 382-6661, Ext 719
ruth_brindle@wilmington.edu
<http://www2.wilmington.edu/qhc>

Treasurer

Kathleen Fernandez, Executive Director
North Canton Heritage Society
North Canton
(330) 494-4791
ncantonheritage@sbcglobal.net
<http://www.northcantonheritage.org>

Trustees-At-Large

Joy Armstrong, Executive Director
Sylvania Historical Village, Sylvania
(419) 882-4865
hst.village@sev.org
<http://www.cityofsylvania.com/default.aspx?nspace=CityOfSylvania.Home.Discover:Sylvania.SylvaniaHistory.HistoricalVillage>

Jim Gibson, Executive Director
Knox County Historical Society
Mt. Vernon
(740) 393-5247
jlgibson@ccr.net
<http://www.knoxhistory.org>

Wendy Zucal, Executive Director
Dennison Railroad Depot Museum
Dennison
(740) 922-6776
director@dennisondepot.org
<http://dennisondepot.org>

Immediate Past-President

Christie Weininger, Executive Director
Rutherford B. Hayes Presidential Center
Fremont
(419) 332-2081
cweininger@rbhayes.org
<http://www.rbhayes.org>

Ex-Officio (Executive Secretary)

Mark Sundlov, Department Manager
Local History Office,
Ohio History Connection, Columbus
(614) 297-2343
msundlov@ohiohistory.org
<http://www.ohiohistory.org>

Region 1

Gary Levitt, Director
Museum of Postal History, Delphos
(419) 303-5482
mphdelphos@gmail.com
<http://www.postalhistorymuseum.org>

Holly Hartlerode

Curator
Wood County Historical Center
Bowling Green
(419) 352-0967
curator@woodcountymuseum.org
<http://www.woodcountymuseum.org>

Region 2

Brenda Stultz, Curator
Clyde Heritage League, Clyde
(419) 547-7946
bstultz@embarqmail.com
<http://www.clydeheritageleague.org>

Gale Martin, Executive Director
Marion County Historical Society, Marion
(740) 387-4255
mchs@marionhistory.com
<http://www.marionhistory.com>

Region 3

Rebecca Larson-Troyer, Librarian
Special Collections Division
Akron-Summit County Public Library
Akron
(330) 643-9030
rltroyer@akronlibrary.org
<http://sc.akronlibrary.org>

Timothy Daley, Executive Director
Cuyahoga County Soldiers' and Sailor's
Monument, Cleveland
(216) 621-3746
tdaley@cuyahogacounty.us
<http://www.soldiersandsailors.com>

Region 4

Leann Rich, Manager of Education
& External Relations
Mahoning Valley Historical Society
Youngstown
(330) 743-2589
rich@mahoninghistory.org
<http://www.mahoninghistory.org>

Lae'l Hughes-Watkins, University Archivist
KSU Department of Special Collections &
Archives, Kent
(330) 672-1639
lhughesw@kent.edu
<http://www.library.kent.edu/page/10300>

Region 5

Kate Smith, Executive Director
Spring Hill Historic Home,
Massillon
(330) 833-6749
director@springhillhistorichome.org
<http://www.springhillhistorichome.org>

Cristina Savu, Registrar
Massillon Museum, Massillon
(330) 833-4061 (x112)
csavu@massillonmuseum.org
<http://massillonmuseum.org>

Region 6

Leslie Blankenship,
Franklin Historical Society
Columbus
(614) 527-1957
lblanken@att.net
<http://www.neighborhoodlink.com/Franklin-ton/pages/309337>

Andrea Brookover, Executive Director
Fairfield Heritage Association, Lancaster
(740) 654-9923
director@fairfieldheritage.org
<http://www.fairfieldheritage.org>

Region 7

Chris Burton, Executive Director
Armstrong Air & Space Museum
Wapakoneta
(419) 738-8811
airandspace@bright.net
<http://www.armstrongmuseum.org>

Kasey Eichensehr, Curator
Clark County Historical Society
Springfield
(937) 324-0657
keichensehr@heritagecenter.us
<http://www.heritagecenter.us/>

Region 8

Kelsey Berger, Property & Farm Director
Gorman Heritage Farm
Cincinnati
(513) 563-6663
kberger@gormanfarm.org
<http://www.gormanfarm.org>

Region 9

Margaret Parker, President
Meigs County Historical Society, Pomeroy
(740) 992-3810
meigsc Historical@frontier.com
<http://meigsc Historical.org>

Region 10

Jim Geyer, Director for Museums
Pioneer & Historical Society of Muskingum
County, Zanesville
(740) 454-9500
phscomc@sbcglobal.net
<http://www.muskingumhistory.org>

What's Happening in the State Capital?

By Todd Kleismit, Director of Government Relations, Ohio History Connection, Columbus

There is plenty of activity in the state capital this year. A few highlights as we head into the summer months...

Ohio History Connection Tax Check-Off

For most of us, the tax season has thankfully come and gone. Through April, the new Ohio History Connection tax check-off has generated just shy of \$150,000 from Ohioans' state income tax contributions. These "tax check-off" contributions provide the revenue needed for the History Fund grants that are now awarded at each year's Statehood Day event. In 2013 a new threshold was put into place by the Ohio General Assembly requiring each of the state's tax check-off programs to generate at least \$150,000 annually or be threatened with elimination if it falls below the threshold two consecutive years. It now appears likely that enough contributions should come in the rest of the calendar year to exceed the threshold. Stay tuned.

County Courthouses Symposium

Courthouse enthusiasts gathering in Columbus May 15-16 for a Symposium that highlighted the historic and economic value of our state's county courthouses. A kick-off reception featuring Supreme Court Chief Justice Maureen O'Connor was held the evening of May 15. All-day sessions were held at the Columbus Athenaeum on May 16. For more information, visit online at www.ccao.org/ohio-courthouses-symposium.

Cemetery Law Task Force

Ohio's patchwork of laws relating to old and/or abandoned cemeteries is currently under review by a group appointed by the governor, Senate president and House speaker. The Ohio Cemetery Law Task Force is expected to send recommendations to the governor and General Assembly by September. Let me know if you'd like to know more.

Todd Kleismit is the Ohio History Connection's director of community and government relations. He can be reached at tkleismit@ohiohistory.org. ■

Championing the Past by Looking Forward... (Continued from page 1)

analysis and evaluation. One thing though was certain – Ohioans must find our new name welcoming and enticing. We gave careful thought to the name that we felt best typifies our role and responsibility to Ohio. Rather than selecting several possible names and evaluating each of them against the others, we tested Ohio History Connection. If it was well received, we would move ahead; if not, we would select another name and repeat the evaluation.

Since we were looking to reach a broader audience, we elected to talk to families at a local cultural, education site. We asked families the simple question "What would an organization called the Ohio History Connection do?" In summary, participants expressed that the name represented an organization about preserving and sharing Ohio's past in accessible, engaging, and thought-provoking ways:

"Preserving history, make sure people know it's important."

"Ohio history, preserve it, and tell people about it."

"Talk about Ohio's history. Connect people who want to learn more about history."

"Connect community with Ohio's history. Develop better citizens."

"Way for me to experience history of the state."

"...All inclusive."

These and other responses gave us encouragement that we were on the right track. However, before proceeding further, we compared Ohio Historical Society and the Ohio History Connection. We did additional studies at cultural attractions in Central Ohio and two other areas of the state. As we interviewed these Ohioans, respondents choose adjectives that best described each organization. The three most popular adjectives describing the Ohio Historical Society were "old, private, and institutional." The Ohio History Connection was most frequently described as "fun, open, and fresh." The contrast between the public perception of "historical society" and Ohio History Connection could not have been more evident.

(Continued on page 12)

TECH TIP:

Have the Cutting Edge Online through Facebook Insights

By Caitlin Zucal, Marketing Coordinator, Arkovi Social Media Archiving

One fantastic feature Facebook offers users is the Insights Dashboard, which provides Facebook page administrators with metrics around their content. Analyzing Facebook Insights can give you a huge advantage, allowing you to understand trends and how your users consume your content. This can help you create relevant content for your Facebook fans via an editorial calendar.

To access your Insights, click on See Insights, which will be listed on the right side of the admin panel when viewing your Facebook page. You will then see an overview graph and have the option to see insights on Likes, Reach, Visits, Posts, and People. However, in order to begin to understand this data, note that there are two different types of Facebook Insights admins can examine:

- User Insights: total page likes, new likes and unlikes, total number of fans, demographics, page views, etc. (See Image 1.)
- Interactions Insights: daily reports that include post likes and comments, post impressions, mentions, discussions, etc.

There is a lot of data at your disposal – the key to successfully taking advantage of Facebook insights is to review the material and decide what is most meaningful to you. And, since we are all extremely busy throughout the day, why not export your data and review later? Simply click on Export Data and you can download your data into Excel. Also, you have the option of selecting a data range, which is great for reviewing if a certain promotion was successful.

Perhaps you have been writing a series of blog posts on local historical events and sharing them on Facebook. Want to know what content attracted the most users to your page? Take a look at your Posts Insights (see Image 2), which give you a breakdown of the number of page views on specific dates, as well as what outside sources drove those users to your page (Google, websites, etc.) Want to know

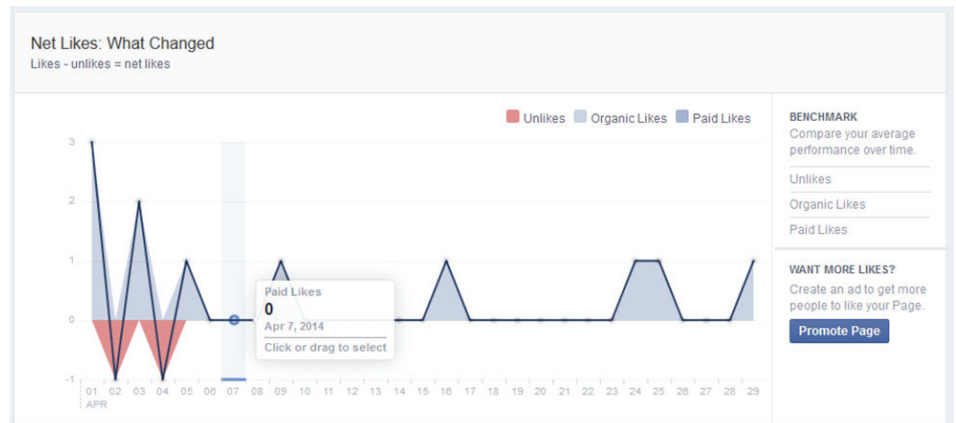


Image 1

Your 5 Most Recent Posts

Legend: Reach: Organic / Paid (orange), Post Clicks (blue), Likes, Comments & Shares (pink)

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/23/2014 1:25 pm	Planning your summer vacation? Space is still available on OHS's 2014 member bus trip to	Link	Targeted	63	10 5	Boost Post
04/22/2014 11:59 am	Check it out!	Image	Targeted	568	22 53	Boost Post
04/10/2014 3:15 pm	Have you been to our website lately? Be sure to check out the calendar of events - we've just added a	Image	Targeted	94	11 4	Boost Post
04/03/2014 9:10 am	Congratulations to the Friends and Descendants of Johnson's Island, one of the recipients of this year's	Image	Targeted	360	16 31	Boost Post
03/12/2014 9:20 pm	Opening weekend at the Ohio Village is the "Ohio Village Soldiers' Aid Fair: A Civil War Sanitary Fair"	Image	Targeted	216	0 13	Boost Post

[See All Posts](#)

Image 2

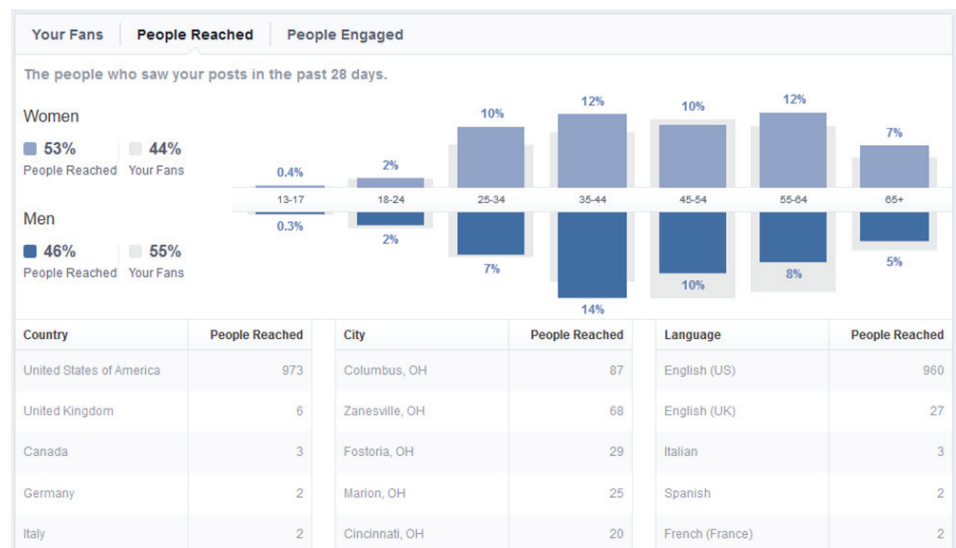


Image 3

who your fans are? Insights shows you the demographics on your Facebook fans – what cities they are from, what percentage is male and female, as well as what age groups you are attracting. (See Image 3.)
(Continued from page 12)



Volunteers help judge students' projects at the state Ohio History Day competition. Volunteers can help your organization with a wide variety of projects. Photo courtesy of the Ohio History Connection.

Fantastic Volunteers and Where to Find Them

By Annamae Kacsandi,
Lead Volunteer Coordinator,
Ohio History Connection,
Columbus

[This article originally appeared in the May 2013 Historic Sites Newsletter of the Ohio History Connection. We have reprinted it with permission from the author.]

Overwhelmed and understaffed? Consider utilizing volunteers to assist with the workload and strengthen community involvement at your site. The benefits of volunteerism are many – for both the volunteer and the organization. Volunteers can provide a wide variety of tasks including:

- **Administrative** – mailings, filing, phone calls, data entry, web development and/or management, email, newsletters
- **Interpretive** – presenting tours, costumed interpreters, creating or maintaining costumes, hands-on activities or demonstrations, greeters, guides
- **Maintenance & Grounds** – cleaning, lawn care
- **Customer Service** – admission, gift shop, call center, scheduling, reservations
- **Events** – set up, tear down, ticket sales, day-of assistance

- **Curatorial/Research** – organization or preservation of collections, library or internet research, archival assistance for programs or events

Before kicking off a volunteer recruiting campaign, conduct an assessment. Use your mission statement to determine how volunteers can impact what you do, what you offer the community, and how you do it. If you have used volunteers in the past, what were the pros and cons?

Next, develop a comprehensive list of volunteer needs – what tasks can they accomplish to save you time and expand your services? Create position descriptions for each task that list specifically what the volunteer will do and your expectations. Find out what each area's needs are, what meaningful opportunities can be created, and what kind of support you can provide to volunteers.

Once this volunteer management system is in place, move to recruitment. What types of volunteers will best fit your needs and where can you find them?

People who volunteer at your site do so for a love of history, culture, community involvement, and an appreciation of your mission. Begin recruiting within your community and spread the word to your regular visitors and supporters. Always have a business card ready to distribute – you are

the best advertisement for your site!

Tap into online volunteer sites such as Volunteer Match (www.volunteermatch.org), Idealist (www.idealists.org), the Hands On Network (www.handsonnetwork.org), AARP (www.aarp.org), and UGIVE (www.ugive.org). These allow many organizations to post volunteer openings, which can be searched by location, topic, or time frame. Explore local or regional organizations' online volunteer posting opportunities.

Use Facebook, Twitter, or your website to post volunteer opportunities and target younger audiences.

Newsletters, mass mailings, or posts in community or church bulletins are excellent ways to reach a large audience.

For short term projects or group volunteers, connect with leaders of local youth or faith based groups or businesses with community service projects. Finally, many high school and college students seek volunteer or internship opportunities for experience and resume building.

Do you have questions on volunteer management or recruitment? Contact Annamae Kacsandi, the Ohio Historical Society's lead volunteer coordinator at akacsandi@ohiohistory.org or 614.297.2392.



By Laura Herron, Local History AmeriCorps Volunteer, Ohio History Connection, Columbus

The Ohio History Connection's collection of county histories in its third floor research room. Photo courtesy of the Ohio History Connection.

Getting to Know County History Books

The county history books of Ohio are familiar resources for experienced local historians and genealogists. These encyclopedic books were published primarily around the nation's centennial in 1876, although many have been created since then. While they can prove to be useful resources for researching the people, places, and institutions of Ohio's past, they should be consulted with caution. It is easy to be misled by the age of these books, which are commonly 100 to 150 years old. Their age may seem to give them authority. Yet, many of their authors were writing about events that had already occurred many years in the past, such as the War of 1812. Like pre-internet versions of Wikipedia, they can contain great overviews and nuggets of information. However, they may also contain errors in dates and other details. Occasionally they mislead the reader by presenting local legends as objective facts. County histories can be great guidebooks in steering researchers toward primary source materials like deeds, wills, and vital records; however, they should not be taken as the definitive truth.

County histories are an easy place to start a research project, whether it concerns an ancestor, a local business, or an important event that happened long ago.

Many of these books were divided into sections by township and then subdivided into specific towns, making them easy to navigate. Keep in mind that there were only nine counties in Ohio at the time of the Constitutional Convention of 1802. Many of the current eighty-eight counties, like Fulton, Mahoning, and Ashland, were not created until the mid-1800s. If you are researching a county that was created later, it is important to check the histories of surrounding counties if you are researching Ohio's early history. This may yield additional information about early settlers and their communities.

There are a few potential snares that you will want to consider when using county histories. Some involve the identification of specific people. These volumes often contain indexes. However, not every person in the book will necessarily be listed in the index. Women are more likely than men to be identified in the book's text but not in the index. Even in the text, sometimes women are identified only as "Mrs." before their surnames. It is best not to assume that such a limited description refers to a particular person without supporting evidence. Before the twentieth century, people frequently died young and it was not unusual for a man or woman to have several successive spouses. Families

also commonly had many children whose births could be spread out over decades. If an older child died, the parents sometimes gave a new child the same name as one who had perished. This tendency can be confusing, especially without the benefit of additional identifying information.

Other problems are the products of the authors' prejudice. Early volumes were often sold by subscription and contained large biographical sections dedicated to noteworthy citizens. Often, these same citizens were among those financing the printing of the book and submitted their own biographies. While this does not mean that their accounts were not accurate, you should be wary of taking them at face value. Also, when narrating encounters between settlers and Native Americans, early county histories almost always presented them solely from the perspective of the settlers. It is a good idea, particularly before reproducing the terminology used in these accounts, to evaluate them for fairness and objectivity.

If your collections do not have any of these county history books, you can check with other local libraries, genealogy societies, and historical societies. The Ohio History Center also has a large collection available in its third-floor research room. In addition, a growing number of books are becoming available online. For more information on finding and using county histories, the subscription site Accessible Archives has a free guide available online at <http://www.accessible-archives.com/collections/american-county-histories/white-paper-american-county-histories/>

Awards



SEPTEMBER 17-20 ~ 2014 AASLH ANNUAL MEETING
ST. PAUL, MINNESOTA

AASLH Small Museums Scholarship Available

The American Association of State and Local History (AASLH)'s annual meeting will be held September 17-20 in St. Paul, Minnesota. This year's theme is *Greater Than the Sum of Our Parts*. It is the perfect opportunity to learn from other museums, forge new relationships, and explore new partnerships. Learn how institutions have capitalized on a successful collaboration or learned from disappointing partnerships. How have you built strategic networks among peers and with others in your communities to achieve more than what would have been possible individually?

The Small Museums Committee of AASLH is offering scholarships for an individual to attend the 2014 AASLH Annual meeting. This scholarship is available to a full or part-time paid or volunteer employee of a small museum (annual budget of up to \$250,000). The \$500 scholarship will cover the cost of the conference registration and the Small Museums Luncheon with any remaining funds to offset travel and/or lodging expenses. The scholarship is open to AASLH individual members or people working for institutional members and is a benefit of membership. Find more information and the application at <http://about.aaslh.org/annual-meeting-scholarships/>.

Awards



2014 Alliance Outstanding Achievement Awards

Nominate the fantastic local history work being done in your community for a 2014 Ohio Local History Alliance Outstanding Achievement Award! The Alliance presents awards in two categories – Individual Achievement and History Outreach.

Individual Achievement Awards recognize those who have made outstanding contributions to Ohio's historical societies, history museums, or the understanding and appreciation of state and local history. Nominees must have been involved in a local history organization for at least five years and have demonstrated excellence in more than one area of that organization's operations. If the nominee is a teacher, he or she must demonstrate creativity in teaching methods and expertise in local and state history.

History Outreach Awards recognize outstanding local history projects. These projects must have educational content, contributed to the promotion and understanding of local or state history, and impacted the local community. Nominations will be accepted in the following categories: public programming, media and publications, and exhibits/displays.

Nominations must be post-marked by August 1, 2014. Watch your mail for a nomination form, or contact the Local History Office at 1.800.858.6878 or 614.297.2340. You can also email localhistory@ohiohistory.org. **Good luck!**

Coming Soon!



Society of Ohio Archivists

Archives Month 2014: Ohio in the Depression

For Archives Month in Ohio this coming October, the Society of Ohio Archivists (SOA) has set the theme of "Ohio in the Depression." SOA hopes you and your local historical society will participate this year. Here are some ways you can join in:

First, plan to put up this year's poster. It will pay tribute to the New Deal-era Farm Security Administration's photo-documentation project, which was in operation 75 years ago. The poster will include selected photographs taken in Ohio, and SOA can get a poster to you.

Beyond this, why not have a program? See if you have older members who can talk about what it was like growing up amidst the economic difficulties of that time. Or, show a movie from the era. For example, *The River*, by director Pare Lorentz, was a government-commissioned movie looking at the problems of flooding and erosion in the Ohio and Mississippi river systems. If you live in a city that passed ordinances to deal with Depression-induced problems faced locally, feature information on some of these in your newsletter.

For more information, visit the SOA website, www.ohioarchivists.org, and start working now on your Archives Month activities!

Congratulations!

Ohio Archives Grant Program Recipients

The Ohio Historical Records Advisory Board is pleased to announce the recipients of the year's Ohio Archives Grant Program (SNAP Re-grant Work Group) awards. The Ohio Archives Grants are funded by the National Historical Publications and Records Commission (NHPRC), an arm of the National Archives and Records Administration (NARA) through their State and National Archival Partnership (SNAP) Grants program. The funded projects include organizing and preserving historical records and cataloging and digitizing records for improved access. This year's recipients are (those marked with an * are Alliance members):

- ***Alliance Historical Society,** *Alliance Historical Records Preservation and Cataloging Project* - \$1,769
- ***Canal Fulton Public Library,** *Preservation of Canal Fulton and Local History Photographs* - \$800
- **Clinton County Records and Archives,** *Indexing and Rehousing of Probate Records* - \$1,500
- **Hardin County Genealogical Society,** *Digitization and Storage of Anna Lee Mayhorn Collection* - \$640
- ***Historic New Richmond,** *Preservation and Cataloging of Historic New Richmond's Archive* - \$798
- ***Ohio Genealogical Society,** *Digitization of the "Ohio Story" Script: Bringing Old Radio Back to Life* - \$2,000
- **Otterbein University,** *Reclaiming the Presidential Papers, Part I: Walter G. Clipper Papers Preservation and Indexing Project (1909-1939)* - \$1,960
- **Rocky River Public Library,** *Rocky River Public Library & Cowan Pottery Museum Records Database Project* - \$870
- ***Summit County Historical Society,** *Captain Simon Perkins, Jr. Quartermaster Papers Preservation and Digitization Project* - \$1,600
- ***Warren County Historical Society,** *Historical Records Preservation and Digitization Project* - \$1,042

Grant



Representatives of Dayton History receive their "big check" at the 2014 Statehood Day. Dayton History attended a History Fund Help webinar and is a member of the Ohio Local History Alliance. Photo courtesy of the Ohio History Connection.

History Fund Grant Application Available in June; History Fund Help Webinars in June, July, August

Grant writers, get ready. The 2015 History Fund grant application will be available by June 15, 2014. The deadline for applications is September 3, 2014. The online application will be available at the History Fund's website: www.ohiohistory.org/historyfund.

To assist History Fund applicants, the Local History Office has scheduled History Fund Help webinars on June 25, July 16, and August 6 from 10:00-11:30am. Led by History Fund manager Andy Verhoff, the first hour will be a detailed review of the application. The last half hour is devoted to your questions. The webinars are free, but registration is required at www.ohiohistory.org/register. Registration opens June 2. Although attending a webinar is not mandatory and it does not guarantee a grant, it may give you a "leg up." Last summer, five eventual grant recipients attended the webinars.

The History Fund supports a variety of history projects, 20 in the program's first two years. For a list of grant recipients and projects, visit the History Fund's website. The Fund is limited only by an applicant's imagination and adherence to the History Fund's *Guidelines*.

Grant recipients will be announced on March 4, 2015 at the annual history advocacy event, Statehood Day. Between the application deadline of September 3, 2014 and February, 2015 the History Fund will be in contact regarding the status of applications.

Projects will commence according to the schedule developed in each recipient's application, but no sooner than May 1, 2015. For more about the History Fund, go to www.ohiohistory.org/historyfund or contact the Local History Office at 1.800.858.6878, localhistory@ohiohistory.org, or averhoff@ohiohistory.org. **Good luck!**

MEMBERSHIP

List as of April 15, 2014

Welcome New Members

Individuals

Kara K. Prem, Columbus
Kyle Yoho, Woodsfield

Organizations

Central Ohio Model Railroad Club, Inc.,
Worthington
Cleveland Masonic Library & Museum,
Cleveland

Thank you Renewing Members

Individuals

Timothy Daley, Cleveland
David H. Mangold, Randolph
Margaret A. Parker, Pomeroy
Elmer C. Schulz, Stow

Organizations

103rd OVI Memorial Foundation,
Sheffield Lake
Akron Summit County Public Library
Special Collections Division, Akron
Alliance Historical Society, Alliance
Alpine Hills Historical Museum,
Sugarcreek
Anti-Saloon League Museum,
Westerville
Austintown Historical Society,
Austintown
Baltic-Area Historical Society, Baltic
Barnes-Deinzer Seneca County Museum
Foundation, Inc., Tiffin
Bedford Historical Society, Bedford
Brewster-Sugarcreek Township
Historical Society, Brewster
Butler County Historical Society,
Hamilton

Canal Fulton Public Library, Canal Fulton
Central Insurance Fire Museum,
Van Wert
Cleveland Grays Armory Museum,
Cleveland
Clinton County History Center,
Wilmington
Cuyahoga County Soldiers' & Sailors'
Monument, Cleveland
Franklin Area Historical Society, Franklin
Friends of Kennedy Stone House,
Blue Rock
Guernsey County Historical Society,
Cambridge
Henry County Historical Society,
Napoleon
Highland County Historical Society,
Hillsboro
Huron Historical Society, Huron
John Paulding Historical Society Inc.,
Paulding
Kidron Community Historical Society,
Kidron
Louisville-Nimishillen Historical Society,
Louisville
Magnolia Area Historical Society,
Magnolia
Mayfield Township Historical Society,
Mayfield Village
Meigs County Pioneer & Historical
Society, Pomeroy
Morgan Township Historical Society,
Shandon
National Cambridge Collectors,
Cambridge
North Baltimore Area Historical Society,
North Baltimore
Northwest Ohio Railroad Preservation
Inc., Findlay
Peninsula Library, Peninsula
Perry History Club, Inc., Massillon

Pickerington-Violet Township Historical
Society, Pickerington
Portage Lakes Historical Society, Akron
Reading Historical Society, Reading
Richland County Museum Association,
Lexington
Robbins Hunter Museum/Avery Downer
House, Granville
Sandusky Library Follett House
Museum, Sandusky
Southwest Franklin County Historical
Society, Grove City
Springboro Area Historical Society,
Springboro
Stryker Area Heritage Council, Stryker
Swiss Community Historical Society,
Bluffton
Tiffin Historic Trust Inc., Republic
The Castle, Marietta
The John P. Parker Historical Society,
Ripley
Tuscarawas County Historical Society,
New Philadelphia
Underground Railroad Museum,
Flushing
Upper Arlington Historical Society,
Columbus
Van Wert County Historical Society,
Van Wert
Vermilion Area Archival Society, Inc.,
Vermilion
Vermilion News Print Shop Museum,
Vermilion
Walhonding Valley Historical Society,
Warsaw
Whitehall Historical Society, Whitehall
Western Reserve Historical Society,
Cleveland

PEOPLE IN THE NEWS

Holly Smith is the new events coordinator at the Dennison Railroad Depot Museum, Historic Schoenbrunn Village, and the Ulrichsville Clay Museum. She also serves as the on-site manager of Schoenbrunn Village. Smith graduated with a history degree from Kent State University.

ON THE WEB

Digital Public Library of America

<http://dp.la/>

The Digital Public Library of America is an all-digital library that lets users access millions of items from the collections of museums, archives, and libraries from across the United States. These include photographs, prints, three-dimensional objects, books and journals. Users can explore by time period or location of objects, as well as traditional searching.

Join the Ohio Local History Alliance...

...or connect a sister organization to the Alliance and ask its leaders to join in one of the following categories:

Organizational Member

Get six issues of *The Local Historian*, save when you register for our Alliance regional and statewide local history meetings, receive periodic email updates, and save on Ohio Historical Society services for organization, including speakers and customized training workshops. **Best of all, when you join the Alliance as an Organizational Member, your membership benefits all of your organization's staff and members**—they will all qualify for discounts on registration for the Alliance's regional and statewide meetings and when buying Alliance publications.

Operating budget:

Over \$200,000 a year:
\$100 (\$190 for 2)
\$100,000-\$200,000 a year:
\$75 (\$140 for 2)
\$25,000-\$100,000 a year:
\$60 (\$110 for 2)
Under \$25,000 a year:
\$35 (\$65 for 2)

Individual Member

Get six issues of *The Local Historian*, save when you register for our Alliance regional and statewide local history meetings, receive periodic email updates.

Affiliate: \$35 a year (\$65 for 2)
Individual: \$50 a year (\$90 for 2)
Student: \$20 a year

Business Member

\$100 a year (\$190 for 2)

Join at <http://www.ohiohistorystore.com/Ohio-LHA-formerly-OAHSM-C120.aspx>

CALENDAR 2014

June 1

Nomination Deadline, Ohio Historic Preservation Office Awards. For more information, see www.ohiohistory.org/ohiohistoric-preservation-office/ohio-historic-preservation-office-awards.

June 13

Application Deadline, AASLH Small Museums Scholarship. For more information, see page 7.

June 15

History Fund grant application available. For more information, see page 8.

June 25, July 16, August 6

History Fund Help webinars. For more information, see page 8.

August 1

Nomination Deadline, Ohio Local History Alliance Outstanding Achievement Awards. For more information, see page 7.

September 17-20

AASLH Annual Meeting. For more information, see page 7.

Calendar items are chosen on the basis of available space and applicability to the largest number of our readers, who are mainly volunteer and professional leaders of local historical societies, history museums, archives, libraries, historic preservation groups, and genealogical societies in Ohio. We cannot include events mainly of local interest; for these we suggest local newspapers, broadcast media, Ohio Magazine, 1-800-BUCKEYE, and, if arts related, www.ArtsinOhio.com.

News from the Regions

In 100 words or less, do you have outstanding news to share about your organization? Please email it to your regional representative for the next issue of *The Local Historian*. Contact information for the representatives in your region is on page 2 of this issue. Of course, you are welcome to forward your news directly to the editor of *The Local Historian* at arohmiller@ohiohistory.org. Rather than serving as a calendar of events, items for News from the Regions are chosen to inspire, connect, and educate the Alliance's members all over Ohio and celebrate notable and imitation-worthy accomplishments of Alliance members.

Region 1

Allen, Defiance, Fulton, Hancock, Hardin, Henry, Lucas, Putnam, Van Wert, Williams, and Wood Counties

Region 2

Ashland, Crawford, Erie, Huron, Marion, Morrow, Ottawa, Richland, Sandusky, Seneca, and Wyandot Counties

The **Marion County Historical Society** has hosted 30 students from The Ohio State University's Marion campus as the students learned about the history of technology. The students, who included a number of engineering and other technical majors, were enrolled in second-year writing classes at OSU-M. They toured the museum and viewed other objects from the society's collections and archives that dealt with past attitudes towards and experiences with science, technology, and industry. Following their museum experience, the students interviewed science, industry, and technology workers and retirees from Marion area businesses about their working lives. To find more information about the Memories Project visit <http://osumarion.osu.edu/memories> and www.marionhistory.com.

Region 3

Cuyahoga, Lake, Lorain, Medina, and Summit Counties

The **Bedford Historical Society** has received a grant for \$100,000 from the State Capital Appropriations Bill. The grant will aid in the necessary restoration and renovation of the society's 1892 historic church building, which is listed on the National Register of Historic Places. For more information, visit www.bedfordohiohistory.org.

The **Oberlin Heritage Center** is introducing a smartphone race this spring. Teams of two to four people begin at the Heritage Center and are texted clues to fourteen Oberlin land-

marks. The race covers two miles and takes about 90 minutes. Races are open to players of all ages and abilities. The only requirement is that at least one player per team has a smart phone to send and receive texts and photos. For more information, go to www.oberlinheritagecenter.org.

Region 4

Ashtabula, Geauga, Mahoning, Portage, and Trumbull Counties

The **Salem Historical Society** has a brand new website. The new site includes many new features, including items sold in the gift shop and a list of links to other sites pertaining to Salem. Best of all, the new website is also mobile friendly and able to be viewed on smartphones and tablets. To check out the new site, go to www.salemhistoricalsociety.org.

The **Mahoning Valley Historical Society's Arms Family Museum** reopened to the public April 4th after a three month closure due to a broken water pipe. Preservationist Sara B. Chase spent three days in the museum's dining room analyzing paint, plaster, and other wall and ceiling treatments and will detail the processes necessary to replicate the historic finishes that were damaged. Work on the dining room will be ongoing for several months. For more information, visit www.mahoninghistory.org.

Region 5

Carroll, Columbiana, Harrison, Holmes, Jefferson, Stark, Tuscarawas, and Wayne Counties

Perry Township (in Massillon), named after Commodore Oliver Hazard Perry from the War of 1812, is celebrating its bicentennial this year. The **Perry Township Bicentennial Committee** is eager to host community, social, and historical events to highlight important events that have happened in the township. Events such as cemetery tours, socials, concerts, Farm Day, and others will take place throughout the year. For more information, visit www.perrytwp.com.

Region 6

Delaware, Fairfield, Fayette, Franklin, Knox, Licking, Madison, Perry, Pickaway, and Union Counties

The **Mount Vernon Chapter #159 of Questers** has chosen the **Knox County Historical Society's Dan Emmett House** as a preservation and restoration project. With the support of a grant from the **Ariel Foundation**, the kitchen ceiling has been repaired, the covering on all the stairs and the front and back bedrooms has been removed, and cracks in the walls have been repaired. To learn more, go to www.knoxhistory.org.

The **Dawes Arboretum** has redesigned its History Center as an exhibit space that is free and open to the public through October. Four displays showcase historic photographs, artifacts, and documents related to the history of the Arboretum, founders Beman and Bertie Dawes, The Pure Oil Company, and the Arboretum's tree dedications. The exhibits will change yearly to educate the public about this organization's history. For more information, visit www.dawesarb.org.

Region 7

Auglaize, Champaign, Clark, Darke, Greene, Logan, Mercer, Miami, Montgomery, Preble, and Shelby Counties

The **Bradford, Ohio Railroad Museum** is working with Exhibit Concepts Inc. of Dayton on the interpretive and design phases of new permanent exhibits. The museum will receive an appropriation from the 2015 state budget to support the development and installation of the exhibits, which will focus on important points in Bradford's history and its role in railroad history. The exhibits will be designed with a focus on meeting the Ohio K-12 academic standards for social studies, science, and math. To learn more, visit www.bradfordrrmuseum.org.

Region 8

Adams, Brown, Butler, Clermont, Clinton, Hamilton, Highland, and Warren Counties

Region 9

Athens, Gallia, Hocking, Jackson, Lawrence, Meigs, Pike, Ross, Scioto, and Vinton Counties

Region 10

Belmont, Coshocton, Guernsey, Monroe, Morgan, Muskingum, Noble, and Washington Counties

A new permanent exhibit at the **Pioneer & Historical Society of Muskingum County's Stone Academy** honors the legacy of the 1913 flood. In 2013, the society partnered with the Muskingum County Library, the Muskingum Watershed Conservancy District, the WHIZ Media Group, and local historians to present a series of programs for the community commemorating the 100th anniversary of the flood. WHIZ produced and aired a series of vignettes about the flood and made them available to the community on DVDs. The proceeds of these sales funded the exhibit. For more information, go to www.muskingumhistory.org.

(Continued from page 3)

After nearly two years of evaluation and analysis, we felt a high degree of confidence in the Ohio History Connection name. Each successive round of public testing had yielded consistent data that reinforced earlier findings.

As epic as a name change is, we were encouraged that we were not blazing an entirely new trail. In 1954 our name was shortened from “The Ohio State Archaeological and Historical Society,” as we had been known since our founding in 1885, to “Ohio Historical Society.” More recently, the Colorado Historical Society became “History Colorado” and the Society for the Preservation of New England Antiquities became “Historic New England.” In both cases the name change was in response to feedback similar to that which we heard in Ohio.

On December 19, 2013 the Board of Trustees voted to begin doing business as (d/b/a) “Ohio History Connection.” We believe that the word “connection,” above all others, communicates our service in the simplest way possible: assisting people with accessing, preserving, and sharing Ohio’s past. Our legal name will remain the Ohio Historical Society; our public face and our brand will be the Ohio History Connection.

The technology revolution of the last 20 years has changed how we connect with organizations and one another. At its essence this change is positioning the organization for the future. The Ohio History Connection name emphasizes what we are about, Ohio History, and our critical role of helping Ohioans connect to the state’s story. ■

(Continued from page 4)

These metrics are especially useful for targeted marketing campaigns, such as promoting a special event. For example, say you decide to promote an upcoming Civil War Round Table program on Facebook. In preparation for the event, you have been posting articles on the Civil War, details about the event, etc. Facebook Insights can give you the scoop on what parts of Ohio are most interested in that specific topic, as well as what age groups Civil War 150 events attract. This can be your secret weapon for future marketing campaigns, knowing what history topics certain age groups and Ohio locations find relevant. Now you will know who to target message to in the future, leading to higher event attendance rates.

These are just a few of the many benefits Insights can offer organizations taking advantage of Facebook pages. With over 800 million users, Facebook is one of the most popular websites in the world. Therefore, it is critical that history organizations not only take advantage of social media, but use resources like Facebook Insights to their advantage. If you monitor and download insights regularly, you will have a cutting edge when it comes to your marketing and social media strategies. With a free resource like this at your fingertips, why not give it a try and see where it leads you! ■

Need to Contact Us? *We at the Local History Office love hearing from you.*

Local History Office Staff

Mark Sundlov
Department Manager
msundlov@ohiohistory.org
(614) 297-2343

Andy Verhoff
History Fund Grant Manager
and Ohio Historical Marker
Coordinator
averhoff@ohiohistory.org
(614) 297-2341

Amy Rohmiller
Program Coordinator
Local History, AmeriCorps,
CW150
arohmiller@ohiohistory.org
(614) 297-2609

Tameka Burke
Administrative Assistant,
Outreach Division
tsheline@ohiohistory.org
(614) 297-2340
(800) 858-6878

Get Social with the Ohio Local History Alliance



Facebook: [OhioLocalHistoryAlliance](https://www.facebook.com/OhioLocalHistoryAlliance)



LinkedIn: [Ohio Local History Alliance](https://www.linkedin.com/company/OhioLocalHistoryAlliance)