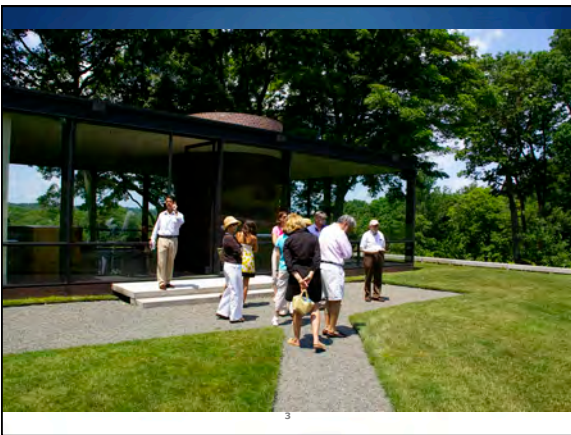


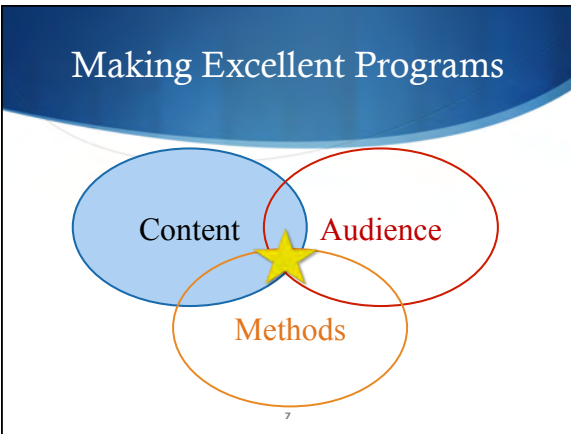


Excellent Public Programs (especially tours)

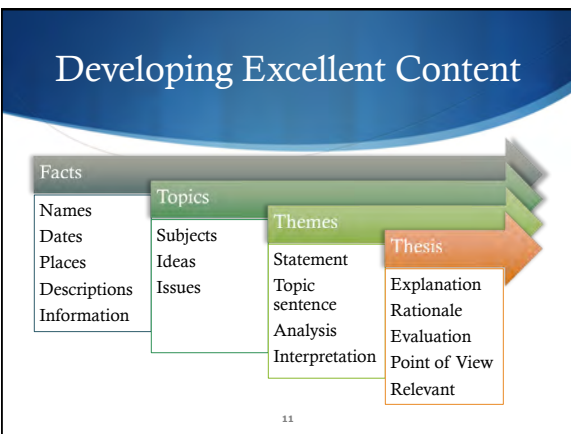
Relates to Sections 4 and 5

Engaging Places LLC 1





- ### Anatomy of Excellent Programs
- Content**
 - Places, architecture, landscape, roads, artifacts, documents, maps, photos
 - Events, stories, people, cultures, topics, themes
 - Cultural and historical significance
 - Audience**
 - Tourists, travelers, commuters, visitors, friends, fans
 - Residents, customers, teachers, children
 - Demographics, motivations, behavior, expectations, preferences
 - Methods**
 - Brochures, newsletters, books, logos, coupons
 - Tours, exhibits, events, lectures, concerts, school programs
 - Audioguides, web site, blogs, video
 - Signs, walkways, benches
 - Communication strategies, logistics, finances, partnerships, legal constraints, safety
- 9



- ### 1. Facts
- Names
 - Dates
 - Places
 - Descriptions
 - Information
- 12

Gathering the Basic Facts

1. Timeline
2. Biographies, chain of title, provenance
3. Bibliography and research sources
4. Scholarship: AHA's *Statement on Standards of Professional Conduct*

13

Your Site is a Source

- Information vs. illustration
- Avoiding the "parking lot" tour
- Observe the obvious
- "Material culture"
 1. Appearance
 2. Function and use
 3. Comparison
 4. Meaning and symbolism

14

Formal Research Projects

- Nomination to the National Register of Historic Places
- Historic Structures Report
- Historic Furnishings Plan
- Cultural Landscape Study

15

Historic Structure Report: 1

- Goals
 - Organizational mission and vision
 - HSR purpose and motivations
 - Interpretive approach or preservation philosophy
- Description of current structure(s)
 - Verbal
 - Measured drawings (site, floor, elevations)
 - Photographs
 - Options

16

Historic Structure Report: 2

- History of the structure(s)
 - Construction, remodeling, demolition
 - Use, function, design, aesthetics, meaning, symbolism
 - Context (local, regional, national)
- Recommendations
 - Preservation: maintenance and repair
 - Interpretation: restoration and reconstruction
 - Other needs and opportunities

17

Historic House Museum Reports Special Components


- Historic Structures Report
 - Measured drawings, photography, paint analysis, structural analysis
- Historic Furnishings Plan
 - Inventory of furnishings, conservation survey
- Cultural Landscape Study
 - Topographic site map, archaeology, condition survey

18

Interpretive Scope in Historic House Museums

<u>Time</u>	<u>Location</u>	<u>Topic</u>
Day	Building	Mission
Year	Site	Significance
Period	Community	Perspectives
Intervals	Region	Relevance
Present	Nation	

19




2. Topics

- Subjects
- Ideas
- Issues

20


- ### Topics: Examples
- Emancipation
 - Architectural design
 - Women's roles and responsibilities
 - Servants during the Gilded Age
 - Human history of Assateague
 - Economy and business
- 21

- ### Finding Major Topics
1. On a 3" x 5" card, finish this sentence:
My historic house museum tells the story of ...
 2. Circle or list the keywords or phrases. Which are often repeated? Are there natural groups or clusters? Can they be ordered by priority or importance?
 3. How do the topics relate to the mission or vision?
- 22



23

How much?




24

Clumping


2024561414
202-456-1414

25

How much?



26



3. Themes

- Statement
- Topic sentence
- Analysis
- Interpretation


27

Themes

- Provides a framework for ideas
 - Beginning or end?
- Clarifies what information is needed
- More interesting and memorable
- Allows for non-linear programming
- A topic is *not* a theme

See Interpretation: Making a Difference on Purpose by Sam Ham

28



Creating Great Content Requires Interpretation

Is *not*

- Information
- Education
- Natural

Is a

- Bridge
- Translation
- Selective

29

Themes: Examples

1. **Human History of Assateague:** People have been a part of the natural systems of Assateague for centuries, sometime for survival, sometimes for enjoyment. Those who have spent time on and around the island have changed it and have been changed by it.
2. **Emancipation:** After trying many different strategies, President Lincoln presented emancipation as a “military necessity” for saving the Union. Yet emancipation represented a watershed of change that transcended its status as a war strategy. Lincoln’s policy transformed the purpose of the war into a fight for freedom and furthered civil rights.

30

Creating Themes from Topics

1. This is a tour about [topic]
2. [Topic] is/are significant during the [time] in [location] because _____.
3. At the end of the tour, I want my visitors to know that _____.

31

Topic, Time, and Location: Examples


<u>Topic</u>	<u>Time</u>	<u>Location</u>
Architecture	19 th Century	United States
Technology	Victorian Era	New England
Women	Reconstruction	Connecticut
Servants	1870s	Hartford
Landscape	1873	Stowe House

32

Create a Theme for Your Site

1. This is a tour about [topic]
2. [Topic] is/are significant during the [time] in [location] because _____.
3. At the end of the tour, I want my visitors to know that _____.
4. I will know that visitors understood me because they will (know, feel, do) _____.


33



4. Thesis

- Explanation
- Rationale
- Evaluation
- Point of View
- Relevant

34



Why?

- Significance
- Importance
- Meaning
- Distinction
- Impact
- Change
- Value
- What's the big deal?
- So what?

35

National Register of Historic Places Criteria for Evaluating Historic Properties

- A. Association with significant events
- B. Association with significant persons
- C. Distinctive characteristics of a type, period, or method of construction; or artistic masterpiece
- D. Research value

36



The Wisdom of Five Whys

1. Why did you stop the assembly line?
2. Why wasn't the engine delivered on time?
3. Why was the machine broken?
4. Why was the repairman not available?
5. Why wasn't someone else available if he was sick?

38

The Wisdom of Five Whys

1. Why is your site significant to you?
Why should people visit your site?
2. And why is that important?
3. And why is that important?
4. And why is that important?
5. And why is that important?

39

Why?

Good to Great by Jim Collins

- Personally inspiring?
- Valid today and long into the future?
- Allow you to think expansively about possibilities and range of activities?
- Is it authentic?
- Would it be greeted with enthusiasm, ridicule, or cynicism?


40

Making Excellent Programs

41

Making Excellent Programs


42



Who?

- Public
- People
- Visitors
- Attendees
- Audiences
- Constituents
- Them

43



Serve a Broad and Diverse Public?

44



Audiences

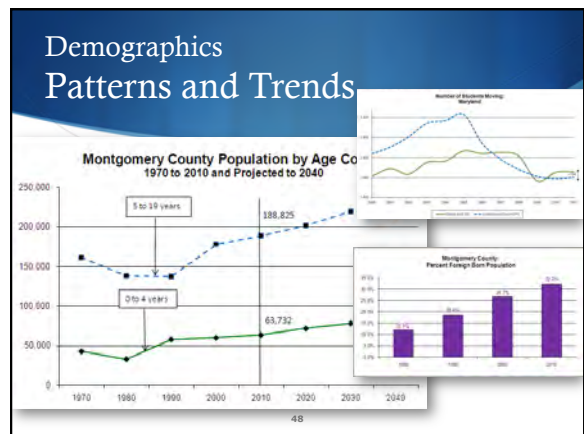
1. A class of local fourth graders
2. College students fulfilling a history class requirement
3. Fifteen out-of-town seniors on an all-day bus tour of the region
4. A family in which only the children speak English
5. A major donor and her lawyer

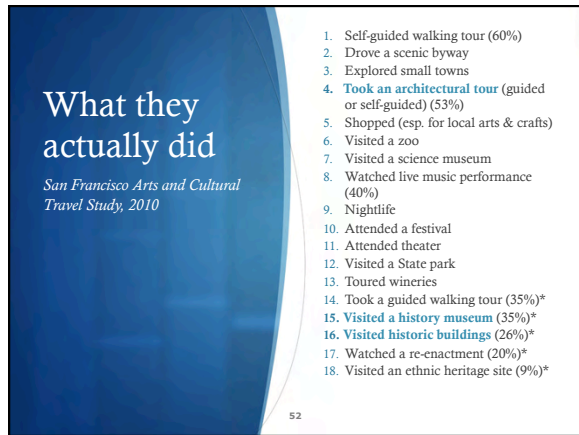
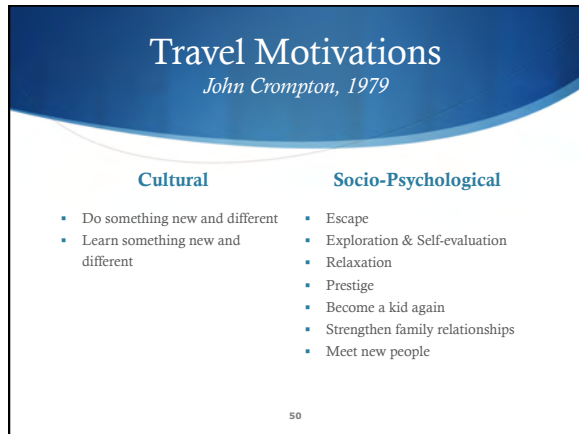
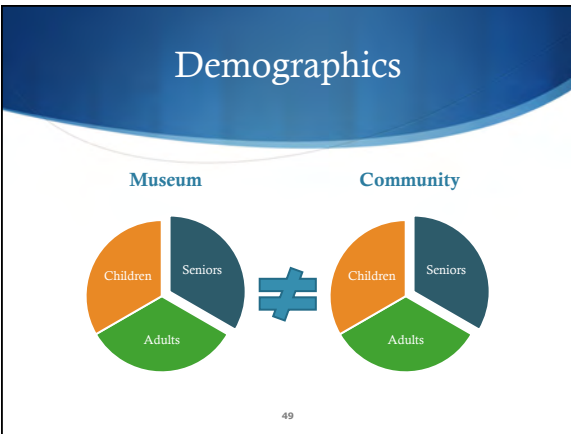
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Visitor Research



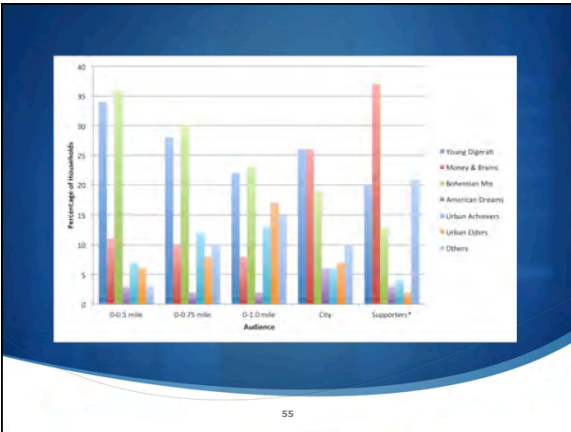
47





Segment No.	PRIZM Segment Title	Percentage of Households				SF City	Heritage Supporters*
		0-0.5 mile	0-0.75 mile	0-1.0 mile			
4	Young Digerati	34	28	22	26	20	
7	Money & Brains	11	10	8	26	37	
16	Bohemian Mix	36	30	23	19	13	
29	American Dreams	3	2	2	6	3	
31	Urban Achievers	7	12	13	6	4	
59	Urban Elders	6	8	17	7	2	
	Others	3	10	15	10	21	
	Total	100	100	100	100	100	

54



55

Resources: Visitor Research

- Bibliography
- Organizations
 - Visitor Studies Association
- Programs
 - Visitor Counts!
 - Visitor Voices Committee

56



57

Making Excellent Programs

58



59

Historic House Tour Logic Model

Content	Audience	Method
Los Angeles County	4 th grade students	Pre-visit lesson plan, role-playing, games
California	Tourists	Guided tour, map, pre-visit website
City of Pasadena	Local family	Self-guided exhibit, hands-on, photos, post-visit Facebook

60

Historic House Tour
Logic Model

Content	Audience	Method	Impact	Revenue
Los Angeles County	4 th grade students	Pre-visit lesson plan, role-playing, games	Students can link three street names to historic people	\$5000 donation for bus transportation
California	Tourists	Guided tour, map, pre-visit website	5% buy a book, 1% become member	Average \$5 per adult

61



Excellent Public Programs
(especially tours)

Engaging Places LLC 62