S302
Innovative Entertainment
Outreach
Do you want to know a secret?

Bringing campus past, present, and future to light through archives-based walking tours

Heather J. Stecklein
Director, University of Wisconsin-Stout Archives and Area Research Center
@hjstecklein
Big events/Empty seats

I Could Have Danced All Night

Monday, October 14th
3pm | The Terrace, MSC

Blue Devil Productions is proud to present speaker Heather Stecklein, on Monday, October 14th, at 3:00 pm in The Terrace, located on the upper level of the Memorial Student Center at UW-Stout. Please join us for Heather’s presentation “I Could Have Danced All Night: Theme Parties, Mixers, and Club Dances at Stout”!
Stout Secrets Tours

• 1 hour tours for up to 40 people
• 6 stops on campus
  • 5-10 topics within sight
• Content
  • Public art
  • What was once here
  • Natural life
  • Progression of concepts
  • Behind the scenes
The Stout Proud Obelisk
You are the designer.
Make your own rules!

**NO GHOSTS!**

*I don’t do:*

- Ghost stories
- Unsubstantiated rumors
- Content disrespectful of any group
- Anything beyond the scope of our collections

*You do you!*
When you tie into an existing event, they do most of the work for you!

- Better promotion
- Better administrative support
- Better financial support
Equipment

Samsung Galaxy View 18 inch tablet

ListenTech Portable RF System
Hi Heather,

I know it is a year from now, but I have been asked to see if you would be willing to give a Stout Secrets Tour on October 4, 2019. It is the Friday before Homecoming. This is for the Marketing and Business Education program’s 50th Anniversary. They were suggesting a tour at 3:00 or 4:00pm.

Please let me know what you think.

Thank you,
Mesa

MESA COVILL
Senior Alumni Relations Officer
715.232.1151 office
covillm@uwstout.edu
Facebook
Updates to keep it fresh

New Next week:

• *I’ve Got a Secret*, April 1, 1959

• Stout student Basil Holder dove into an empty swimming pool on campus after hours. Walked away with minor cuts and sprains.
Why should we do campus tours?

You are training “resident experts” who will advocate for you and your collections.

Engages you with different populations.

Demonstrates your service to your institution.

Exposes you to new knowledge/access!

Advocates for continuity of constituent identity.

Sometimes, the attendees donate money!
Thank You!

Heather J. Stecklein

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steckleinh@uwstout.edu
RUSH UNIVERSITY
MEDICAL CENTER ARCHIVES

• Department of Library
• 3000 linear feet
• Records going back to founding of Rush Medical College, 1837

Tons of stuff online…
rushu.libguides.com/rusharchives
RUSH TIME CAPSULES
Opportunities in a Corporate Environment

M. Nathalie Wheaton, MSLS
Archivist, Rush University Medical Center
MAC Presentation, 5 April 2019
Current Rush Campus Map

Demolition of four buildings: 1888-1924
• Architecturally significant pieces
• Historically unique pieces

• Pieces from facades (entry porticos, banding, signs…)
• Interior staircase from the Jones Building, 1888
  (Louis Sullivan-inspired ironwork)
• A few small interior pieces, but interiors were retrofitted so many times, not much was original
HISTORIC SALVAGE COMMITTEE

Approached by Capital Projects, Elizabeth Melas, Project Manager

...Members...

• Marketing (Media Group, Internal Communications, Media Relations)
• Philanthropy
• Tom Deutsch, MD, Provost of Rush University

...Decisions regarding...

• Display/storage of salvaged pieces
• Mementoes for Rush staff
• Architectural salvage companies

AND Plan event around time capsules
FREDERICK RAWSON LABORATORY BUILDING, 1924
Contents of Corner-Stone Box
Rawson Laboratory of Medicine and Surgery
Corner-Stone laid November 17, 1924

Copy of University Annual Register for 1922-23.
Copy of University Alumni Directory for 1919.
Copies of President's Report for 1921-22, 1922-23.
History of the University of Chicago, by Dr. Thomas Wakefield Goodeve.
Copy of the "Gag and Gown" for 1924.
Copy of the Daily Maroon.
Copy of the University Record for April, 1923, to October, 1924, including article on "The Medical Program of the University", illustrated by picture of the Rawson Laboratory of Medicine and Surgery.
Copy of the Weekly Calendar of the University.
Portfolio of photographs of University buildings.
Copy of the University of Chicago Guide Book.
Copy of the May, 1923, Rush Medical College Circular of Information.
Copy of the University of Chicago Magazine.
Copies of the University periodicals.
Copies of the "Announcements" of the Medical Schools and other schools and departments.
Pamphlets of the University Committee on Development.
Portraits of Mr. and Mrs. Frederick H. Rawson.
Photographs of Rush Medical College building and interior views, one showing the late Dr. E. W. Sippy in the amphitheater.

Copy of memorial of Stephen W. Rawson.
Portrait of President Ernest Dewitt Burton.
Portrait of Professor Walter S. Haines.
Replica of medal struck in honor of Dr. Frank Billings.
Copy of annual report and other pamphlets of the Presbyterian Hospital.
Copies of Chicago daily afternoon and evening papers.
Catalogue of the University of Chicago Press.
Copies of the following medical books published by the University of Chicago Press: "History and Bibliography of Anatomic Illustration" by Ludvig Choulant, translated by Mortimer Frank; "General Cytology", a collection of papers edited by Edmund V. Cavery; and "Studies in the Pathology of Egypt", by Sir Marc Aurel Stein.
Copy of the bulletin for August, 1924, published by the Alumni Association of Rush Medical College.
Studies and other pamphlets from the Oto S. A. Sprague Memorial Institute.
Copy of the Articles of Incorporation, the By-laws of the Board of Trustees and the Statutes of the University.
Copies of the Bill in Chancery of the Trustees of Rush Medical College vs. The University of Chicago in the Circuit Court of Cook County, Illinois; copy of the decree in this case.
Copy of abstract of record presented in the appeal from the Circuit Court of Cook County to the Supreme Court of Illinois; briefs and arguments, and opinion of the Court.
Copy of the contract between the University of Chicago and the Trustees of Rush Medical College.
Photographs of the Class of 1924 of Rush Medical College.

Contents of the cornerstone of Rush Medical College
building, laid in 1875 and removed August, 1924,
including:

- Lakeside City Directory of Chicago, 1874-1875.
- A Stranger's and Tourists' Guide to the
City of Chicago, 1856.
- Constitution, By-laws and Code of Ethics of
the Illinois State Medical Society,
adopted in 1850.
- Ninth Annual Report of the Central Free
Dispensary of East Chicago, 1875.
- The Medical Register, 1874-1875.
- Rules and regulations for government
of Cook County Hospital, 1874.
- Copies of Chicago Medical Journal,
February, 1856, to August, 1857;
Chicago Medical Journal and Examiner,
November, 1875.
- Sixteenth Annual Catalogue of University
of Chicago, 1874.
- Copy of act to incorporate Rush Medical
College.
- Portraits of members of the Rush Medical
College faculty of 1875.
- Chicago daily papers of November, 1875.
- Annual Announcements of Rush Medical College,
1874-1875.
- And other documents.
Original opening of 1875 box in 1924.
Time Capsule Event: October 2016
Good Old Rush.

Class Day.
Alumni Banquet.

Should good old Rush be e'er forgot,
And seldom called to mind,
The finest school of all the land,
The noblest of its kind!
It bears a patriot's stamp and name,
And patriots all are we,
And loyal to old Rush's fame,
Our hearts shall ever be.

And can we e'er forget the men
Who are with us no more,
Whose voices linger with us still,
Whose conflicts now are o'er.
A hero's fight they fought and won,
A hero's crown they gained.
O theirs the joy but just begun,
But ours the loss and pain.

And when a last bulrush is left,
Beside a lonely pool,
And nights are dark and wolves shall bark,
And the midnight air is cool,
Saint Peter then shall gather him.
To decorate his hall:
For Rush shall shine when the stars grow dim,
The last and best of all.
RECONSTRUCTION
Event: Reveal of Jones Railing, September 2018
POTENTIAL PROJECTS

- Potential for future stories, series of stories
- Online exhibits
- Rush Oak Park Hospital demolition
- Future displays/use of salvaged items
• ABC: Always Be Closing
• Find your tribe
• Throw everything at the wall and see what sticks
• Keep trying because it can be a very long con
• If you lose momentum, it’s never too late to jump back in
• Don’t beat yourself up
• Some nuts are too tough to crack
• BUT changes in administration can make a world of difference
THANK YOU!

Rush University Medical Center Archives

rushu.libguides.com/rusharchives

Nathalie Wheaton, MSLS
Rush Archivist
Nathalie_Wheaton@rush.edu
Megan Atkinson,
University Archivist,
matkinson@tnitech.edu

Tennessee Tech
University
Preservation Lab for Preservation Week
PROJECT

OBJECTIVE

• Initiate local collaboration
• Public service
• Awareness archives preservation
• Awareness of personal digital archives
<table>
<thead>
<tr>
<th>Hardware Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>3 ¼ Portable Floppy Disc Drive</td>
<td>$15.00</td>
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<tr>
<td>Epson V700 Scanner</td>
<td>$799.99</td>
</tr>
<tr>
<td>Cassette to MP3 Recorder (Tascom)</td>
<td>$399.99</td>
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<tr>
<td>Elgato Video Capture-MP4</td>
<td>$83.00</td>
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<tr>
<td>VHS-C Video Cassette Adaptor</td>
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<tr>
<td>VCR</td>
<td>$125.00</td>
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<tr>
<td>Laptop or Desktop @ 2 per station</td>
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</tr>
<tr>
<td>Supplies</td>
<td>Cost</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Head Cleaner</td>
<td>$13.00</td>
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<tr>
<td>Microfiber towels</td>
<td>$20.00</td>
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<tr>
<td>Air Duster Cleaner</td>
<td>$16.00</td>
</tr>
<tr>
<td>Gloves</td>
<td>$14.00</td>
</tr>
<tr>
<td>Acid free negatives folders</td>
<td></td>
</tr>
<tr>
<td><strong>Total for all materials</strong></td>
<td><strong>$1,518.98</strong></td>
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DIGITIZATION LAB 2
• Local Radio Station Events List
• On-Air Interview
• Library Blog
• Facebook Events Page
• Advertising at the Workshops
• Newspaper Article
• Fliers
By signing this form you agree to give me your first born.

[Signature]

Your name here
<table>
<thead>
<tr>
<th>Material</th>
<th>Users</th>
<th>Percent Total</th>
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<tbody>
<tr>
<td>Slides</td>
<td>8</td>
<td>16%</td>
</tr>
<tr>
<td>Negatives</td>
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<tr>
<td><strong>VHS</strong></td>
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<td><strong>29%</strong></td>
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<tr>
<td>Photographs</td>
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<td>22%</td>
</tr>
<tr>
<td>Cassettes</td>
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<td>18%</td>
</tr>
<tr>
<td>3 ¼ Floppy</td>
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<td>4%</td>
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<tr>
<td>Paper</td>
<td>4</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>51</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
TEACHABLE MOMENTS
Putnam County Fair
THE FUTURE

IN THE YEAR 2000

Late Night with Conan O’Brien, NBC, 1993-2009.


Keys to success with Dark La Crosse that can (hopefully!) translate to other local history programs

1. Find the stuff that is interesting to a wide audience

2. Be flexible, adaptable, and ready to expand in unexpected ways

3. Collaborate!
1. Find the stuff that is interesting to a wide audience

- Unique is REALLY important
  - Information, photos, professional perspective
  - A sense of “place”

- Historic Tourism is a growing industry
CORPSE STOLEN FROM CAMPBELL CEMETERY GRAVE

TRAGEDY COMES AS MATE TRAILS WIFE ON PARTY

Paul Joslen Opens Fire on Auto Party, Later Taking His Own Life in Barber Shop. 1-22-1932
BILLY SMITH, RACE HORSE DRIVER, DEAD; ANOTHER DYING
Group Trailed to Ninth and Grove Where Shooting Occurs Early Last Evening

MURDER IS THE CHARGE.

Case of Miller, Foss, Trapp and Klick Adjourned Until August 10th--Prisoners Sent to County Jail Without Bail.
1. Find the stuff that is interesting to a wide audience

Dark La Crosse combines the unique information, photos, and professional perspective of the Archives department with La Crosse’s unique sense of place to create an entertaining program that fits perfectly within a growing industry.
2. Be flexible, adaptable, and ready to expand in unexpected ways
   • Walking tours began in the fall of 2013
Blood, tears and hookers: Library tours to feature dark corners of La Crosse history

By Chris Hubbuck
chubbuck@republicanhost.com

La Crosse’s Dark Past

Tragedy comes as mate trails wife in party

Above: Employees of the Casino Bay place celebrate the 16th Street sunset in the Public Square. Paul and Jutta Schlogl and their son, Scott, listen to monitors playing songs that were popular when the building housed a brothel. (Bob Stene / Special to the Statesman)
Dare to join the La Crosse Public Library Archives for the Dark La Crosse Tour. Focusing on downtown La Crosse’s macabre past, your expert narrator will guide you down a dark path through the red light district. Prohibition, small town politics and vigilante justice in a young and restless river town bordered by the sleepless Mississippi River.

**Monday, April 13, 2015**
6:30, 7:30 & 8:30 pm

**Wednesday, April 15, 2015**
6:30, 7:30 & 8:30 pm

Contact Archives at 608.789.7136 or archives@lacrosselibrary.org

Reserve your spot today!

This program is recommended for those over 16 years of age.

La Crosse Public Library
2. Be flexible, adaptable, and ready to expand in unexpected ways

- Walking tours began in the fall of 2013
- Expanded to the trolley tours in Summer 2014
Dark La Crosse
2. Be flexible, adaptable, and ready to expand in unexpected ways

• Walking tours began in the fall of 2013
• Expanded to the trolley tours in Summer 2014
• Began doing on-demand walking and trolley tours in late 2014 as fundraisers for the library
• First Dark La Crosse Show was January 2015
THE DARK LA CROSSE SHOW
2018

Learn about the seedier side of La Crosse's past in this brand new stage production in the format of an old-time radio and variety show.

From a naughtier side of the small town to a glitzy age, the show takes place in the Pump House, where audiences can witness La Crosse's dark, interesting history that deserves to be told.

Featuring the talents of:
- Owen and Michael Scott
- Kelby Manson
- Kelly Kring-Singer
- Joe Hammer
- and composer/pianist
  Luke Thering

Admission is $15

Not recommended for children under 12 yrs.

Reservations required by calling the Pump House at 608.785.1434
121 King Street, La Crosse
thepumphouse.org

The Pump House
Nov. 9–10 at 7:30 PM
Nov. 11 at 2:00 PM
Nov. 15–17 at 7:30 PM
Two Fugitives Slain In Crazy Chase

Where Ride Of The Fugitives Ended

Jail Breakers Die
In Auto After
Exchange

TOM M' DONOUGH SHOT
BY NORTH SIDER WHO
IS WOUNDED IN SIEGE

FRED BAUCH IS
CAPTURED AFTER
HOT GUN BATTLE

CONSUMED BY FIRE!

LA CROSSE VISITED BY A TERRIBLE
HOLOCAUST.

PAUL AND COLMAN'S MILLS AND
4 YARDS DESTROYED.

FIVE BLOCKS OF BUILDINGS ARE LAYED
IN RUINS.

SEVERAL HUNDRED PEOPLE MADE
HOMELESS.

THE LOSS NOT FAR SHORT OF A MILLION
DOLLARS.

HELP TO SAVE THE CITY FROM
SPARTA AND WINONA.

THE FIRE UNDER CONTROL AT TWO
O'CLOCK.
French Island Suicide Builds Own Death Pyre

White Slavery Charge Brought by Girl Today Against "Dr." Allen

Enticed Her to La Crosse for Show Position

Threatened to Kill Her When She Fought Him Off, Declares Lydia Nelson

Grocer Aided Escape

Girl Appealed to J. H. Murray for Aid, and He Called Upon the Police

Sordid Love Tragedy

Mrs. Helen Bienen (right) who accuses her lover, John Brier, (left) of slaying her husband, Nicholas Bienen.
2. Be flexible, adaptable, and ready to expand in unexpected ways

Content we’ve created for all the different iterations of this can be adapted and re-used in countless ways.
3. Collaborate!

- Local artists
- Staff from other departments
- Local media
- Performance venues
- Explore La Crosse
- Business sponsors
- Graphic designers
- Other historic tourism agencies

Each new collaboration led to more exposure for Dark La Crosse AND to more awareness of La Crosse Public Library and all the things we do.
S302
Innovative Entertainment Outreach

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Outreach