Project Overview
and
Public Submission
Guidelines

Project Overview

Discover Indiana (www.publichistory.iupui.edu), a project of the Public History Program at IUPUI, the Indiana Department of Natural Resources Division of Historic Preservation and Archaeology, and the Indiana Historical Society, uses the Omeka+Curatescape platform to distribute interpretive stories about the history, architecture, culture, and people of the state of Indiana on the web. Now in its seventh year, Discover Indiana offers digital tours on topics as diverse as sacred spaces and religious history, sports history, medical history, LGBTQ+ history, art, the experience of African Americans in the state, historic theatres, state parks, recreation, government, the Civil War, railroads, and archaeology.

Humanities Themes

"The humanities...are disciplines of memory and imagination, telling us where we have been and helping us envision where we are going."

> —*The Heart of the Matter* (Report of the American Academy of Arts & Science's Commission on the Humanities and Social Sciences to the U. S. Congress in June 2013)

The goal of Discover Indiana is to highlight interpretative stories about the people, places, events, and memories that are enmeshed within Indiana. We are particularly interested in themes that address concerns that are relevant to Hoosiers today about who we are and the places we inhabit on a daily basis. Specific themes that we seek to address include race, class, gender, sexuality, disability and identity.

Here are three different examples:
- The tour "South Bend Area Business and Industry" was able to show how the city's industrial past shaped current struggles with race and economic inequality brought to national attention by Mayor Pete Buttegeig's 2019 presidential campaign. "Manufacturing jobs were a significant factor in encouraging more than six million African Americans to move from the rural south to Northern and Midwestern manufacturing cities between 1916 to 1970. Long after the factory closures, South Bend has held onto this diverse heritage: today, approximately 27% of the city's residents are Black, compared to only 9.8% of Indiana residents. In the 1950s and 1960s, the once booming businesses grappled with changing consumer tastes, increased foreign production, and mergers. Through the 1980s, South Bend's industries slowly diminished, taking many of the jobs they had provided with them. Their absence has had a lasting economic impact on the city, which in 2017 had an income poverty rate of 22.8%, over twice the national average. The African American community was hit particularly hard, with an income poverty rate of 40.2% compared to a national rate of 23.1%."
- The tour "The Great Indiana Gas Boom," created by the Howard County Historical Society in Kokomo, draws sharp distinctions between the conditions of workers in a plate glass factory "who worked in hot, dirty, dangerous conditions for 60 hours a week" and the luxurious, beautiful mansion built by the factory's founder.
- The tour "A Sense of Community" on the taverns of outlying communities in Vanderburgh County, is able

to link gender to these spaces that served as anchors of their communities. "Before the Prohibition of alcohol in 1920, many taverns were predominantly male spaces, and some even barred women from entering or from drinking inside them. The camaraderie shared over a few rounds was an essential part of many working men's social lives. After Prohibition was lifted, women, empowered by the right to vote and the experience of drinking in speakeasies, began drinking in barrooms too, and today women are welcome at all of these taverns."

Contributor Guidelines

What is a Discover Indiana tour?

Each Discover Indiana tour is made up of a number of components, including:

Title (Name of Your City: Title of the Tour itself)

Examples of titles include, "[Indianapolis: Sports History](#)", "[Indianapolis: In Sickness and in Health](#)", and "[Indianapolis: LGBTQ+ History](#)".

Introductory Text (approx. 200-300 words)

This text should spark interest in exploring the tour and introduce users to the main themes of the tours. For example, here is text from our [Indianapolis: In Sickness and in Health](#) curated by Brittany D. Kropf, Jordan B. Ryan, and Gail Gráinne Whitchurch:

> Since Indianapolis became the Indiana state capital in 1825, issues of illness and health have had an impact on the city and its citizens, in part because of rapid population growth and density.

> Like a human body, a metropolis may grow and evolve, but it can also sicken from troubles within its boundaries. In its history, Indianapolis has experienced its own chronic and acute medical and social maladies, stemming from industrialization, urban expansion, human disease, and social injustice. In response, innumerable groups, like components of an immune system, have worked to alleviate the problems' symptoms, if not the disorders themselves. A rich array of medical innovations and institutions has also arisen to meet the healthcare needs of the Circle City and beyond: from pharmaceuticals and nursing to philanthropic groups and healthcare facilities.

> This tour highlights some of the city's ills, past and present, as well as frontline efforts to treat those problems: a city's waterways defiled; a vaccine that spared the lives of thousands; a female bacteriologist found murdered in her home; a neighborhood revitalized through acts of cooperation and self-help. These and the other stories featured in the tour explore the myriad facets of Indianapolis's history of sickness and wellbeing from the level of the city itself to its communities, from institutions to individuals.

> The tour covers a distance of approximately 15 miles but many of the downtown stops are within walking distance of one another.

7-10 **stories** that provide a narrative tied to images, locations, and information about the place.

What is a Discover Indiana story?

Each Discover Indiana story is made up of a number of components, including:

- Title

- Subtitles (<60 characters)

    - It works best if you divide the story text up into paragraphs with subtitles. The Discover Indiana Staff will be working with you to identify these for your first story so you can get a sense of how to do this.

- Narrative (approx. 300-400 words)

- Curator's Name (Author)

- Images (approx. 6-9)

    - Without images, a site cannot be included. Please be in touch with the Discover Indiana staff if a story is going to have fewer than 6 images.

- Image Captions/Credits

- Location

- Tags & Subjects

- References

For example, our Indianapolis: Sacred Spaces tour is made up the following stories:

1

Etz Chaim Sephardic Congregation

You're standing in front of Etz Chaim Sephardic Congregation's current synagogue. The members of this congregation have fostered and maintained Sephardic laws, customs, and traditions in Indianapolis for over a century. Sephardic Jews are…

2

St. Mary's Catholic Church

Rising 168 feet above you, St. Mary's Catholic Church opened in 1912, though the German Catholic parishioners of Saint Mary's built their first church in Indianapolis 1858. For more than 150 years St. Mary's parish has been dedicated to serving…

3

Crown Hill Cemetery

Crown Hill Cemetery has served the Indianapolis area for more than 150 years as both a place of interment and a peaceful green space within the city. The burial ground sees more than 25,000 visitors annually; beyond those attending services, many use…

4

Indiana War Memorial

As you stand in the Indiana War Memorial Plaza, look north and south and take a moment to consider the vast scope of this area of remembrance. Although the plaza is now dedicated to all of Indiana's veterans, it was initially designed specifically…

5

L.S. Ayres Department Store

L.S. Ayres Department Store was located at the intersection of Washington and Meridian Streets from 1905 to 1992. L.S. Ayres was not just a department store, but an experience that transformed the way women participated in urban society. While public…

6

Hinkle Fieldhouse

Hinkle Fieldhouse, formerly known as Butler Fieldhouse, is one of the oldest and best known basketball arenas in the world and has remained in continuous use since it opened in 1928. Few places represent the Hoosier obsession with the sport of…

7

Indiana Soldiers and Sailors Monument

You are standing in front of the Indiana Soldiers' and Sailors' Monument within Monument Circle. Although the Soldiers' and Sailors' Monument primarily honors Indiana's Civil War veterans, it also honors veterans from all American wars up until the…

As you begin to think about writing your first Discover Indiana story, keep in mind that these stories are *not…*

- Encyclopedia entries: Discover Indiana stories are more than a series of dates and names. They engage readers by providing a sense of place through narrative. A story need not carry the full burden of telling *everything* about a site or person, and in fact it is an excellent idea to save some of the most revealing, startling, or memorable points for users to discover in the image captions. Details in the narrative should not be needlessly replicated in captions (and vice versa), though a passing mention offers connectivity.
- Editorials on contemporary issues: Avoid editorial writing or lengthy analysis on contemporary debates and problems. While current debates about interpretations are tied to history and should

be included in Discover Indiana stories when necessary, these issues shouldn't overshadow the history of what you are writing about.

Instead, Discover Indiana stories are intended to share not just the who, what, when, and where but also the how and why. One way to approach this is to apply what the American Historical Association calls the "into, through, and beyond" approach. You want to understand the factors that got someone into an event, how the event transpired (the through), and what happened as a consequence of the event. Another approach is to consider the motivation of the individuals within your stories. What were their motives, hopes, fears, strengths, and weaknesses and how did those things connect to other major trends during the period?

How do I compose a title?

Titles should be short, clearly descriptive and specific. In most cases, stories about places best known by their historic name should use the historic name as a title. Stories about places best known by their contemporary name should use the contemporary name as a title. Stories about people should use the person's name as a title. An optional subtitle is useful when a story does not purport to be comprehensive of the entire timeline of a site or person's existence. A subtitle can provide your reader a clue about the focus of your story. Subtitles can but need not be "catchy." Don't overthink it. Avoid clichés or puns.

How do I compose a story?

History isn't simply about dates and names, it's about people and their stories. Stories should be engaging and give readers a sense of the lived experience of people in the past. What was it like to be an African American jazz musician in 1920, or to visit Indiana Dunes on a summer Sunday afternoon? Great specific details can be hard to find, but they bring stories to life and transform them from a simple timeline of events to an actual story.

Keep it clear and concise!

- Please begin with an opening sentence that orients the app user to where the place is, what they are seeing if they are physically there, and why it is significant.
- Most narratives should be between 300 and 400 words in length.
- Throughout the writing process, keep in mind that the end user will sometimes be standing at this site as they read. Engage them with their environment.
- Avoid quoting historic sources when the content is more appropriately paraphrased.
- When quoting historic sources is appropriate, try to include a reference in the narrative, for example: "In 1914, the *Indianapolis Star* reported …"
- Include a works cited section at the end, but do not use footnotes.
- Avoid the passive voice and use "to be" verbs sparingly: am, are, is was, were, be, become, became.

- Remember that conciseness is not mere brevity: Detail and originality should still remain intact.

Make it special!

- Before writing, ask yourself this question: *What makes my stories unique, special, or significant? What makes it worth telling to the general public?* Great stories go beyond the surface details. Many historical topics are full of interesting stories and it's up to you to decide which one to bring to life. An article that tells a specific story is far more interesting than an encyclopedic summary.
- Beginning a story should feel like the beginning of a journey with a destination in mind. Starting with a strong, specific detail is a good way to suck your reader in. Start your story on a pinpoint and spread out. Think about how the story will connect with the entire tour and its humanities theme(s).
- Consider opening the story with a "hook" – a compelling quote, surprising fact, or any element that can grab readers' attention and encourage them to continue deeper into the piece.
- Try to *show* rather than just *say*. Use examples that illustrate the importance or significance of a site, rather than simply stating "this is an important building."
- If writing a biographical story about a person, we encourage you to write a broader story about their impact beyond the specific location/site.
- Extensive background on the history of a neighborhood, building or person may be interesting, but don't forget to ask yourself: *how does this help me tell the story I'm trying to write? Why would someone with no particular interest in this neighborhood/place/person get interested in reading my story?*

We recommend that you look at existing Discover Indiana stories for ideas and approaches. Note, however, that some of the content reflects the project's initial thrust, which used existing tours developed by the Indiana Division of Historic Preservation and Archaeology, often focused on a specific type of building (for example, theaters) across the state. These are not the best models for our Discover Indiana II project. This phase of the project will be focused on community histories with more fully developed humanities themes, main narratives, and image captions. This method opens the way for more creativity and rich detail in storytelling connected to humanities themes.

How do I select images?

Images for a site must be selected with great care. They are *not* the first 6-8 images that you find. one of the wonderful things about working on a digital app format is that we are not just relying on text to tell our stories - the locations themselves and the images we use to illustrate the stories add just as much as the words we write.

Note that images that provide regional, national, or international context are welcome but they need to

add to the story not merely illustrate. Images support the angle of the overall interpretation, correspond to the key pieces of the story, and add aesthetic value. <u>Images are such an essential part of a site that your *first order of business* when selecting any site should be to determine if sufficient images are available</u>.

If a site's story encompasses a long period of time, images should be spread across as much of the period as possible. Though rarer, color images offer contrast and interest. Images can also include newspaper advertisements, brochures, pictures of three-dimensional objects, or other ephemera. Captions should be carefully crafted to convey as much interpretation as possible in a small package—ideally about 50 words. They should never merely describe what is plainly evident but instead show how what one sees is a window into something more. Captions should instruct the viewer in interpreting the image but make him or her "hungry" for more information.

The first picture for each story will be one that features the site as it appears today with a caption that helps the user identify the location/space and orients them to it.

Each picture will have a title, caption, and credit line:

Title: You have 18 individual <u>characters</u> (including spaces) for the title before it is too big to fit on the screen of a phone. Develop one title for each picture that is 18 characters (not 18 words) or fewer. This is a difficult task so give yourself time to generate ideas.

Caption: 75 words maximum (some will be much shorter and that is fine—in fact, some pictures may only require the title).

Credit Line can be up to 20 words and gives credit to the institution that owns the photograph.

> If the site is designated as an historic landmark, include that and the year of inclusion on a separate line below the caption/credit. Architectural features and definitions, if appropriate, can be included in a photo caption.

For example, see this title and image caption:

Title: [Contest Spectators](#) (Note this is 18 characters, including the space)

Caption: The heavily-attended and popular annual Better Babies Contests were sponsored by the Indiana State Board of Health and supervised by Ada E. Schweitzer, M.D. Earlier in her career, she had worked in the Board's Laboratory of Hygiene and had been a colleague of Dr. Helene Knabe, whose story is also on this tour. This image is from a Better Babies Contest around 1930.

Credit Line: Source: Photograph Courtesy of Indiana State Archives, Indiana Commission on Public Records, around 1930.

Location

Every story must have a location (an address or lat.-long. coordinates). It is important to note that some stories may lend themselves to being "pinned" in more than one location, but Discover Indiana is not

equipped to allow more than one location. Therefore, you will need to carefully consider where to place the story and try to construct the narrative in such a way that makes clear why a particular location was selected. If you are attempting to locate the same site over time, please discuss with the Discover Indiana Staff how best to identify the coordinates.

Discover Indiana also doesn't allow more than one story to be told at a particular site. Over time, some stories have been added to in order to incorporate multiple perspectives, people, and events at one location so that a site can be included on multiple tours. One good example is the Athenaeum in Indianapolis, which is part of a tour on "Art as Dialogue," one on "Outsiders in Indiana," and a tour on "In Sickness and in Health." If you want to include the same site on multiple tours, please discuss with the Discover Indiana staff.

What are tags and subjects?
Tags are keywords that highlight specific elements of your story. They serve as a way for visitors to navigate Discover Indiana beyond the individual tours. For example, someone might be interested in viewing all churches throughout the state.

Appropriate tags include but are not limited to:

- Names of people and places (street, neighborhood) important to your story

- Other proper names for related organizations, businesses, etc.(for example, Independent Order of Odd Fellows)

- a building or landscape type, e.g. rowhouses, churches, cemeteries

Subjects

Each story should have at least 1 but not more than 3 subjects. Subjects should reflect the most significant aspect of the story and place it within a category focused on a similar themes (for example, Civil War History, Women's History, Native American History). Themes are incredibly useful for visitors who intend to use your content in classrooms. It signals where your tour fits within larger historical and cultural areas and signals that what you've created merits their attention. One way to conceptualize subjects is to imagine your tour being placed onto shelves in a vast bookstore: what are the shelf headings your tour fits into? The more precise you are, the easier it is for people to find your tour in all the offerings.

References

Each story should include a list of the most important references. These include the books, articles, or other items that were most useful in the preparation of the story. This list should not be construed as a full works consulted list or a bibliography for further reading. It should also include materials that supplied any quotations in the story, as well as scholarly works that provided context.

Submission Process:

How do I submit a Discover Indiana story?

You should submit the first draft of your story via either our Word Template or our Google Document Template. For word, you can download the template and load it into Microsoft Word as a word template. For google document, we ask that you select FILE > Make a Copy then retitle the document before editing. This will allow other partners to use the template as well.
The story should contain:

1. the title, subtitles, curator (author), main text
2. title, caption, and credit for all images (please also indicate the image file name in brackets for ease of reference)
3. suggested tags (see explanations under "Tags" and "Subjects")
4. suggested location (see explanation under "Location")
5. list of references (see explanation under "References")
6. separate JPEG files for each image (images are ideally sized around 1000 pixels on the longer side and in the neighborhood of 100-200KB, but it is always better to submit a larger file when in doubt; we can size down images but cannot enlarge them with losing quality)

If you wish to include media elements such as short audio, that will require additional conversation and guidance. Please ask if interested.

What happens after I submit a story?
All submitted stories are reviewed by Discover Indiana staff. We will work with you to revise your stories using the feedback of our team as well as experts in public history and the humanities more generally. Stories that are incomplete, have factual errors, and/or don't meet project guidelines will require significant revision.

By submitting a story, you give Discover Indiana permission to publish your writing under a Creative Commons Attribution Share-Alike Non-Commercial License. This open license helps to encourage reuse of the site materials for educational, research and interpretation. It maintains the requirement that a credit to you as the contributor remain with the story whenever it is reused. You may also reuse your material provided that you cite your original work here.

How will I be credited?
Stories will be credited with the name of the author as well as your specific cultural heritage institution. Author credits on individual stories are visible online. If a story requires *substantial* revisions, the writing credit may also be assigned jointly to Discover Indiana staff.

What happens when I've completed my work?

After you've submitted all of your materials (content, images, and all permissions and agreement forms) you will work with Discover Indiana staff to generate a plan to publicize your tour and to receive your stipend. We'll assist you by providing a draft press release that can be shared with local media as well as help you identify outlets that you can advertise the tour to. You'll also receive specific information on disbursement of your stipend payment.

While you are busy publicizing the tour and we're getting your stipend disbursed, you'll also have the opportunity to provide us with feedback on the process of developing a Discover Indiana tour.