

NEH Application Cover Sheet

Digital Humanities Start-Up Grants

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Field of Expertise: Education

INSTITUTION

Apprend Foundation
Durham, NC UNITED STATES

APPLICATION INFORMATION

Title: *CRAFTING FREEDOM ALONG NC 86:
DISCOVERING HIDDEN HISTORY WITH MOBILE TECHNOLOGY*

Grant Period: From 9/2009 to 12/2010

Field of Project: History - American

Description of Project: This Digital Humanities Start-Up Level I proposal seeks \$25,000 for planning and needs assessments to ???re-version??? a highway tour from the Federal Writer???s Project using content from a very successful NEH Landmarks in American History and Culture workshop. This new mobile-technology-based learning experience will illuminate the rich history of African Americans along North Carolina Highway 86. A team with expertise in humanities content, digital media production, and interactive instructional design will meet to assess open source mobile technology platforms and plan how to structure the content across different platforms so that teachers, students, scholars, ordinary citizens, and museums and sites along Highway 86 can maximally benefit from the mobile tour. The white paper to be published on the Internet and presented at conferences will serve as a vital resource for educational institutions, non-profits, and others seeking to use mobile technology for highway history tours.

BUDGET

Outright Request	\$25,000.00	Cost Sharing	
Matching Request		Total Budget	\$25,000.00
Total NEH	\$25,000.00		

GRANT ADMINISTRATOR

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**CRAFTING FREEDOM ON NC 86:
DISCOVERING HIDDEN HISTORY WITH MOBILE TECHNOLOGY**

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**CRAFTING FREEDOM ALONG NC 86:
DISCOVERING HIDDEN HISTORY WITH MOBILE TECHNOLOGY**

Principal Collaborators

Kelly, Danielle

Apprend Foundation, Research Triangle Park, NC

Kelo, Daniel

Apprend Foundation, Research Triangle Park, NC

Potter, Leah Y.

American Social History Project, New York, NY

Sneed, Laurel C. (Project Director)

Apprend Foundation, Research Triangle Park, NC

Thompson Ray, Donna

American Social History Project, New York, NY

Advisory Board

The members of the Advisory Board to the Crafting Freedom Along NC 86: Discovering Hidden History with Mobile Technology project will represent various stakeholders, including technology specialists, scholars, educators, and historical site coordinators. They will address needs and offer specialist input into areas such as: interpreting the material cultural and the historical landscape along Highway 86; how best to design experiences using audio and video media that meet the needs of the broadest possible audience; how this project can best serve predominantly rural historical and cultural sites along NC 86; how teachers could utilize the mobile-technology-enhanced tour.

Biewen, John

Center for Documentary Studies, Duke University, Durham, NC

Grant, Emily

North Carolina Museum of History, Raleigh, NC

Graves, Vanessa

Thomas Day House/Union Tavern Restoration, Milton, NC

McNeill, Beverly

W. G. Pearson Gifted & Talented Magnet Elementary School, Durham, NC

Oestricher, Karen

Caswell County Historical Association, Yanceyville, NC

Paulhamus, Katharine A.

Historical Hillsborough Commission, Hillsborough, NC

Vlach, John M.

George Washington University, Washington, DC

**CRAFTING FREEDOM ALONG NC 86:
DISCOVERING HIDDEN HISTORY WITH MOBILE TECHNOLOGY**

This Digital Humanities Start-Up Level I proposal seeks \$25,000 for planning and needs assessments to “re-version” a highway tour from the Federal Writer’s Project using content from a very successful NEH Landmarks in American History and Culture workshop. This new mobile-technology-based learning experience will illuminate the rich history of African Americans along North Carolina Highway 86. A team with expertise in humanities content, digital media production, and interactive instructional design will meet to assess open source mobile technology platforms and plan how to structure the content across different platforms so that teachers, students, scholars, ordinary citizens, and museums and sites along Highway 86 can maximally benefit from the mobile tour. The white paper to be published on the Internet and presented at professional conferences will serve as a vital resource for educational institutions, non-profit organizations, and other groups seeking to use mobile technology for highway history tours.

CRAFTING FREEDOM ALONG NC 86: DISCOVERING HIDDEN HISTORY WITH MOBILE TECHNOLOGY

Roads have not developed by accident; the general course of all routes of importance has been worn by large numbers of people who wanted to go from one place to another...Thus the tour route is often a thread upon which a narrative can be built...told in geographical rather than in topical or chronological sequence.

— Katherine Kellock, Manager of Highway Tours, WPA Federal Writers Project (1935-1939)

Enhancing the Humanities through a Mobile Highway Tour of the North Carolina Piedmont

This project will research and plan the content, design, and open source technology necessary to “re-version” a highway tour from the Federal Writers Project’s *North Carolina: A Guide to the Old North State* using humanities content and media developed for eleven offerings in 2004-2006 of a highly-rated NEH Landmarks Workshop, “Crafting Freedom: Thomas Day & Elizabeth Keckly,”¹ Black Artisans and Entrepreneurs in the Making of America” (See: Appendix 1 and the Crafting Freedom DVD). Educators, students, historical interpreters, and the general public will be able to access these geospatially-coded multimedia tours by downloading them from the web onto a variety of mobile platforms such as cell phones, smart phones, portable audio players and through borrowing such devices at sites. A Digital Humanities Level I Start Up Grant will support essential assessment of mobile technologies and a series of planning meetings. The project team will produce a detailed white paper that describes how this project will be implemented and serves as a model for how local and under-resourced educational institutions, non-profit organizations, and rural communities can create and/or benefit from mobile tours. Twenty-first century mobile devices are becoming ubiquitous, yet the educational potential of this technology has not yet been fully harnessed. “Crafting Freedom Along NC 86” aims to capitalize on the properties of this new technology and bring the digital humanities to often-neglected rural history sites and topics.

From 1935 to 1943, the Federal Writer’s Project of the Works Project Administration (WPA) employed thousands of writers to research and develop the *American Guide Series*, a set of extraordinary guidebooks about the history and culture of U.S. states and cities. The detailed descriptions of the cultural and historical landscape in these guidebooks are still a valued resource for researchers and citizens alike. *North Carolina: A Guide to the Old North State* (1939) features 33 tours of highways and “backroads,” including “Tour 11” which tracks Highway 86. This project seeks to develop a model for updating the WPA guides for the 21st century, with new historical scholarship enhancing the original content and new technological delivery methods that will bring this updated history to a much wider audience. The new content will address a weakness of the original North Carolina guide: it did not include African Americans in as much depth as the national office envisioned.² Moreover, the mainstream historical profession had not yet undertaken significant research into African-American history nor recognized the work already done by African-American historians. By using the historical content developed for the “Crafting Freedom” NEH workshop—much of it already digitized—this project will begin to address this gap in the otherwise highly useful North Carolina WPA guide. The “Crafting Freedom” workshops focused on two major antebellum craftspeople who lived on or near present-day Highway 86: Thomas Day (1801-61) and Elizabeth Keckly (ca. 1818-1907). It also featured visits to several historic towns and sites surrounding Highway 86 that enabled participants to see and experience this compelling narrative of resistance and culture. Material and media from the live tour will be the basis for planning the mobile tour (See: Appendix 2). Also, twentieth century African-American history will be added to the tour.

This project will not only redress the North Carolina guide’s deficiency in its treatment of black history and culture, but it will build on its greatest strength, the highway tours. Contemporary reviewers

¹ Throughout this grant proposal, we spell Keckly as she herself spelled it, without an extra “e”.

² Jerrold Hirsch, *Portrait of America: A Cultural History of the Federal Writers' Project* (Chapel Hill and London, University of North Carolina Press, 2003), 123.

praised the tours as the most useful and innovative feature of the WPA guides. The Guides' authors recognized the ways that highways could structure narratives and local landscapes could serve as dynamic history classrooms. The connection between historical narrative and place that the highway tour structure enables is compelling, and particularly suited to the kinds of mobile technology now available. This project will "re-version" Tour 11 and also serve as a model for groups such as the Gullah/Geechee Cultural Heritage Corridor, which spans four southern states along 500 miles of Atlantic coastline and aims to preserve local folklore and culture (See: Letter of Support). Mobile and geospatial technology are advancing rapidly and currently exist in a hodgepodge of proprietary and open source formats. Assessing these technologies will be a key priority of our planning. We will evaluate factors necessary to develop a widely useful mobile tour: existing and probable future developments in software platforms and file formats; the settings in which the tours will be experienced; the availability of mobile connectivity; and media design models for structuring content for various mobile devices. Through research, telecommunication, and face-to-face meetings, our team will determine the best strategy for delivering a mobile tour on Highway 86 to the widest possible audience. This audience will include educators—the more than 400 teachers who attended the Crafting Freedom Landmarks in History workshops and others at all levels who teach about African-American and southern history—and their students. The online and mobile technology delivery methods will also make this project available to the general public, residents, and visitors to the North Carolina Piedmont alike. Project advisors include local historical organization interpreters who will use this tour extensively and have major input into its development.

Environmental Scan

The dynamic field of location-based media has the potential to transform how humanities content is created, delivered, and experienced. The project team has identified several non-profit organizations and media companies that are using mobile and geospatial products that connect audio/video narratives to specific sites and urban landscapes, as well as examples of relevant highway history and corridor based heritage tours. Companies that have developed this technology include the Center for Locative Media, Mediascape, Untravel Media, and SENSEable City Laboratory. Much of this work relies on commercial software or a method of delivery that is limited to proprietary technologies. For example, Mediascape, a project funded by the British government and created by HP Labs Bristol, has a number of mobile device "guided tours" and provides free downloads of software for users to create their own tours. This platform, however, is restricted to mobile devices with GPS capability that run the Windows Mobile operating system. Untravel has created six multimedia tours that can be downloaded in one of three formats (MP3, MP4, and Flash Lite) but each uses the company's patent-pending Mobile Narrative System™ although an open source system is in development.³ Google Android is a software platform and operating system for mobile devices, unveiled with the founding of the Open Handset Alliance (OHA) in November 2007. OHA is a group of entities committed to open standards and it promises more options for mobile tours.

In almost all of these cases, mobile tours are created by and for urban-based "digital natives" who are very familiar with mobile devices such as iPods and media phones. Most projects (such as London's *Memoryscape Audio Walks: Voices from the Hidden History of the Thames*) are designed for walking and require that users manually align tour content with their location. A rural example on a highway is the Crooked Road Music Heritage driving tour in Virginia. It uses highway pull-offs with radio transmitters so information can be accessed via the car radio and files that can be downloaded to hand-held devices, which must be manually linked to a location. The National Park Service's Heritage Corridors⁴ encompasses 18 states and a population of almost 47 million people, yet their use of location media

³ Michael Epstein, principal at UnTravel Media, stated on March 28, 2009 that his company has open source software in development in a telephone conversation.

⁴ Heritage areas and heritage corridors are large-scale living landscapes where community leaders and residents have come together around a common vision of their shared heritage. See: <http://www.nps.gov/history/heritageareas/REP/meassucc.pdf> (accessed April 3, 2009).

appears to be in the planning stages. In sum, there is a significant need to advance innovations in location-based media and to bring this technology to sites such as those along Highway 86 and other under-resourced historical sites and organizations. With this planning grant, we will advance location-based media in non-urban areas but also give voice to the “hidden history” of African Americans and other minority groups (See: Appendix 3).

History and Duration of the Project

“Crafting Freedom Along NC 86” is the direct outgrowth of the highly successful NEH Landmarks Workshop “Crafting Freedom” and NEH-supported projects of the Apprend Foundation which originally operated as the Thomas Day Education Project beginning in 1997 (See: Appendix 4). The new project will benefit from the large volume of scholarship, extensive previously-produced audiovisual materials, and the “Let It Shine” teacher network and resources developed by workshop staff and participants (See: Appendix 2). The project team will cull from these existing resources, determine any new content to be developed, and utilize the combined historical and new media design expertise provided by the American Social History Project and Apprend Foundation teams.

After the Digital Humanities Start-Up Grant, this project will seek multiple sources of funding from private foundations to create a tour prototype such as the Mary Duke Biddle Foundation, the Preyer Foundation, and the Chipstone Foundation. Once the prototype is built, Apprend will seek major funding from major foundations such as the Wachovia Foundation and the Ford Foundation to create the tour and disseminate it.

Staff and Work Plan

Between September 2009 and December 2010, the project team will implement a work plan that includes technology research, needs assessments among historical sites and educators, and three major meetings to select appropriate technology and specify major design features for the tour’s digital interface and content. At the conclusion of this process, the team will produce a detailed white paper that will summarize the group’s findings, recommendations, and designs for a prototype of “Crafting Freedom Along NC 86 (See: Appendix 5).

Laurel Sneed, Danielle Kelly, and Daniel Kelo of the Apprend Foundation will lead the team in research and planning and will facilitate all major meetings; they will also conduct a needs assessment among local historical and cultural organizations. The Apprend team will be responsible for production and online dissemination of the white paper. Daniel Kelo will be the principal technological evaluator, in consultation with Aaron Knoll, principal technology advisor at ASHP. ASHP will collaborate with Apprend on technological, educational, and media design issues for the tour. It will also conduct a needs assessment of K-12 educators; participate in meeting planning and presentations; and provide feedback on white paper drafts. Project advisors will participate in the needs assessments and offer specialist advice.

Final Product and Dissemination

A Level I Start Up Grant will fund the creation and dissemination of the white paper described above. Project participants will post this white paper on their websites, and the project director will present it to cultural/historical organizations in live presentation. The project director will also apply to present its findings at national history, museum, and public history conferences. Apprend will circulate press releases about the white paper throughout the Carolinas and Virginia and ASHP will publicize the white paper among its extensive national network of history scholars and educators.

Using the implementation strategy described in the white paper, the project will secure funding for the production of the tour and accompanying website. This tour would be available likely in multiple formats as a free download via this website as well as those of participating cultural organizations and museums along Route 86. The website will integrate social networking tools in order to expand its audience and gather user feedback. Apprend and ASHP will publicize the completed tour to their existing networks of educators and historians.

CRAFTING FREEDOM ON NC 86: DISCOVERING HIDDEN HISTORY WITH MOBILE TECHNOLOGY

Appendix 1: **Sample of Crafting Freedom Participant Reactions**

"Dead words on paper" vs. "a cloud of witness"

As a lifetime lover of history I am always saddened when someone tells me "History is boring." That individual has never experienced anything like the events of this week. That individual's perception of history has been formed by dead words on paper, not what the Bible calls a "cloud of witness." The witness of a young 19th century girl writing to her mother about dresses. How like my 21st century daughter. The "witness" of a plane mark on a barn beam. What thoughts went through the maker's head as he worked? I ran my hand over that mark almost the whole time the docent spoke. The "witness" of the simple elegance of Day's furniture. Through his furniture Day leaves a message passed down through the years: "I endured, I contributed, I excelled." Isn't that what it's all about?

"I have been . . . amazed at how much information has been lost and has to be rediscovered."

This workshop has made me more open to looking below the surface of history and to realize that history is not the very general outline that bores many, but full of interlocking stories and personalities and also personal agendas of people. This truly has demonstrated how we cannot only learn "about" history but also "from" history. Also, I have been over and over amazed at how much information has been lost and has to be rediscovered. I think I understand how important accurate record-keeping and "journaling" is now. I will definitely be more conscious of using primary sources. I think I will be much more effective in teaching my students about history and how to become researchers themselves. Thank you for this opportunity. I have not only learned, I have been inspired.

"I have been uninformed, ill-informed or unaware. . . . I must do something with this information."

Through the last five days, I have learned a myriad of lessons; even as I write this I am attempting to process each/all of them. One thing that I have begun to learn is that as a white Caucasian here in America, I have a responsibility. I must purposely as well as intentionally do my part to actively seek out a way to break barriers and build bridges of honesty and understanding. I do not believe that I have been "sheltered", I do believe that I have been uninformed, ill-informed or unaware. After having been informed... after having the "covers" pulled back a bit... I must do something with this information. My challenge is "What"?! I can bask in the enlightenment of the experience we have shared here, yet I go back to the land of everyday reality. Whatever the "what" might be, I know it will be TRUE, it will be TRANSPARENT, and it will be something that will further TRANSFORM myself (and others.) This will be quite an exciting adventure.

"Why not just find primary sources?"

It was wonderful being at the sites where Thomas Day and Elizabeth Keckly worked and lived. I learned more about the complexity, about the South. Before this workshop, I felt from my own limited experience with Southerners that all of the South was still fighting the Civil War. I feel I can begin to use more primary sources. I've told my students about some of the limitations of such search engines as Google which leads to sources often not well documented, validated or put into any kind of order. Why not just find the original sources? Also I really would like to spend more time in North Carolina and keep in contact with many of the people I've met.

Appendix 2:

Existing Material & Media for Conversion into the Mobile Tour

The following is some of the large volume of extant material and media (including WPA *North Carolina Guide*, material from the live Crafting Freedom tour, and new scholarship), which is ready for conversion into the mobile tour.

Burwell School: Material & Media

- Slide Lecture: “Thomas Day, Elizabeth Keckly & the Free Black Connection
- Lecture on Elizabeth Keckly’s Formative Years at the Burwell School (See: top right photo)
- Lecture on “Behind the Scenes” from Elizabeth Keckly’s Slave Narrative
- Dramatic Reading of “Letter to My Mother,” from Elizabeth Keckly’s Narrative
- Web-based version of Keckly’s Narrative available on the Documenting the American South website at <http://docsouth.unc.edu>
- Images of Burwell School site, images of Keckly, images of Keckly’s dress designs, images of Mary Todd Lincoln in Keckly’s Dresses



On Highway 86 Between Hillsborough and Yanceyville: Material & Media

- Based on recent scholarship on tobacco culture, the following might be an audio narration: “In 1839, Stephen Slade, an enslaved blacksmith on the farm of Abisha Slade in Caswell County, (the county just north of Burwell School/Hillsborough, see: image of tobacco on 86 above) made a major discovery that changed his world. One night while tending to the curing of tobacco in a barn (see above photo taken in 1940, little changed in 100 years), Stephen added hot charcoal to the fire to keep it from going out. The addition of the hot coals and sudden burst of heat caused the tobacco to cure quickly leaving it a bright yellow color; this product came to be known as “bright leaf” tobacco.”
- The following is from the WPA *North Carolina Guide*, Tour 11: “Bright leaf culture spread from this section, known as the Old Bright Belt, to other counties. (See: image of curing barn above) Barns used for curing are usually built of hand-hewn logs chinked with red clay, and roofed with hand-riven shingles. Fireboxes fed from the outside of the building have metal flues that extend to the far side of the barn and back to an exit above the firebox...” (365)

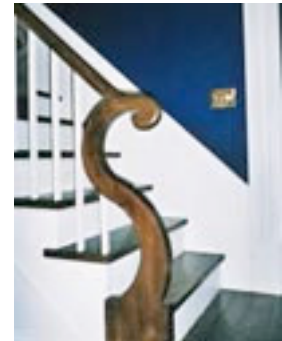




- 100+ WPA photographs by Dorothea Lang, Margaret Bourke-White, and others who shot in and around 86 in late 1930's early 1940's, much African-American-life documented (See: photos above)
- 2 hours of oral history interviews with two women who grew up in generational sharecropping on land owned by the Hesters that their ancestors were enslaved on; also music (See: Crafting Freedom DVD)
- "Landmarks" of 200 years of "tobacco culture" along 86 today; many digital photographs that could be used as focal points

Yanceyville: Material & Media

- Bartlett Yancey House (a restaurant) contains only Day interior architecture open to public (See: photo to the right)
- Richmond Miles Museum, contains Day related primary source documents to be digitized

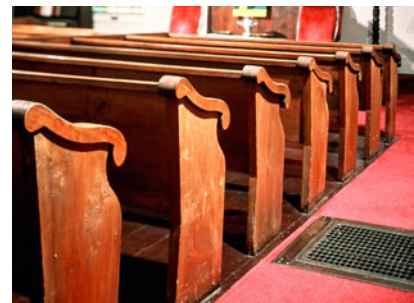


Turn Off 86 on to Highway 119: Road to Milton

- John Vlach's scholarship on "shotgun" houses still standing along Highway 119
- WPA guide descriptions of some of the old plantations along this road such as Longwood, Melrose, etc.

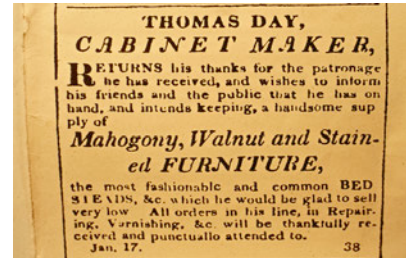
Milton Presbyterian Church: Material & Media

- Pews Day made still in use; 2 hours of video on subject of pews; religion; scholar/family interviews (See: photo to the right)
- New scholarship about the Thomas Day's pastor, N. H. Harding; primary source documents on Harding
- Digitized primary source documents re: the church and Day's membership there



Union Tavern: Material & Media

- 100 pages of research documenting Thomas Day's social history, sponsored by the Apprend Foundation
- 15 hours of digital video interviews, historical re-enactments of the operation of Day's shop (16mm film) and numerous short video interviews on all aspects of Thomas Day and free black as well as enslaved life in the Upper South
- Lecture by a traditional cabinetmaker on "how to read" Day's furniture
- An archive of Day 100's of Day documents—50 of them have been digitized for the CD-Rom, "Exploring the World of Thomas Day"
- 100+ slide images of furniture, primary source material and all aspects of Day's life
- A research report about Thomas Day's abolitionist contacts (to be published summer 2009)



Appendix 3:
Environmental Scan: Websites for Further Information

Organizations Developing Mobile Technology Platforms

- The Center for Locative Media, <http://www.locative-media.org/>
- Mediascape, <http://www.mscafers.com/>
- Untravel Media, <http://www.untravelmedia.com/>
- SENSEable City Laboratory, <http://senseable.mit.edu/>
- Google Earth, <http://earth.google.com/>
- Google Android, code.google.com/android
- Open Handset Alliance <http://www.openhandsetalliance.com/>

Tours

- **London's Memoryscape Audio Walks: Voices from the Hidden History of the Thames** at <http://www.memoryscape.org.uk>. This mobile tour of sections of London lacks geospatial elements and audio manually aligned to location.
- **Crooked Road Music Heritage Tour** at <http://www.thecrookedroad.org/map/mapfl.asp> and <http://www.roanoke.com/multimedia/crooked/franklin.html>. This tour uses highway pull-offs with radio transmitters that allow site-specific information to be accessed on a car radio; from the second site under Crooked Road podcasts each audio on each tour site can be downloaded to a hand-held device as an MP3 file.

Appendix 4:

History of the Apprend Foundation and the Thomas Day Education Project

The Thomas Day Education Project (TDEP) was formed in 1994 as a service project dedicated to improving public knowledge of African American history, with a focus on K-12 educators in North Carolina. With the award of a focus grant by NEH in 1997, TDEP began offering professional development opportunities in African American history to teachers in North Carolina. The first sponsor for the TDEP was the North Carolina Central University Foundation, Inc., a 501-C3 of a premier historically black college and university. With the award in 1999 of a major NEH grant, TDEP offered professional development seminars to 100 teachers throughout the state; converted the training into a successful on-line self study course and producing two acclaimed educational resources: an interdisciplinary kit, “The Thomas Day Furniture Kit” and a CD-ROM, “Exploring the World of Thomas Day” which has been distributed nationally and received multiple national and international awards including being named one of the top 25 educational software programs produced in 2003 by *Technology and Learning* magazine. The many audio and visual assets produced for this CD-ROM are material we own the copyright to that could be repurposed for the mobile tour.

In 2002-2003, TDEP was also awarded a dissemination grant through its sponsor, NCCUF to distribute the kit and CD-ROM to teachers around the country. Teams of teachers from representative parts of the country came to North Carolina to learn about Thomas Day and to receive training on the resources developed about him and to tour Day sites. This was the first major bus tour we offered. The dissemination project was given an “Exemplary Education Project” award by NEH’s division of education programs in 2002-2003.

In 2004, TDEP became affiliated with the North Carolina Museum of History (NCMH), part of the North Carolina Department of Cultural Resources. With NCMH serving as sponsor, TDEP created, managed, and implemented three very successful Landmarks of American History workshops titled: “Thomas Day and Elizabeth Keckly: Black Artisans and Entrepreneurs in the Making of America” over three summers to over 400 teachers from 38 states including Hawaii. The Crafting Freedom experience, and especially the experience with the tour on and around NC Highway 86, revealed the need for a “self-instructional” tour that could be enhanced and delivered by mobile technology. We could not in three years meet the demand for the tour, having more applicants each year than we could accommodate. Moreover, the Landmarks workshops were very labor-intensive to administer and the tours dependent on a large amount of manpower to implement.

After 11 offerings of “Crafting Freedom” we decided to seek ways of providing this enriching experience that were not solely reliant on grants and a large number of people to administer and implement. Having made extensive use of videos during the tour, especially during trips from site to site, we realized that media and technology could convey much of the content of the tour without such heavy and costly reliance on scholars, teacher mentors and historic re-enactors. Having been encouraged by NEH and other funders to form an educational not-for-profit organization (501-c3), the Apprend Foundation was chartered in the fall of 2005. NEH awarded two grants to our new foundation: a film planning grant for documentary film-in-progress, *Thomas Day, American* (2006-2007) and “The Crafting Freedom Materials Project,” 2007-2009 an educational materials project that provides on-line lesson plans and short videos on ten black artisans, artists, and entrepreneurs.

Appendix 5:
Staff and Work Plan

Staff

Name	Responsibilities	Qualifications
Laurel C. Sneed	<i>Project Director, Lead Researcher, Major Collaborator</i> Laurel C. Sneed will coordinate and lead all aspects of the planning and needs assessments. As lead researcher she will be leader writer of the paper.	M.Ed. Instructional Design & Educational Technology; Project Manager of 11 highly successful NEH grants; Researcher and lecturer on Thomas Day social history; Creator and Leader of Crafting Freedom; Award-winning interactive media producer with 30+ years experience in the field
Danielle Kelly	<i>Collaborator</i> Danielle Kelly will assist with editing the lessons-learned white paper and will provide meeting logistics/coordination.	M.A. in History; web and media designer/producer; two years experience with Crafting Freedom tour content; information design expertise
Daniel Kelo	<i>Collaborator</i> Daniel Kelo will research and provide report on technology platforms to the group and write a detailed report about the technology to inform the white paper.	B.A. in Humanities; 20 years application development experience, including 12 years of web application development; two years experience with Crafting Freedom tour content
Leah Y. Potter	<i>Collaborator</i> Leah H. Potter will conduct the needs assessment with educators and teachers, participate in teleconferences and live meetings, advise on content design and media deployment, and review and comment on draft of white paper.	Co-Director of Teaching American History Programs at the American Social History Project; over a decade experience as a history educator and media producer; co-creator and coordinator of the first NEH Landmarks in American History workshop in Durham, North Carolina; producer of “Exploring the World of Thomas Day,” an award-winning CD-Rom; completing her dissertation in U.S. cultural history
Donna Thompson Ray	<i>Collaborator</i> Donna Thompson Ray will conduct the needs assessment with educators and teachers, participate in teleconferences and live meetings, advise on content design and media deployment, and review and comment on draft of white paper.	Project Director for Faculty Development Programs at the American Social History Project; Project Director of the NEH-funded Picturing U.S. History project, an on-line resource for teaching U.S. history with visual evidence; emphasis in teaching history through visual media, and material culture and the African-American experience

John Biewen	<i>Advisory Board</i> John Biewen will give a presentation on audio design, storytelling principles, and effective use of various platforms for storytelling at the March meeting. He will also have input into the audio designs for the mobile tour.	Award-winning audio design expert at Duke University's Center for Documentary Studies; Eight years correspondent and producer for <i>Radioworks</i> , the documentary unit of American Public Radio; Series producer for Public Radio International's series, <i>Five Farms</i>
John M. Vlach	<i>Advisory Board</i> John M. Vlach will serve as an advisory board member focusing on historical issues and issues of reading and interpreting the historical and cultural landscape and material culture along 86.	Ph.D. in folklore; pre-eminent scholar on African American material culture; 13-year consultant with TDEP with extensive knowledge of North Carolina cultural landscapes
Karen Oestricher	<i>Advisory Board</i> Karen Oestricher will participate in the needs assessment for interpreters at sites along 86.	Director, Caswell Co. Historical Association
Vanessa Graves	<i>Advisory Board</i> Vanessa Graves will participate in the needs assessment for interpreters at sites along 86, and will be general advisor and participant in planning.	Tour Coordinator, Thomas Day House/Union Tavern Restoration Committee
Katherine Paulhaumus	<i>Advisory Board</i> Katherine Paulhaumus will participate in the needs assessment for interpreters at sites along 86, and will be a general advisor and participant in planning.	Director, Burwell School
Beverly McNeill	<i>Advisory Board</i> Beverly McNeill will participate in the needs assessment for educator, and will be a general advisor and participant in planning.	Teacher Mentor and Educator with the Crafting Freedom Tours; 33 years in classroom teaching with special emphasis on black history and culture

Work Plan

September 2009

- *Start-Up Teleconference*: The Apprend team (Laurel C. Sneed, Danielle Kelly, and Daniel Kelo) and the American Social History Project (ASHP) team (Leah Potter and Donna Thompson Ray) have a teleconference to discuss the work plan and have introductions.

Appendices

- *Technology Assessment Report Start-Up*: Daniel Kelo begins working on in-depth assessment of extant and emerging mobile-technology platforms in consultation with ASHP.

October 2009

- *Orientation Teleconference*: The Apprend team and ASHP meet for an orientation, project overview, and early brainstorming session.
- *Needs Assessment of Historic and Cultural Sites along Highway 86*: Laurel C. Sneed and Danielle Kelly meet with the members of the advisory committee who are representatives of museums and cultural institutions that treat black history along highway 86 with a goal of learning how mobile technology and its audio (and perhaps video) capabilities might best serve their missions. In addition, they will seek to gain understanding of each site's educational needs. The groups represented on the advisory panel are: the Caswell County Historical Association, the Thomas Day House/Union Tavern Restoration, and the Burwell School.
- *Needs Assessment of K-12 Educators*: Donna Thompson Ray and Leah Potter communicate with educators and develop a brief report of educational (K-12) needs to be addressed

November 2009

- *Audio Design Across Technologies Meeting*: John Biewen, Daniel Kelo, Laurel C. Sneed, and Danielle Kelly meet to discuss mobile technology platforms and delineate the key issues regarding how to design audio message for the unique properties of various platforms.

December 2009

- *Live Meeting of Project Director and ASHP Team*: Laurel C. Sneed travels to New York to meet with the ASHP team to review the status of the project and share the outline of the orientation and brainstorming session; the needs assessment with the historic sites interpreters along 86 and the preliminary assessment of technology platforms. The group will also review and update (if necessary) the objectives and plans for the major March meeting.

January 2010

- *Technology Overview Report*: Daniel Kelo develops a "Technology Overview" report with an in-depth assessment of the various technologies that could be leveraged for this project. This report will be distributed to principal participants and members of the Advisory Board for comments.
- *Major Meeting Preparation*: Laurel C. Sneed and Danielle Kelly prepare for the March 2010 meeting with ASHP input.

February 2010

- *Major Meeting Preparation (continued)*: Laurel C. Sneed and Danielle Kelly finalize all plans for March meeting.
- *Informational Materials Preparation and Distribution*: Laurel C. Sneed and Danielle Kelly develop and distribute materials for attendees to review in advance of the March 2010 meeting.

March 2010

- *Major Planning Meeting of Apprend Team, ASHP Team, and all Members of the Advisory Board*: The entire planning team meets in North Carolina for a major "live" planning and information-sharing meeting. The daily events and activities for the meeting include:

Appendices

- The out-of-town team members will arrive on Friday afternoon for an orientation meeting outlining the events of the weekend. A status report of research and planning will be review for all by the Apprend team.
- On Saturday, the group visits NC highway 86 to experience hidden highway history (delivered live) along the route and meets museum and cultural institution professionals.
- On Sunday, presentations to be provided by Daniel Kelo, Laurel C. Sneed, and the ASHP team, regarding findings about the capabilities of various open source technologies that have been researched and findings regarding institutional and educational needs. John Biewen will present a paper reviewing design considerations for various audio technology platforms considered. Laurel Sneed and the ASHP team will lead a discussion about considerations for video applications. In the event that a technology platform has emerged as the most appropriate for the tour needs, an expert in that platform will be brought to the meeting via teleconference.

April 2010

- *Meeting Review Document Created and Distributed:* A document reviewing the outcomes of the March 2010 meeting to all project participants.
- *Teleconference with Apprend Team and ASHP Team to Discuss the White Paper:* The Apprend team and the ASHP team have a conference call to discuss the development of the white paper.

May 2010

- *Recommendation Reports from Participants Due:* Principal project participants and members of the Advisory Board submit brief reports regarding their recommendations/input into the lessons-learned white paper.
- *Recommendation Reports Reviewed:* The recommendation reports from participants will be reviewed and considered by the Apprend team and ASHP team to inform the white paper.

June 2010

- *First Draft of White Paper Completed:* The Apprend team completes a first draft of the lessons-learned white paper and submits it to the American Social History Project team for feedback.

July/August 2010

- *Live Meeting with of the Apprend Team and the ASHP Team:* Laurel C. Sneed and Danielle Kelly travel to New York to meet with the American Social History Project team to discuss the draft of the white paper. The Apprend team and the American Social History Project team determine if there are any outstanding issues or questions that need to be addressed before the conclusion of the draft.

Fall 2010

The lessons-learned white paper is disseminated via Apprend, ASHP, and the NEH websites. Hard copies are distributed to entities with an interest in mobile-technology enabled tours in rural areas such the National Park Service; the North Carolina Department of Tourism; the North Carolina Department of Cultural Resources; the North Carolina Museums Council; and other such local and national organizations. Live presentations are booked at professional conferences and for groups considering enabling their highway tours with new and emerging mobile technologies.