

**Mass. Memories Road Show** at UMass Boston  
*Your family's place in Massachusetts History*

September 2010

Dear Road Show Applicant,

Thank you for your interest in bringing the Mass. Memories Road Show to your community! We look forward to working with you to create a digital portrait of your city, town or neighborhood through family photographs and stories.

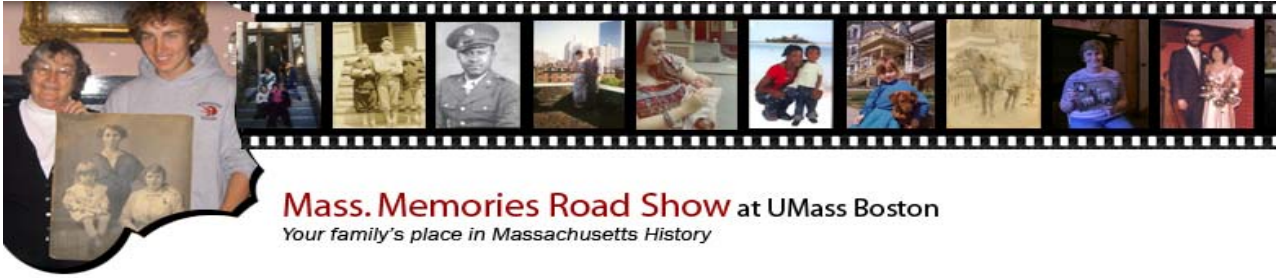
Attached is an application for a Mass Humanities/Healey Library **Sponsored Road Show** to be held **between December 1, 2010 and April 30, 2011**. We have received funding for a limited number of sponsored Road Shows to run during this period. As per the requests of our sponsors, we are particularly interested in working with communities that demonstrate their ability to include individuals and organizations from all demographics of the community as members of the local planning team and as contributors at the Road Show event.

We strongly encourage you to read our *Mass. Memories Road Show Project Handbook* (revised 9/2010) and review the material on our website (<http://www.MassMemories.net>) prior to completing your application. We also invite you to join our online social network, the Massachusetts Studies Network, at <http://MAStudies.ning.com>. The Mass. Memories Road Show was also featured in a newly-published book, *Digitization in the Real World* (Metropolitan New York Library Council, 2010); check out the chapter here: <http://miniurl.com/52703>.

The deadline for Sponsored Road Show applications is **Friday, October 22**.

If you have any questions, feel free to contact project manager Heather Cole at [Heather.Cole@umb.edu](mailto:Heather.Cole@umb.edu) or 617-287-5929.

The Mass. Memories Road Show  
The Massachusetts Studies Project  
University of Massachusetts Boston  
Healey Library, 5<sup>th</sup> floor  
100 Morrissey Blvd.  
Boston, MA 02125



**Mass. Memories Road Show** at UMass Boston  
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**MASS. MEMORIES ROAD SHOW  
 SPONSORED ROAD SHOW APPLICATION**

**Applicant's Name:** \_\_\_\_\_

**Organization:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Authorizing Official (if different from applicant):** \_\_\_\_\_

**Project Director:** \_\_\_\_\_

**Title/Organization:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Preferred Address:** \_\_\_\_\_

**Proposed Road Show:**

**Date:** \_\_\_\_\_ **Time:** \_\_\_\_\_

**Location:** \_\_\_\_\_ **Estimated # of attendees:** \_\_\_\_\_

Please briefly describe your goals for hosting a "Mass. Memories Road Show:"

**ABOUT YOUR COMMUNITY**

City/town name: \_\_\_\_\_

Population: \_\_\_\_\_

Please provide a brief description of your city or town:

List ethnic groups that comprise at least 5% of the total population, and their percentages:

(Data from the year 2000 census may be found on the Mass.gov site, at <http://tinyurl.com/3zly6f>)

**Partnering Organizations**

Applicants are expected to partner with several organizations to organize, host, staff and provide outreach for a successful Road Show. Please provide info below on your partnering organizations.

<u>Organization</u>	<u>Contact</u>	<u>Phone number</u>	<u>Email</u>	<u>Role</u>
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1.

2.

3.

**\*\* Please also attach a letter from each partnering organization confirming their support and detailing the role they will play in the project.**

**Thematic Road Shows only:**

**Theme:** \_\_\_\_\_

Please tell us why you have selected this theme and what specific population(s) you will be targeting to participate in your Mass. Memories Road Show event:

### **Volunteers/Staff**

Partnering organizations are expected to provide at least 10 volunteers to staff your Road Show and participate in a training session offered by UMass staff. Please provide information on how you plan to recruit and ensure the participation of volunteers.

### **Diversity & Outreach**

Road Shows are a great opportunity to reflect the rich diversity of a community. Please describe how you plan to include representatives from across your community in planning and contributing photos to create an event that is as inclusive and representative of your community as possible.

\*\* Please note: we have learned that **personal contact via telephone, face-to-face or email** is the most productive form of outreach for this project. It is time consuming, but effective. From our experience, up to 90% of Road Show contributors found out about the event through personal contact with a volunteer organizer.

### **After the Road Show**

After the Road Show, all photos and videos will be available online at <http://www.MassMemories.net>. In addition, each partnering organization will be provided with digital copies of all photos and videos collected at the event. These can be a rich resource for educational and other programming. Please tell us how you plan to use the photographs, video and data collected at the Road Show.

Most of the costs for planning, staffing and processing Road Show materials are borne by the project's sponsors, Mass Humanities and the Joseph P. Healey Library at UMass Boston. Local organizations are required to contribute key in-kind goods and services as described below.

**If accepted to host a Mass. Memories Road Show, the Applicant will provide the following in-kind and cash contributions:** *Please initial each item, indicating your acceptance of these requirements.*

\_\_\_\_\_ **Project Director:** responsible for managing the overall organization, outreach and staffing for Road Show and communications with UMass Boston staff

\_\_\_\_\_ **Local Planning Team:** comprised of representatives from at least three different local organizations

\_\_\_\_\_ **Road Show staffing:** at least 10 volunteers to attend training and staff the Road Show

\_\_\_\_\_ **Marketing/outreach:** should include extensive personal outreach to potential attendees. May include designing, printing and distributing flyers, posters, newspaper notices, making phone calls and sending emails. Must be bilingual where appropriate, and reflect diversity of community. Press releases, flyers and other marketing material must include the provided sponsorship credits/logos and must be approved by UMass staff prior to distribution.

\_\_\_\_\_ **Community history:** brochure, booklet or other local history to be distributed at event

\_\_\_\_\_ **Translation:** of publicity, handouts and language interpretation at event where appropriate

\_\_\_\_\_ **Space, tables, chairs** sufficient for public scanning event

\_\_\_\_\_ **Refreshments:** snacks and lunch for volunteers and staff, drinks and snacks for attendees

\_\_\_\_\_ **\$500** payable to the Massachusetts Studies Project at UMass Boston one month prior to the event

\_\_\_\_\_ **Other:** any additional permissions, transportation, signage, fees, etc. necessary to hold a local public event

**For a Mass. Memories Road Show event, the Massachusetts Studies Project at UMass Boston will provide:**

- UMass staff participation in up to 8 hours of planning meetings (telephone or on-site)
- Up to 8 experienced Roadies to assist with the Road Show event
- Laptop computers, scanners, cameras and other equipment and supplies for the event
- Videographer, interviewer & video equipment for the event
- Basic signage for tables at the event
- Image, data and video processing after the Road Show
- Digital copies of all images and data collected at the Road Show
- Training session for local volunteers (1 hour training, usually held morning of event)
- The digital "Mass. Memories Road Show Project Handbook" with additional information and guidelines on organizing a Road Show
- Web hosting of photos, video and data on <http://www.MassMemories.net>
- Membership in the online Massachusetts Studies Network (<http://MAStudies.ning.com>)

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Authorizing Official Signature

\_\_\_\_\_  
Date