



DHP News, January 7, 2011

(Note: The DHP News is now distributed via email. To reach all audiences the email version has been slightly reformatted for posting on the web.)

Contents

1. Social Media Use in Archives, Libraries and Museums
2. Empire State Building Film at Schoharie Crossing, Fort Hunter
3. Online Preservation Training
4. AASLH Visitors Survey Opportunity for Museums and Historic Houses
5. Free Information on Mold from the Image Permanence Institute
6. About this list

1. Social Media Use in Archives, Libraries and Museums

This wiki (<http://bit.ly/hVcF9f>) contains information and links on the basics of social media (blogs, Facebook, Flickr, etc.) and examples of how cultural institutions are using social media to distribute information and increase publicity/

2. Empire State Building Film at Schoharie Crossing, Fort Hunter

Film Festival Continues on January 9. 1:00 pm with "The Empire State Building"

This building, the symbol of American's "Can Do" Spirit, is also known as the "Cathedral of Dreams". From blueprints to completion, this Modern Marvels documentary traces the building's history and how the plan was almost scrapped due to the Great Depression. 2005, 50 minutes

Admission: Free

Refreshments available: Candy, popcorn and soda

Door Prize: A large sugar cookie in the shape of the Empire State Building and a detailed map of NYC

Schoharie Crossing Visitor Center at 1:00 pm

129 Schoharie Street, Fort Hunter

For more information, including a list of other film in this series, visit <http://www.mohawkvalleymuseums.com/schoharielcrossing.html> or call (518) 829-7516

3. Online Preservation Training

The Northeast Document Conservation Center is offering a number of online preservation workshops this winter and spring. Topics range from dealing with mold outbreaks to care and

handling of oversized materials to caring for scrapbooks and much more. Early-bird registration rates are still available on workshops offered later than January. NEDCC is one of the premier preservation labs and training venues in the country. For more information, visit:

<http://www.nedcc.org/education/training.calendar.php>

4. AASLH Visitors Survey Opportunity for Museums and Historic Houses

The American Association of State and Local History (AASLH) has partnered with the Center for Nonprofit Management and developed a comprehensive visitor research tool available for history organizations.

Over 150 museums and sites have taken part in Visitors Count! since it began in 2006. The program offers museum and historic house survey questionnaires which underwent extensive research and piloting. The data you get back from Visitors Count! will help your organization:

- . Strengthen fundraising
- . Reach your target audience
- . Develop successful programs
- . Benchmark results and compare to similar institutions
- . Create strategic plans for the sustainability of your organization

Most importantly, it tells you what your organization must do well in order to keep audience loyalty.

The deadline is quickly approaching for museums and historic houses that want to survey their spring and summer visitors as part of the Visitors Count! January group. AASLH can still accept participants until the end of the January.

For more information including a full client list and program overview, visit: www.aaslh.org/visitorscount or contact Cherie Cook at cook@aaslh.org or 573-893-5164.

5. Free Information on Mold from the Image Permanence Institute

Although Fall is the biggest time to worry about mold in the Northeast (read the Image Permanence Document linked below to find out why), it is something archives should be monitoring all the time. The IPI's September 2010 newsletter, available at <http://bit.ly/fe5SAc>, provides succinct information on identifying mold, conditions conducive to mold growth, and limiting mold growth in your collections.

6. About the DHP email list

If you would like to become a member of the DHP email list, please send a message with the name and email address to susan@cdlc.org with DHP elist as the subject.