

**IMLS Grant Award No. LG-03-03-0044-03**

*2003 National Leadership Grants for Libraries - Preservation or Digitization*

**Report 5: October 1, 2005 – March 31, 2006**

***Publishers' Bindings Online, 1815-1930: The Art of Books***

*PI: Dr. Louis A. Pitschmann, Co-PI: Karen Croneis, The University of Alabama*

*Project Manager: Jessica Lacher-Feldman, The University of Alabama*

*University of Wisconsin-Madison Co-Coordinator: Peter Gorman and Barbara Walden*

**Overview of October 1, 2005- March 31, 2006**

The project team continued to build on several aspects of the PBO project, including database development and population, web development, and subject-specialized research, as well as a broad array of outreach, marketing, promotion, and publicity activities. Among the many accomplishments of the *Publishers' Bindings Online* project and its participants during the period of October 1, 2005-March 31, 2006 was the completion of the majority of the major benchmarks for the population of the project database. The addition of ten new galleries relating to the study of publishers' bindings has enhanced the site and the project. Several academic presentations have successfully brought the PBO project to a continually broader audience, and the project continues to gain attention and accolades from our constituents across the US and around the world.

**Website:**

The URL **[bindings.lib.ua.edu](http://bindings.lib.ua.edu)** was established in the very beginning of the project. As of March 31, 2006, the PBO website comprises over 70 static web pages with fully integrated access to the PBO database. The site continues to grow and receive increasing attention and publicity. Between October 1, 2005 and March 31, 2006, the PBO website received an average of 221,776 hits per month or 7330 hits per day.

The project has been referenced, reviewed, or mentioned by several dozen known websites and blogs from across the US and around the world, including sites in Finland, Spain, Germany, Japan, and South Africa. [<http://bindings.lib.ua.edu/publicity.html>]. Using Google, the top two search results for the very standard descriptive term "publishers' bindings" are from the PBO project, namely the PBO homepage and the PBO galleries page.

**Participants and Staffing:**

Both current and past Publishers' Bindings Online staff and students are documented on the PBO website at <http://bindings.lib.ua.edu/credits.html>. Each additional student and staff member who works on the project will be included on the credits page of the website. The duration of their employment and the nature and level of their responsibilities/position are provided and can be referenced by future employers and others.

In January 2006, temporary PBO staff member Kristy Dixon returned to The University of Alabama and rejoined the PBO project.

In March 2006, a consultant was hired to work on the artistic styles and movements portion. The consultant is Jessica Bozeman, a graduate student in Library Science and Art History at Indiana University.

**User Studies/Usability Testing/Outcomes:**

As the site is promoted and presented on, informal user studies are presented and feedback is analyzed with suggestions being incorporated into the project in several areas including interface design, value-added components area, adjustments in language and tone, and the development of canned searches and other tools to provide end users a more satisfying experience. We have created several lesson plans and incorporated terminology from the K-12 curriculum into the project in order to facilitate use by the K-12 community.

The PBO site is being used by a continuing education program for senior citizens in Washington, DC, by a professor of Art History at the University of Tennessee-Knoxville, and by scholars and students in several academic disciplines.

### **Travel:**

Jessica Lacher-Feldman attended the Webwise 2006 conference in Los Angeles representing the PBO project. Additional travel relating to the project is noted below in the *Publicity, Promotion, and Outreach Presentations and Proposals* section of this report.

### **Benchmarks:**

#### ***Selection***

This portion of the project is **100% complete**.

#### ***Metadata Creation***

This portion of the project is **100% complete**.

#### ***Digitization/Reformatting***

This portion of the project is **99% complete**.

#### ***Uploading/FTP***

This portion of the project is **100% complete**.

#### ***Final Quality Control***

This portion of the project is **99% complete**.

### **Project Database:**

As reported in Report 3, the first iteration of the public database was made available on March 1, 2005. Each month, additional records were made available to the public. As of March 31, 2006, 3,505 titles were available to the public. The database is accessible through the [bindings.lib.ua.edu](http://bindings.lib.ua.edu) URL at [bindings.lib.ua.edu/sitesearch](http://bindings.lib.ua.edu/sitesearch).

### **Value-Added Components:**

Several new tools and resources have been added to the project website between October 1, 2005 and March 31, 2006, with still more in development. These materials reside under ***Research Tools*** [<http://bindings.lib.ua.edu/research.html>] and under ***Teaching Tools*** on the project website [<http://bindings.lib.ua.edu/teaching.html>]. Some resources are presented under both headings in different ways. In the interest of clarity each resource will be listed once for this report.

#### ***Glossary of Publishers' Bindings-Related Terms***

In February of 2006, the PBO glossary of publishers' bindings-related terms was added to the PBO website. The glossary contains over 450 entries relating to bindings and the publishers' bindings era. [<http://bindings.lib.ua.edu/glossary.html>]

#### ***Master Bibliography of Print and Online Resources***

This working document provides bibliographic information on print resources and links to online resources relating to the study and appreciation of publishers' bindings. It currently contains 133 references to print resources and 48 online resources and is updated regularly. [<http://bindings.lib.ua.edu/bib.html>]

### ***Galleries, Essays, and Lesson Plans***

[Start at: <http://bindings.lib.ua.edu/gallery.html>]: *We have updated the Galleries page and currently have twenty PBO galleries available.* These galleries we have created are a means of gaining additional information and insight into specific aspects of the Publishers' Bindings Online project. The galleries include short essays, teaching

resources, bibliographic resources, and links to search results within the PBO database. Galleries created address specific eras, geographic locations, single authors, titles, publishers, designers, as well as specific physical mediums. They are intended for use by teachers, students in the K-12 community, and lifelong learners of all ages and levels. They have been written to entertain and to inform, and to serve as starting points for further research and reading in each given area, as well as provide end users some historical context when using the PBO database. Galleries, essays, and lesson plans added from October 1, 2005 to March 31, 2006 are:

***Confederate Imprints: Publishing in the Civil War South***

[[http://bindings.lib.ua.edu/gallery/conf\\_imprints.html](http://bindings.lib.ua.edu/gallery/conf_imprints.html)]

This gallery provides insight into the publishing world during the Civil War in the South. It includes an essay, a bibliography of major bibliographies of Confederate imprints, a list of online and print resources relating to the study of Confederate imprints and a link to the PBO database that brings search results for Confederate imprints included in the PBO project.

***Founded in Handicraft: the Roots of Publishers' Bindings***

[<http://bindings.lib.ua.edu/gallery/tools.html>]

This gallery is an essay on the tools used in binding and how these early binding styles evolved into the publishers' binding on the 19<sup>th</sup> century.

***"Moonlight and Magnolias": History and Literature in the Big Easy***

[<http://bindings.lib.ua.edu/gallery/neworleans.html>]

This gallery focuses on literary life and culture in New Orleans in the 19<sup>th</sup> century, bringing the reader through several eras illustrated by books in the PBO project. It includes a link to the PBO database featuring New Orleans-related titles, as well as additional print and online sources.

***Son of a Comet, Star of the West: The Life and Literature of "Mark Twain"***

[<http://bindings.lib.ua.edu/gallery/twain.html>]

This gallery features an essay on 19<sup>th</sup> century American literary legend, Mark Twain, as well as a bibliography of his works with links to full-text online resources and a link to the PBO database featuring titles included in the project by Twain. In addition, three teaching tools are included in the project: *Twain for young people*, a K-5 sample lesson plan; *Mark Twain's commentary on society*, a 6-12 sample lesson plan; and a *Guideline for Book Reports on Mark Twain*.

***Indians, the Frontier, and the West in American Bookbindings***

[<http://bindings.lib.ua.edu/gallery/west.html>]

This essay, by Dr. Joshua D. Rothman, Assistant Professor of History at The University of Alabama, was adapted from a talk presented at the annual meeting of the American Historical Association, Philadelphia, Pennsylvania, on January 6, 2006. In addition, we have developed three teaching tools to compliment the essay: *Cowboys and Indians: Myths of the Wild West*, a K-12 lesson plan; *Guideline for Book Reports*; and *Wild West Fiction for Young Adults* book list.

***Uncle Tom's Cabin:: A 19th c. Bestseller***

[<http://bindings.lib.ua.edu/gallery/uncletom.html>]

This gallery has been updated with more content and information. There are currently over 151 different editions of *Uncle Tom's Cabin* in the PBO database.

***"The Most Written-About War in History": Civil War Themes in Fact and Fiction***

[<http://bindings.lib.ua.edu/gallery/civilwar.html>]

This gallery explores the writings relating to the Civil War, as well as providing a lesson plan, book report guidelines, and a book list.

### **Heroes of the "Lost Cause"**

[[http://bindings.lib.ua.edu/gallery/lost\\_cause.html](http://bindings.lib.ua.edu/gallery/lost_cause.html)]

This gallery features books in the PBO project relating to the Confederate leaders such as Jefferson Davis and Stonewall Jackson and includes biographical sketches of these historical figures.

### **Gallery of Book-Cloth Grain Patterns**

[<http://bindings.lib.ua.edu/gallery/grain.html>]

This gallery features details and descriptions of fifteen book-cloth grain patterns and provides links to the PBO database for each of the grains featured.

### **Abraham Lincoln, Civil War President**

[<http://bindings.lib.ua.edu/gallery/lincoln.html>]

This gallery features biographical and historical information on Abraham Lincoln as well as an extensive source list of online and print materials.

### **Presentations Completed:**

-Jessica Lacher-Feldman (UA) with Dr. Micki McElya (UA, American Studies) and Dr. Josh Rothman (UA, History) presented *A Nation Bound: American Publishers' Bookbindings, Imagery, and Their Relevance to and Reflection of History and Identity in America's First Century* at the American Historical Association (AAHC affiliate), Philadelphia, January, 2006.

-Jessica Lacher-Feldman presented the **PBO** project and the Development of a Digital Project as a New Model for Academic Librarianship for the IMLS Fellows, School of Library and Information Studies, at The University of Alabama on October 4, 2005.

-Jessica Lacher-Feldman, Jennifer Mathews (graduate student, UA), and Erika Pribanic-Smith (graduate student, UA) presented *Publishers' Bindings Online: Building a Multifaceted Collaborative Digital Project* at the Society of Alabama Archivists Annual Meeting in Tuscaloosa, Alabama on November 16, 2005.

-Jessica Lacher-Feldman demonstrated the PBO project at a University of Alabama Libraries Show & Tell, sponsored by UA Libraries Digital Program Advisory Committee, on February 28, 2006.

### **Presentations Accepted:**

Publishers' Bindings Online will be the focus the seminar, *Developing a Collaborative Model for Researching 19th c. Books and Presenting them to a Larger Audience: Issues and Prospects*, presented at the Rare Books and Manuscripts (RBMS) Preconference, "Libraries, Archives, and Museums in the Twenty-First Century: Intersecting Missions, Converging Futures?" in Austin, Texas on June 21, 2006. The seminar will be chaired by Elaine Smyth from Louisiana State University (and a member of the PBO Advisory Committee), with panelists Barbara Walden (UW-Madison, PBO co-coordinator), Jessica Lacher-Feldman (UA, PBO Project Manager), and Sidney Huttner (University of Iowa, and coordinator of The Lucille Project).

### **Publicity, Marketing and Outreach:**

The *Publicity & Outreach* page [<http://bindings.lib.ua.edu/publicity.html>] fully documents and illustrates all manner of initiatives, press, presentations, exhibitions, and other notable appearances of the Publishers' Bindings Online Project. Featured activities for October 1, 2005- March 31, 2006 are:

**Exhibition:** *The Art of Books: Publishers' Bindings Online, 1815-1930*, Jan. 1 - March 29, 2006, Main Lobby, Memorial Library, University of Wisconsin-Madison. A comprehensive exhibition of publishers' bindings from UW-Madison's selections from the PBO project is on display in Memorial Library at the University of Wisconsin-Madison for spring 2006. It is curated by Barbara Walden (UW) and features four large cases plus a computerized kiosk and a poster. The exhibit is in the entrance lobby of Memorial Library, the central research library for

humanities and social sciences. The gate count for Memorial Library during the 3-month period the exhibition will be on display is between 100,000-150,000 people.

**Exhibition:** A small exhibition on the PBO project has been mounted in the lobby of the University Libraries administrative offices, The University of Alabama. An exhibition and small interdisciplinary research symposium is being planned at UA for fall 2006.

**Promotional Materials:** A 16-month calendar (one sheet, 11x17") and a promotional bookmark featuring PBO and a description of the project have been widely distributed. The calendar was included in the distribution of UA Libraries' newsletter, *Library Horizons* (over 5000 distributed) and has been given away at conferences, meetings, through our website, and through other venues.

**Print and Digital Press:**

**Print:** The PBO project was featured on the front page of the Max Kade Institute Friends Newsletter (V. 15 No. 1 Spring 2006). The article, "Judging Books by their Covers: Online Resource is a Bibliophile's Dream" by Kevin M. Kurdylo, MKI Librarian, highlights the PBO project and the titles culled from the Max Kade Institute for inclusion in the PBO project.

**Podcast:** The PBO project (episode 004 see: <http://www.lib.ua.edu/randd/podcast/index.html>) is featured on the podcast *Saving Often* -- a podcast of the Sanford Media Resource and Design Center, part of the University of Alabama Libraries.