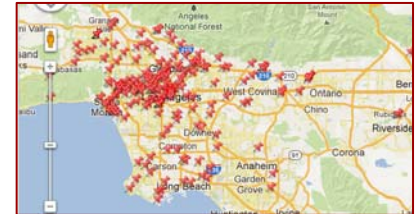




Los Angeles Microhistories

Digital Collections, Media Partnerships,
and Place-Based Discovery



Hugh McHarg, Associate Dean for Planning and Communications
November 5, 2012



The L.A. Archives Landscape

- When you think of Los Angeles, you think of...





The L.A. Archives Landscape

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The L.A. Archives Landscape

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The L.A. Archives Landscape

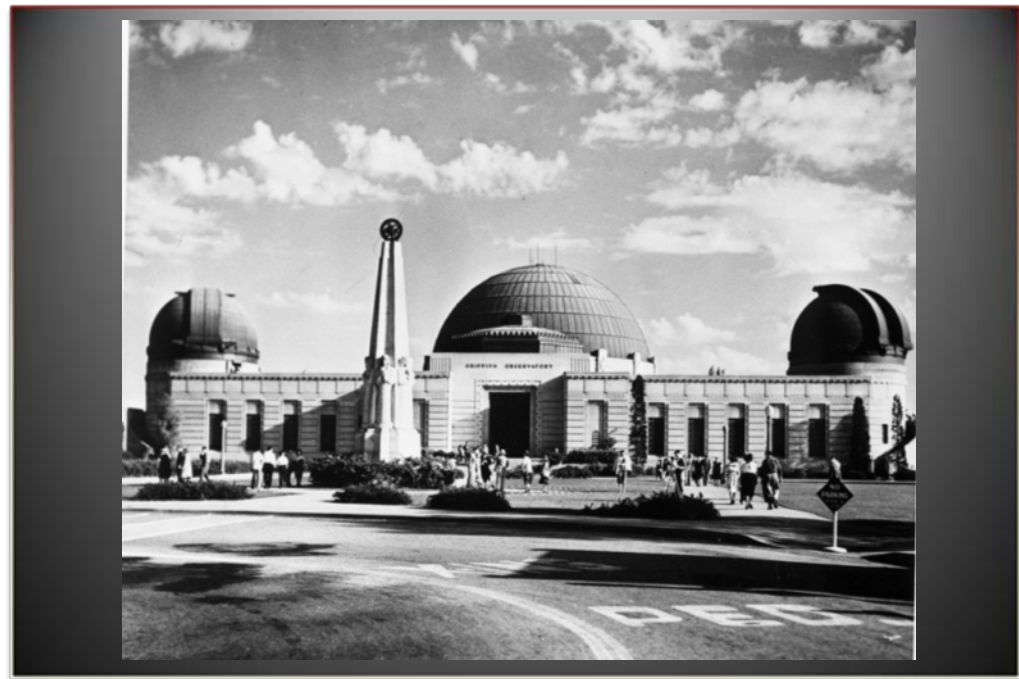
- You **might not** think of...





The L.A. Archives Landscape

- You **might not** think of...





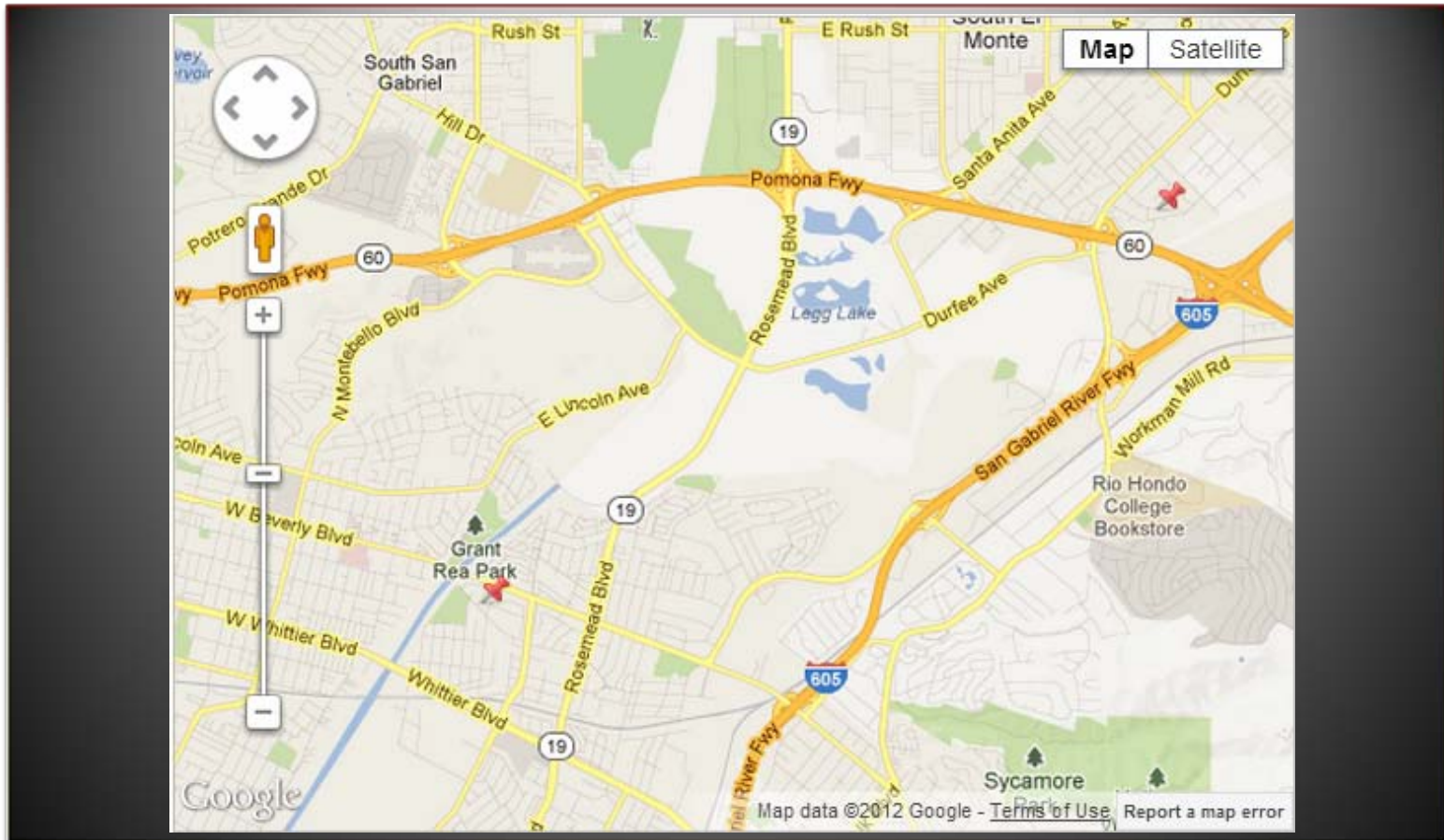
The L.A. Archives Landscape

- You **might not** think of...



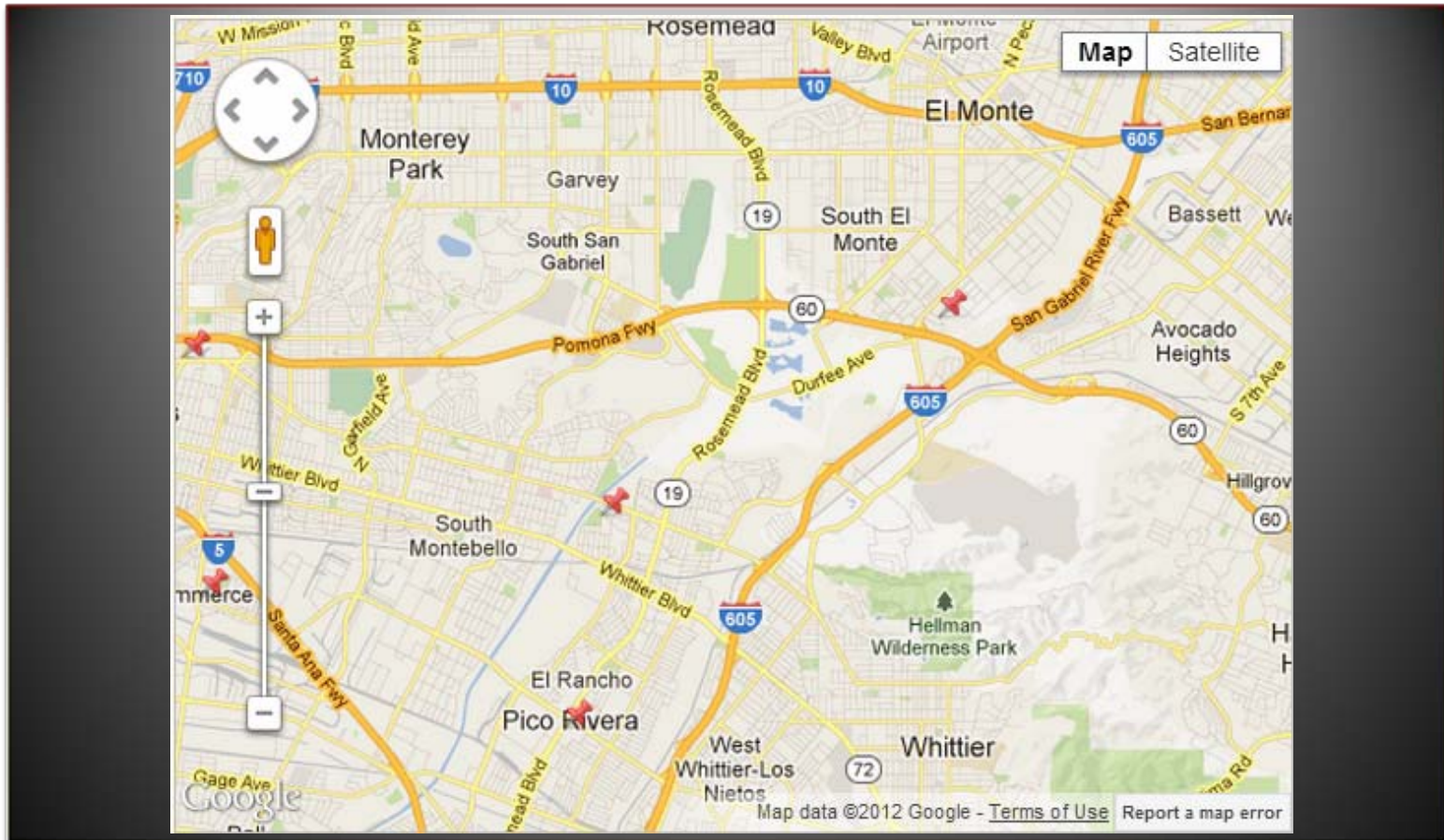


The L.A. Archives Landscape



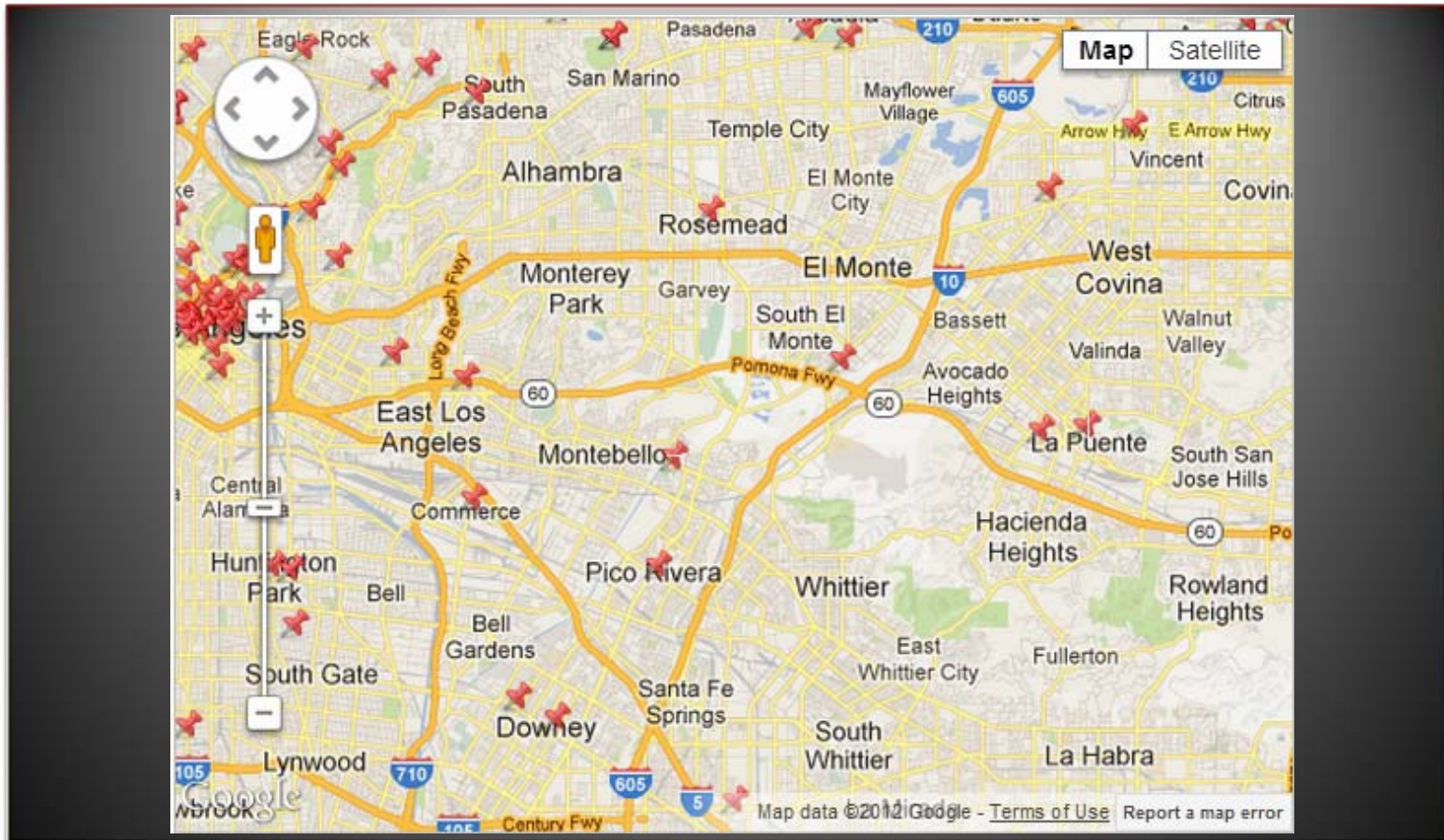


The L.A. Archives Landscape



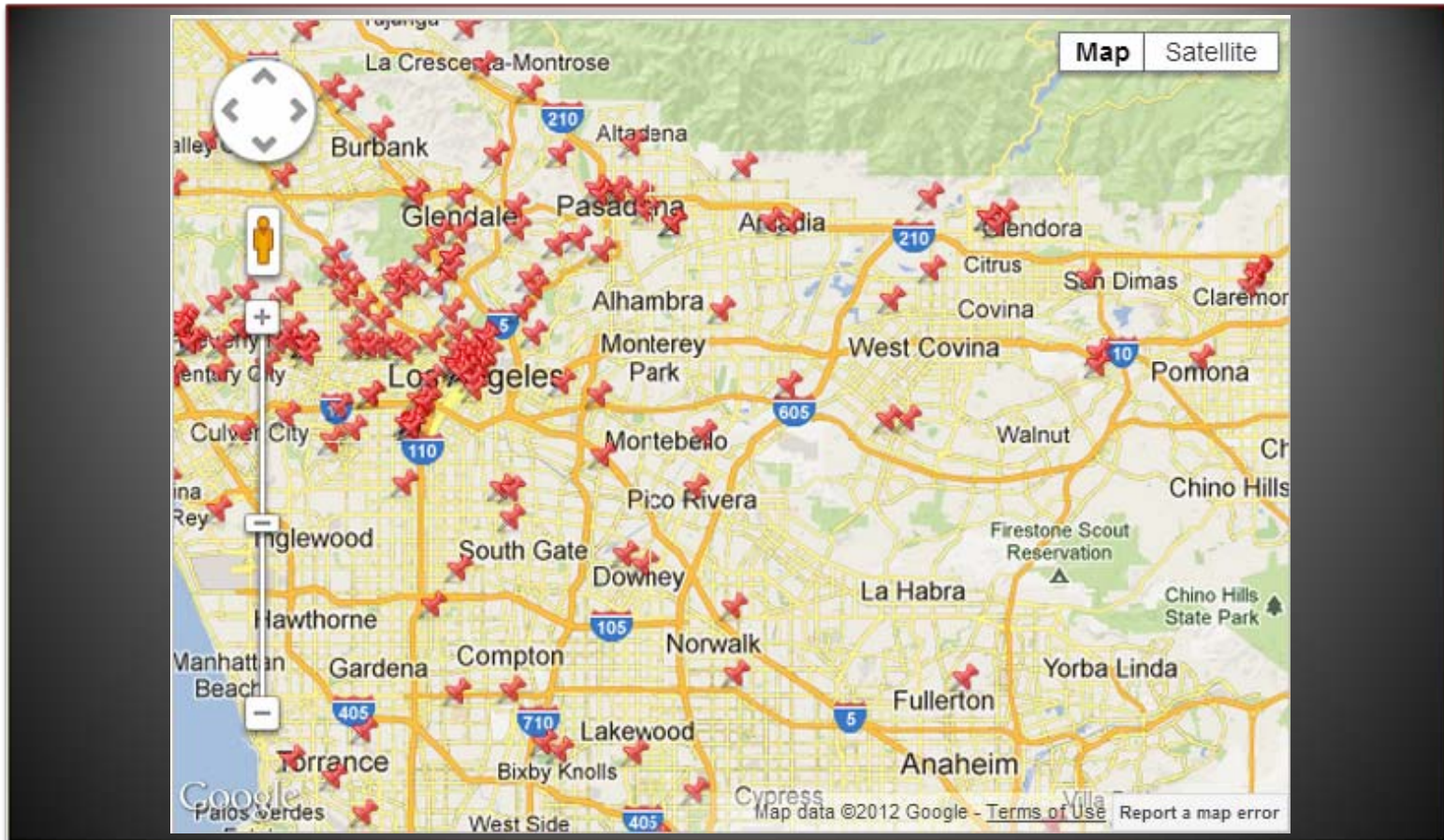


The L.A. Archives Landscape



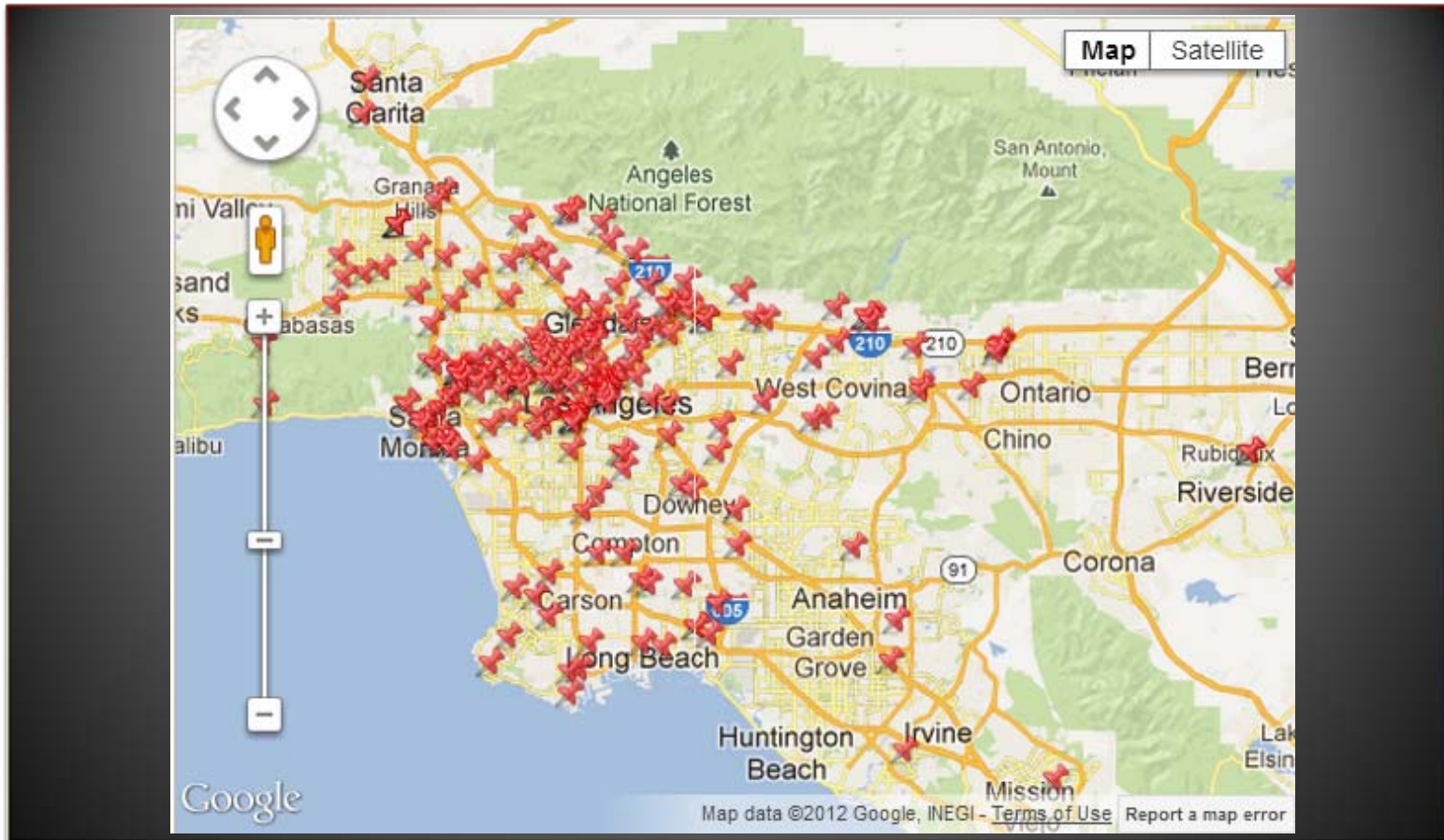


The L.A. Archives Landscape





The L.A. Archives Landscape





Los Angeles as Subject

- A research organization with the story of Los Angeles as its organizing principle
- 230 active members
 - Academic and public libraries
 - Museums and other cultural memory institutions
 - Private collectors
 - Businesses and business groups with relevant collections

History of Los Angeles as Subject

- Began at the Getty Research Institute
- Funded by a grant with a mandate to:
 - Identify L.A.-related collections...
 - ...no matter where they are
 - Create a guide for researchers
 - Highlight less-visible L.A. history
- Moved to USC in 2001



The L.A. Archives Landscape





The L.A. Archives Landscape





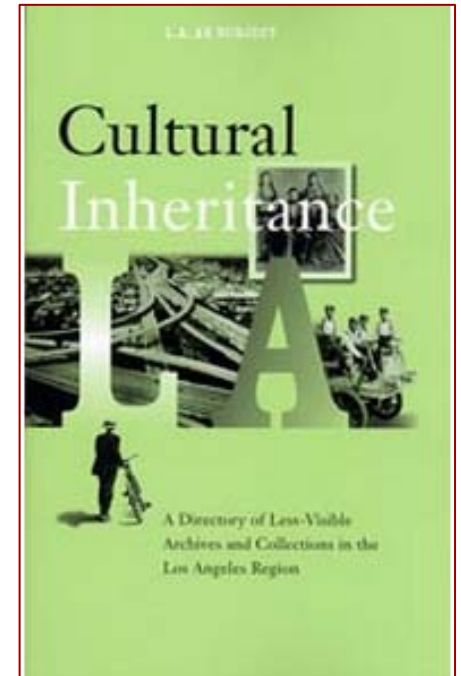
The L.A. Archives Landscape



History of Los Angeles as Subject

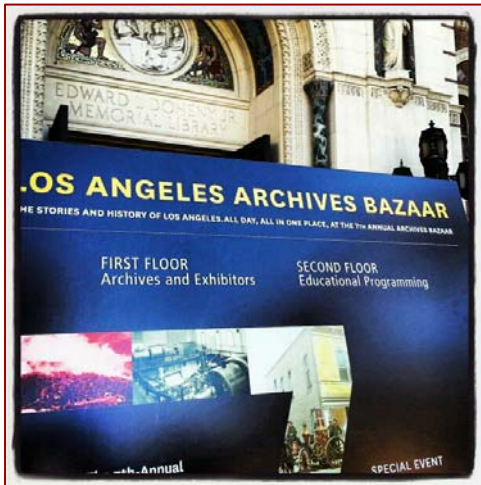


- Began as a printed directory
- An online version followed
- Among the first of their kind in Los Angeles...
- ...but what next for L.A. as Subject as an organization?





Los Angeles Archives Bazaar






Los Angeles Archives Bazaar

- Just held the 7th-annual event
- 80 members exhibited
- 1,000 + attendees
 - Librarians, archivists, curators
 - Faculty, students, K-12 schools
 - Media
 - L.A. history enthusiasts and the general public



L.A. as Subject Online

[Home](#) [Blog](#) [About](#) [Meetings & Events](#) [Archives Bazaar](#) [Directory](#) [Resources](#) [Members Area](#)




**LAasSUBJECT
ANNOUNCEMENT**

SoCal's Devil Winds: The Santa Anas in Historical Photos and Literature
Dormant since spring, the Santa Ana winds howled back to life this week throughout the L.A. area. Triggering allergies, fraying nerves, and alarming... [Read more at KCET.org »](#)


LA as Subject awarded an LB21 Collaborative Planning Grant
Sponsored by the Institute of Museum and Library Services... [Read more »](#)

Featured Exhibit



"Touring Yosemite" at Honnold/Mudd Library at The Claremont Colleges
"Touring Yosemite"
Now through December 22, come "tour" Yosemite through books, photographs, drawings, ephemera and other, mostly 19th century, primary source...

NEWS FROM MEMBERS



UPCOMING EVENTS

Friday, November 2
[Day of the Dead Writers](#)

Friday, November 16
[LAAS event: Sustainable Social Media talk/shop](#)

MEMBER DIRECTORY SEARCH



But We Have to Ask...

- ...How does a researcher, student, or reporter discover L.A. as Subject?
- We do all the social media, which is essential, yet not enough...
- ...to demonstrate the storytelling potential of members' collections



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History | LA as Subject

From Footpaths to the Grapevine: A Brief History of Southern California's Ridge Route

by Nathan Masters | Nov 1, 2012

Tweet 0



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ABOUT

SoCal Focus is a daily blog about the people, places and issues in and around Southern California.



KCET Television



RIDE YOUR BIKE TO SATURDAY NIGHT

BEN GAZZARA
ERNEST BORGHINI
NEPTUNE FACTORY
BATTLE FOR THE
PLANET OF THE APES



MISSION VIEJO
WHERE "HOME" IS A "HOMETOWN" AGAIN

But you haven't done that in years... a warm evening, this little strip of land with some friends, more right to take to a church. Don't bother when you don't have to fight traffic, pay for parking, don't have to worry about the old-fashioned Mission Viejo, we had a feeling people liked things "old-fashioned" - so that's what we did just put you right in the heart of town. A little old-fashioned, maybe, but we think it's nice.

And we were right. Because now it's more than just a place to get there - it's a place to get in the theater - and you know all that old-timey stuff. Mission Viejo is located in the heart of Orange County - the area really is a perfect place to live. And besides the theater, we have a lot of other things to offer. Shopping, dining, and a \$5 million hospital - it's all part of our town, Mission Viejo. And it's all yours when you live here.

ALSO VILLAS TOWNHOMES FROM \$24,495 **NEW MACRO FROM \$43,750** **NEW BARCELONA FROM \$30,950**

THE CASTA DEL SOL ACTIVE RETIREMENT NEIGHBORHOOD FROM \$30,995 **CASTLE FROM \$34,200**

BY HUDSON HILL COMPANY, BUILDERS OF AMERICA'S MOST SUCCESSFUL NEW COMMUNITIES

July 8 28-1435
P 103 x 147
Burlington
2/15/74



Social Media and Viewing Numbers

- Page views: 222,197
- Unique visitors: 186,702
- KCET per post goal: 1,000 views
- L.A. as Subject average: 2,963
- Top performer: “Lost Tunnels of Los Angeles,” with 16,406 views and 13,888 unique visitors
- Best on social media: “Historical L.A. Subway Lines,” with 1,200 likes and shares

But Back to L.A. Stereotypes

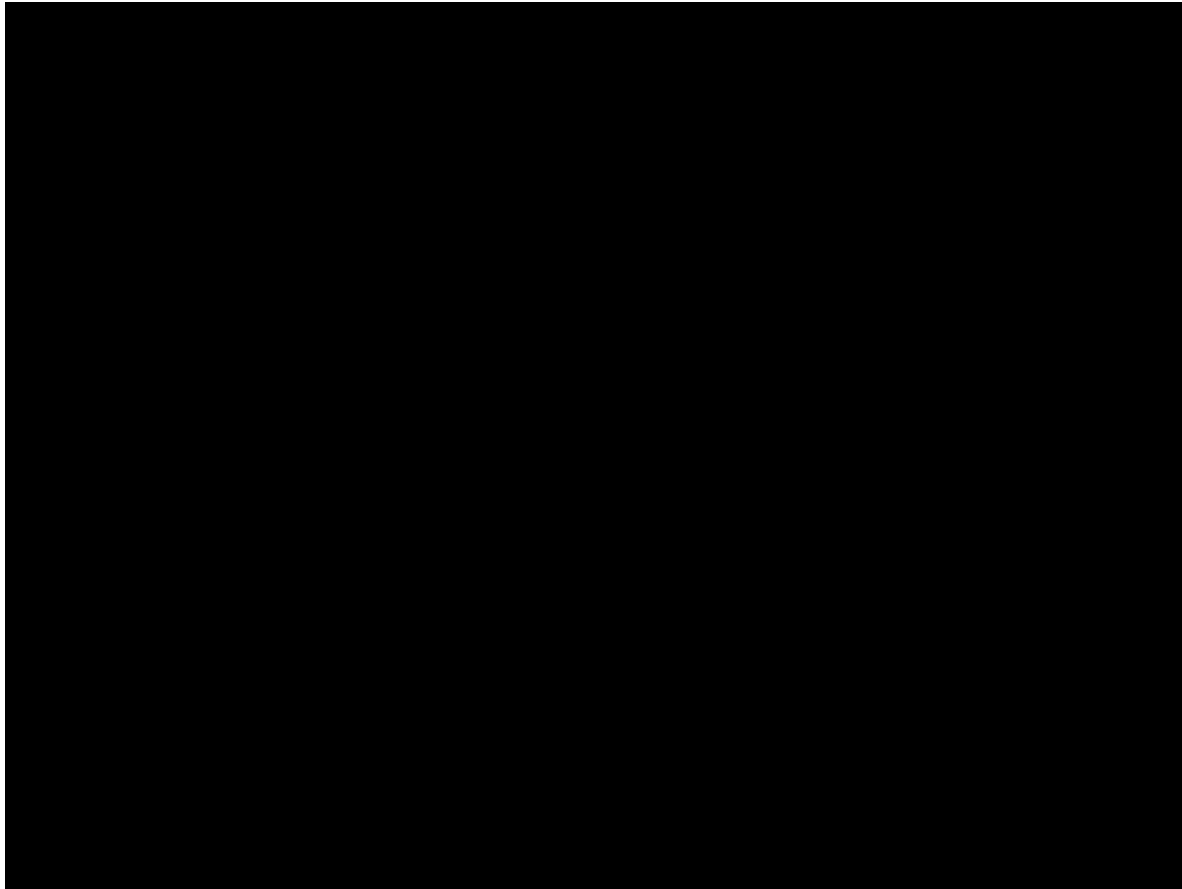


- It has to be on video...
- ...or it doesn't really exist
- So I learned what a funicular is





L.A. Incline Railways





What's Next

- Continuing SoCal Focus articles; 100th article in January
- The video is the first in a series of 3; short clips accessible via mobile devices at metro stops
- Using the videos as proof-of-work for national grants
- A new online series, exploring archival collections as collections of art
- Grant-funded position to build capacity among smaller archives and private collectors



Questions

More at:

- www.usc.edu/libraries/libwire
- www.twitter.com/usclibraries
- www.laassubject.org
- www.kcet.org/updaily/socalfocus
- www.kcet.org/arts/artbound