



NATIONAL ENDOWMENT FOR THE

Humanities

DIVISION OF PUBLIC PROGRAMS

Narrative Section of a Successful Application

The attached document contains the grant narrative and selected portions of a previously funded grant application. It is not intended to serve as a model, but to give you a sense of how a successful application may be crafted. Every successful application is different, and each applicant is urged to prepare a proposal that reflects its unique project and aspirations. Prospective applicants should consult the Public Programs application guidelines at <http://www.neh.gov/grants/public/americas-historical-and-cultural-organizations-implementation-grants> for instructions. Applicants are also strongly encouraged to consult with the NEH Division of Public Programs staff well before a grant deadline.

Note: The attachment only contains the grant narrative and selected portions, not the entire funded application. In addition, certain portions may have been redacted to protect the privacy interests of an individual and/or to protect confidential commercial and financial information and/or to protect copyrighted materials.

Project Title: Soul of a People: Voices from the Writers Project—Library Outreach Programs

Institution: American Library Association

Project Director: Susan Brandehoff

Grant Program: America's Historical and Cultural Organizations: Implementation Grants

Attachment 3: Narrative

The Request

The American Library Association, in association with Spark Media, an award-winning Washington, D.C.-based production and outreach company specializing in issues of social change, is requesting \$293,414 from the National Endowment for the Humanities (NEH) to develop an innovative library outreach program to enhance and increase the nationwide impact of Spark Media's documentary film, *Soul of a People: Voices from the Writers' Project*. The film and library outreach programs will acquaint audiences with the now virtually forgotten story of the largest cultural experiment in U.S. history—the Federal Writers' Project (FWP) of the Works Progress Administration—told against the backdrop of the Depression and 1930s America. The ALA project is titled: *Soul of a People: Voices from the Writers' Project—Library Outreach Programs*.

The ALA library outreach project will offer libraries opportunities to present public humanities programs that explore the works of the Writers' Project, such as the American Guide series of state and regional travel guides, regional cultural studies, oral history interviews, films and photographs, and showcase works of important authors of the 20th century who got their start in the Writers' Project.

In this proposed project, libraries selected to participate will receive grants of \$2,500 to present five different public outreach programs during the period in which the national broadcast of *Soul of a People* occurs (projected for Fall 2008). Public programs in libraries will take place from September through November 2008. The purpose of the library outreach programs is to expand the audience for *Soul of a People*, to educate the public about the Federal Writers' Project and to encourage public dialogue on issues closely related to the project, including national and regional identity, national and regional cultures and how they have changed since the 1930s, and the interplay between history, literature and culture. The ALA Public Programs Office will also sponsor a program on *Soul of a People* at the 2008 ALA Annual Conference in Anaheim, California.

Introduction

The Depression of the 1930s was called at the time the most devastating American crisis since the Civil War. Millions of men and women were jobless. In response, President Franklin D. Roosevelt established the Works Progress Administration (WPA), an agency that provided jobs for hundreds of thousands of Americans to build roads and schools. For a smaller cadre of WPA workers, the tools they used were pen, paper, and the spirit of investigation. The WPA Writers' Project started with a mandate to produce travel guides for each state—the first guides written by Americans and for Americans. The project set up offices in every state and special offices in New York City and Washington, DC.

At its height, the Writers' Project grew to involve some 6,600 employees and 12,000 volunteer readers and editors. In its time, it was disparaged as a charity for mediocre writers, but the decades since have revealed the enduring value of its work for the study of early 20th century

American culture and values. The Project's American Guides, one for each of the 48 contiguous states, U.S. territories and selected cities, were all published by the end of 1941—a remarkably short time for such a panorama. The guides serve today as remarkable and fascinating glimpses into state and regional cultures and mores that reveal much about American values and beliefs of the time.

The Writers' Project also produced thousands of firsthand life-history interviews with everyday Americans, including ex-slaves. Although these interviews were intended for publication, they instead languished in state and national archives for decades when World War II cut short the publication effort. Because of the documentary film and the library outreach project, this rich and surprisingly fresh treasure trove of interviews with 1930s Americans will be reintroduced to a large audience across the U.S. While some parts of the collection have been available online during the past few decades through the web sites of the Library of Congress, the American Folklore Center, and the National Archives, the documentary and library outreach project will bring fresh attention to these sites, and make many more Americans aware of how they can access this remarkable material for personal research or for classroom learning experiences.

In its state guidebooks and interviews, the Writers' Project captured a comprehensive and vital snapshot of Depression-era America, its ideals, its values, and its reality. Historian William Leuchtenburg has noted that the Project reflected the spirit of dynamism and experimentation that marked the country's response to a failed economic system. Arthur Schlesinger, Jr. called the FWP life history interviews "probably the most important body of unexploited evidence for American social history in the first 40 years of the 20th century." The experience of being part of the Writers' Project exerted a powerful influence on some of its workers; for others, the welfare stigma of the Project made it an episode in their lives best forgotten.

However, the impact and long-term effects of the Writers' Project are undeniable. From the ranks of this relief project came four of the first nine winners of the National Book Award in fiction (Nelson Algren, Ralph Ellison, Saul Bellow and John Cheever), and one in poetry (Conrad Aiken). The Project brought creative minds directly into contact with American life and history, as evidenced in works as varied as the poetry of Margaret Walker and Weldon Kees, John Cheever's *The Wapshot Chronicle*, Ralph Ellison's *Invisible Man*, Zora Neale Hurston's plays, and Studs Terkel's radio interviews and books. Among other writers associated with the project were Arna Bontemps, Frank Yerby, Anzia Yezierska and Kenneth Rexroth.

The library outreach project is designed to enhance and strengthen the national impact of the documentary, *Soul of a People: Voices from the Writers' Project*. The film's drama centers on the evolution of the Writers' Project—from its obscure bureaucratic origins to its creation of an epic series of travel guides that amounted to a first-ever national biography. Viewers will learn that, as the project unfolded, the Writers' Project staff struggled between two visions of America: on one hand, an idyllic version common to the tourist industry, and on the other, the iconoclastic and gritty Depression-era picture their research uncovered. The film will reveal how that struggle played out and how these out-of-work American writers created a legacy for American culture by holding up a mirror to the country during one of its most challenging periods.

Soul of a People is broad in its scope, examines an enormously difficult and testing time in American history, and analyzes what that experience has meant for American literature and culture. The film brings American cultural history alive in a direct and vital way—a way which will engage modern audiences in reflection and discussion about the 1930s, the Writers' Project, its rich legacy of resources, and how its impact and influence are visible in American culture today.

To convey its message, the film uses on camera interviews with authors who have written about the Writers' Project, oral histories (both text interviews posted on the Library of Congress American Memory website as well as audio recordings of interviews and songs in the LC archives), Farm Services Administration photographs, rare archival film, and contemporary interviews with surviving FWP workers and writers influenced by them. Libraries with strong links to the film and its story include the New York Public Library, the Chicago Public Library, the Newberry Library, public and university libraries in the Jacksonville, Tampa and Ft. Lauderdale areas of Florida, and libraries affiliated with the state Centers for the Book in Idaho, Nebraska, Wisconsin, Florida, Texas, New York, and California.

Building on the content of the film *Soul of a People*, public programs in libraries, with the help of local scholars, will focus on several humanities themes:

The relationship of regional cultures to national identity. The Writers' Project's architects recognized that the country's regional cultures were fading with the advent of mass communication and modern travel, and they responded by attempting to capture those vanishing cultures in the state and city guidebooks. Today, many programs designed to revive traditional cultures and languages and preserve historic landmarks have their roots in the cultural investigations of the Writers' Project. A number of later writers, including John Steinbeck and Barry Lopez, credited the state guides with inspiration for books about America.

The importance of individual life stories in American history: By bringing to light some of the oral histories and interviews done through the Writers' Project, as well as the sources through which public audiences can locate more of these interviews, this project will allow audiences to understand the importance of individual stories and how they aid in understanding history. Hearing the words of an ex-slave or a grocery store owner in a small town during the 1930s makes history vital and vibrant, and allows insights and personal identification with history that are not often available in a textbook.

Two visions of America: In the state and city guides, the Writers' Project presented a portrait of America that some said was propaganda, and others said truly reflected the country's cultural richness. This conflict about the nature of the guides and other FWP works can provide public audiences the opportunity for discussing competing interpretations of American values and identity, and competing views about what is American and un-American—using FWP materials as a lens to focus the discussion.

The connection between American history and literature: The library outreach project will focus on some Writers' Project personnel who later became prominent American authors. Discussions

led by scholars will help audiences put these authors into an historical context and examine how their own life histories influenced their work, rather than addressing just the works themselves.

This film and library outreach project will bring into wide public view books, authors, and firsthand interviews with people born before the turn of the century who represent largely vanished cultures and values modern audiences might not easily identify with. Are those cultures and values entirely gone? If not, what remains of them? How well do we know our country? What does it mean to be an “American”? This project will encourage the public to look for the threads that link the past to the present—the threads of culture and values that form American identity.

Description

Spark Media, the producers of the documentary film, *Soul of a People*, has received major research, scripting and production grants for the film from various funding sources, including the National Endowment for the Humanities, the Illinois Humanities Council, the Nebraska Humanities Council, the Idaho Humanities Council, the Maryland Humanities Council, Humanities Texas, and the Wisconsin Humanities Council. The project is also drawing upon the vast resources of the Writers’ Project materials available online from the Library of Congress, the American Folklife Center at the Library of Congress, the National Archives, and other state and regional educational institutions. Film editing and production is underway, and national broadcast of the film on public television is projected for Fall 2008.

Spark Media received a consultation grant from the NEH to investigate educational and outreach initiatives to coincide with the film’s broadcast. During the consultation period, a wide range of specialists and scholars participated in a meeting about the Writers’ Project and how to best adapt the themes and ideas in the film for presentation in various program formats to a national public audience. The American Library Association Public Programs Office and several librarians took part in the consultation process, and a decision was made to sponsor programs in libraries to support the national broadcast of *Soul of a People*.

To help libraries present this period of history to the public and engage people in discussions about America then and now and the legacy of the Writers’ Project, the ALA Public Programs Office will coordinate the program series “*Soul of a People: Voices from the Writers’ Project—Library Outreach Programs*” in conjunction with the national broadcast of *Soul of A People* on public television. As soon as a final broadcast date is set for Fall of 2008, the ALA will make a detailed timeline for selected libraries to follow in presenting public programs. Library programs will occur in September, October, and November 2008.

“*Soul of a People*” will offer grants of \$2,500 to 30 libraries to present programs focused on the Federal Writers’ Project. The grants will be used for scholar honoraria, book purchases, publicity, and other program-associated costs approved by the NEH. Application will be open to public, academic and special libraries across the U.S. Libraries will be asked to enlist from a local college or university a lead project scholar with expertise in American history, the WPA and/or the WPA era, to help present and plan programs, to ensure that program content conveys intended humanities themes, and to work with local media and other partners in planning. A

planning workshop will be held in Chicago for the library project coordinator and scholar from each selected library to plan programs and discuss humanities themes and resources. The project advisory committee scholars—all of them historians with expertise about the Writers' Project—will make presentations to the group.

Libraries and their local project scholars will be required to collaborate with at least one of the following in planning their programs: a local public television station, a state humanities council, a college or university, a museum, a state library with FWP archives, or a state or regional folklife center (there are 45 state folklife centers). Collaborating with more than one partner will be encouraged in the application guidelines.

Libraries will receive a list of FWP works about their state (**Attachment 8: bibliography**) from *The Dream and the Deal: The Federal Writers' Project 1935-1943*, by Jerre Mangione (o.p.), and will be asked to locate these publications in state or regional archives to inform local programming. Many state libraries, Centers for the Book, and university libraries have archived Writers' Project materials; some have digitized these resources and made them available online. Selected libraries will also be encouraged to identify WPA art, music, photography and theatre projects in their area, and draw the public's attention to them as well.

Programs in libraries

Libraries will present the following programs, which have been developed to 1) represent the broad scope of Federal Writers' Project works, 2) encourage scholar-led discussion about the project's major humanities themes, 3) acquaint a new audience with the remarkable output of the Writers' Project and with online and print resources that provide access to the project's primary resources:, and 4) complement the broadcast of the documentary, *Soul of a People*.

1) A community-wide *Soul of a People* celebration featuring informal taping of local people's memories and accounts of present-day lives (in the style of the Writers' Project and using interview guidelines used by the FWP); viewing of excerpts from the documentary, distribution of guides to other Writers' Project resources in various media, and readings from Writers' Project works and/or state guides by local community leaders. Libraries will be encouraged to create a 1930s atmosphere with music, displays of books and photographs, food, antiques, and related programs for children. The web site <http://xroads.virginia.edu/~1930s/front.html> will help with 1930s details. It features 1930s dress, radio programs, comic strips, films, books, articles from many magazines including *Survey Graphic*, and other items related to 1930s culture.

2) A program focusing on a Federal Writers' Project work about the library's region. This can be a state, city or county guide, a highway guide, or another Writers' Project guide about an area, e.g, *Gumbo Ya-Ya: A Collection of Louisiana Folk Tales* by the Louisiana Writers' Project, *An Ornerly Bunch: Tales and Anecdotes Collected by the WPA Montana Writers Project*, *Women's Tales from the New Mexico WPA: La Diabla a Pie*, *Oneida Lives: Long Lost Voices of the Wisconsin Oneidas*. or *Mister, You've Got Yourself a Horse* by the Nebraska Writers' Project (all in print). Many details about everyday life in a particular region, state or city— in the 1930s and before—and countless

beloved folktales and local stories would have faded into obscurity were it not for the FWP. This program will connect the library's community with its past, offer an opportunity to compare past and present culture and values, help people to learn more about local and regional stories and perhaps contribute contemporary tales and "urban legends" to a new collection. If feasible, libraries will be encouraged to arrange for an excerpt from a state guide or a regional tale to be published in the local newspaper to encourage attendance at the community discussion.

3) A program in which attendees examine at least four oral histories from the Writers' Project "Slave Narratives" and "American Life Histories" and learn about sources where they can locate other similar documentation. The project scholar will choose appropriate histories at <http://lcweb2.loc.gov/wpaintro/wpahome.html> or <http://memory.loc.gov/ammem/snhtml/snhome.html> on the Library of Congress web site, which features recordings and notes that can be printed out as well. The scholar will lead discussion of the life histories or slave narratives selected, putting them in the context of the Federal Writers' Project and their value to American history. A book which collects selected slave narratives, *When I Was a Slave*, edited by Norman R. Yetman, (Dover, 2002) can be used along with materials from the web site for this program.

4) A program about the prominent authors who contributed to the Writers' Project and later became important figures in American literary history. Libraries will sponsor at least one book discussion session using discussion guides produced by ALA that focus on the later works of Zora Neale Hurston, Richard Wright, Saul Bellow, D'Arcy McNickle and Dorothy West. Libraries will be encouraged to present more than one book discussion if feasible.

5) A screening of excerpts from the documentary *Soul of a People*, followed by discussion led by the project scholar about the Writers' Project, its impact and legacy, and how the project's picture of America in the late 1930s can inform our understanding of America today—including competing interpretations of American values and identity, and what is understood to be American and un-American.

Dr. Christine Bold, one of the project scholars, says that "one of the project outreach activities (local people recording their memories) is strongly reminiscent of a great innovation of the Writers' Project: treating "ordinary people" as writers. The Writers' Project encouraged everyday voices not just in terms of interviewees and subject-matter but also in terms of those doing the interviews and writing the guidebook entries. It seems amazing that from a very motley crew of white-collar unemployed, the Project produced what John Steinbeck, 20 years later, called 'the best writers in America'."

Educational and interpretive materials for libraries

The following materials will help libraries develop local programs with scholars, attract an audience, and present the humanities themes of the film and the products of the Federal Writers' Project to the public. All of these materials will be available on the ALA web site for the use of

libraries and scholars who are not selected for this project, but would like to present programs in their communities:

Support Notebook

Each library will receive a notebook developed by the project team containing discussion questions to guide local scholars in presenting humanities programming, suggestions for organizing programs and recruiting local partners; lists of books, films and recordings; an annotated list of web sites containing materials from the Federal Writers' Project and materials related to it; a press kit with photos and sample press releases and PSAs; reporting forms, and other materials. A key feature of the notebook will be explication of project humanities themes and discussion questions designed to bring out these themes in public programs. The notebook will also be available online.

Brochure for distribution to the public

The project team will create a brochure about the Federal Writers' Project for libraries to distribute to public audiences. The brochure will describe the Writers' Project and list a selection of the best materials available in print and on the web for further reading and research. Prominent on the lists will be the Library of Congress and American Folklife Center web sites with access to primary written and recorded materials from the Writers' Project. This brochure will be printed, but will also be available in digital format for downloading by libraries.

Publicity poster

A color poster will be designed for the library program series; each library will receive 25 copies and the poster files will be available online for downloading.

Book discussion guides

The ALA, in a previous NEH funded project called StoryLines America, created book discussion guides for the following books, all of which are currently in print. These five authors were associated with the Writers' Project—their lives and works will offer excellent examples of how the Writers' Project helped launch some of the nation's best writers. Factual information about their participation in the Writers' Project will be added to the discussion guides, and the guides will be re-designed for the FWP programs. The guides will be available in digital format for downloading by libraries. (**Attachment 10: Book discussion guides**)

Their Eyes Were Watching God by Zora Neale Hurston (Florida Writers' Project);

Native Son by Richard Wright (Chicago and New York Writer's Projects);

The Adventures of Augie March by Saul Bellow (Chicago Writers' Project);

The Living Is Easy by Dorothy West (New York Writers' Project);

The Surrounded by D'Arcy McNickle (Montana Writers' Project).

Soul of a People companion web site and DVD.

The documentary filmmakers will create a web site and DVD to complement the film, with interactive features to allow exploration of topics in greater depth. The core focus will be the 10,000 American Life Histories interviews conducted by Writers' Project writers, and state and city guidebooks produced by the Project, with online vintage maps and descriptions of cultural events.

Bibliography of the American Guides series

Selected libraries will receive a bibliography of state, city, regional, county and federal highway guides created by the Federal Writers' Project. Libraries will be encouraged to locate manuscripts about their area and provide information to the public about their location and accessibility. **(Attachment 8)**

Curriculum materials

Spark Media, producers of *Soul of a People*, will develop materials with curriculum experts, including complementary educational media, resources for teachers of history, guides for collecting oral histories, and suggested activities for teachers with full lesson plans. These materials will be available to project libraries.

Libraries will also receive a list of web sites with authoritative curriculum materials and lesson plans for teachers. Libraries may give this information to local schools, hold teacher workshops, or have programs for students in the library. There are many curriculum materials available about the Writers' Project from various sources, including the following web sites:

<http://newdeal.feri.org/asn/lesson00.htm> (lesson plans for using narratives of former slaves and other Writers' Project works);

<http://frontiers.loc.gov/learn/lessons/oralhist/ohhome.html> (lesson plans from the Library of Congress relating to the Federal Writers' Project life histories interviews); and

<http://edsitement.neh.gov/> (curriculum units about the slave narratives, FWP Florida folklife, and other FWP topics sponsored by the National Endowment for the Humanities in partnership with the National Trust for the Humanities and the Verizon Foundation).

Selection of libraries for the project

The ALA will invite applications from public and academic libraries in the U.S. through electronic e-mail lists, the library press, and selected mailings. The RFP will be featured prominently on the ALA Public Programs Office web site and promoted through other ALA divisional publications such as *Public Libraries*, *College and Research Libraries News*, and *American Libraries Online*. The Public Programs Office anticipates high interest in this unique project because of its connection to a nationally broadcast public television documentary and the array of materials available for programs. A number of libraries have expressed their interest in the project. **(Attachments 11, 12 and 13: Support letters from libraries)**

Thirty libraries will be selected based upon the following criteria: recruitment of a qualified lead scholar for local programming and a major project partner; contact with local organizations and institutions for help in supporting programs; evidence that the library has investigated FWP materials available in its state and region; commitment to a publicity plan that will make the widest possible audience aware of the project; evidence of library administrative support for the project; and enthusiasm and ideas for connecting the community with FWP materials. There will be 150 required public programs presented during the project, but based on ALA's past experience with libraries in other cultural programming projects, most libraries will present more than five programs.

Project meetings during the implementation period

Meetings during the implementation period will include the following:

1. A one-day meeting of project scholars, librarians, the producers of the documentary film, and ALA staff in Chicago in October 2007 to review project humanities themes, to confirm a final plan for library programs before project applications are issued, to confirm local scholar qualifications required, to review available FWP resources and their locations both on and offline, to outline the project brochure, and to organize the planning workshop for librarians and scholars from selected libraries.
2. A one-day planning workshop in Chicago in June 2008 for a librarian and the lead project scholar from each selected library. Presenters at the workshop will include project scholars, the documentary producers, ALA Public Programs Office staff, and librarians with experience in cultural programming in various formats. A sample agenda follows:

Morning Session

- Introduction to the project goals for broadening public engagement in the humanities and project humanities themes
- Review of the Writers' Project and its works by project scholar
- Review of the program formats and the humanities content to be included in each program; suggestions for other programs
- Discussion of the authors of the Writers' Project and the biographies and discussion guides for Zora Neale Hurston, Richard Wright, Saul Bellow, Dorothy West and D'Arcy McNickle
- Discussion of 1930s culture and possibilities for the FWP celebration

Afternoon Session

- Writers' Project materials: where are they online and offline?
 - The *Soul of a People* film and website
 - WPA state guides and life-history interviews from the Writers' Project
 - Library of Congress, American Folklife Center and National Archives web sites
 - Other archived documents from the period
 - Related films
- Project partners: Working with them and what the library should expect from them
- Local project fundraising: who can help; who should be approached
- Publicity: methods and materials, targeting special groups
- Guidelines for interviewing local people for life histories
- Review of interpretive and educational materials for libraries

Planning workshops have been very successful for previous ALA cultural programming projects. Librarians and scholars are enthusiastic about meeting others who will be developing programs for the same project. They stay in contact with one another, exchange ideas and resources, and in general, help to make the project successful for all libraries. An electronic e-mail discussion list dedicated to the project will be available through ALA for librarians and scholars.

The ALA Public Programs project staff, and through them, the project advisory committee, will be available throughout the selected libraries' planning periods for consultation about programs and materials.

Audience

The primary audience for this project will be out-of-school adults in 30 communities of various sizes across the United States. The ALA will encourage libraries applying for the project to develop a plan to reach the widest possible audience through programming and public relations efforts, and to work with local and regional civic, humanities and other special interest organizations to reach that goal. The project application will also ask libraries to include plans for reaching out to underserved populations in their community. All libraries will receive a media kit prepared by the ALA to develop publicity and to market the project to their communities. Libraries selected will be encouraged to work with local schools to incorporate project content and themes into the curriculum, especially during Fall 2008 when the public television documentary airs.

The nation's more than 16,000 public libraries attract audiences that are diverse in race, cultural background, ethnicity, age, and educational and economic levels. Characteristics of library users in a recent survey reveal a broad, inclusive audience: 1) more than 6 in 10 adults (66%) use a public library at least once a year; 2) libraries are used almost equally by men (63%) and women (68%); library audiences are racially diverse: a majority of European Americans (67%), African Americans (58%), and Latinos (62%) are library users.

This project will serve that demographic profile, but it will also reach new audiences by asking academic libraries to apply for the project. Academic libraries are increasingly becoming involved in cultural programs which bring together campus and community and expose students and faculty to a new role for the academic library. Cultural programs in which university faculty lead discussion groups that include students and community residents help colleges and universities fulfill goals of outreach to the community and wider use of library collections.

The ALA will construct a web site for the project which will make available to all Internet users the resources gathered together to support libraries participating in the project. Bibliographies, film lists, web site lists, speaker contacts, book discussion guides, and other materials about the Federal Writers' Project will be available. Materials on the ALA Public Programs web site are used by the library and non-library community alike. For example, discussion guides for past ALA StoryLines America radio book discussion projects (offered in 2002 and 2004 and funded by the NEH) were downloaded more than 10,000 times during 2006 by libraries and non-library organizations.

Project Team

The team for this project includes scholars with in-depth expertise in the Federal Writers' Project, the Spark Media documentary film producers, librarians with cultural programming experience, and ALA Public Programs Office staff who have worked on many library cultural programming projects with NEH support. (**Attachment 6: resumes**)

Advisory committee

The project advisory committee will attend a meeting in Chicago at the beginning of the project and will review and approve final versions of all project materials: application, projected support notebook materials, FWP materials, brochure and poster, and book discussion guides. One scholar will focus on the project brochure, and all scholars will be asked to contribute discussion questions related to project humanities themes for inclusion in the support notebook. They will make presentations at the planning workshop about project humanities themes and advise scholars and librarians on how to best emphasize them in local planning.

Christine Bold is Professor in the School of English and Theatre Studies at the University of Guelph, Guelph, Ontario. She received her Ph.D. from the Department of English Language & Literature, University College, London, and a First Class Honors M.A. degree from the Department of English Language & Literature, University of Edinburgh. She is the author of *Writers, Plumbers, and Anarchists: The WPA Writers' Project in Massachusetts* (Amherst: University of Massachusetts Press, 2006) and *The WPA Guides: Mapping America* (Jackson: University Press of Mississippi, 1999). Bold was a research collaborator for "Improvisation, Collaboration, and Communities in Dialogue: An Interdisciplinary Model for Reconsidering and Promoting the Social Function of Research in the Humanities," funded by a grant from the Social Sciences and Humanities Research Council of Canada.

Peggy A. Bulger is director of the American Folklife Center at the Library of Congress, the second person to hold that position since the Center was created by the U.S. Congress in 1976. A native of New York State, she holds a B.A. in fine arts from the State University of New York at Albany, an M.A. in folk studies from Western Kentucky University, and a Ph.D. in folklore and folklife from the University of Pennsylvania. A folklorist, consultant, and producer, Bulger has been documenting folklife and developing and managing folklife programs for more than 30 years. She has been Florida State Folk Arts Coordinator (1976-79), Florida Folklife Programs Administrator (1979-89), and Program Coordinator, Director, and Senior Officer for the Southern Arts Federation (1989-99). Bulger is the author of *South Florida Folklife*, with Tina Bucuvalas and Stetson Kennedy, (1994) and the editor of *Musical Roots of the South* (1992).

Judith Cooper is Coordinator, Programs & Publications, at the Enoch Pratt Free Library in Baltimore, Maryland. She earned an M.A. degree in Library Science at Indiana University, Bloomington, and a B.S. at Miami University of Ohio. Ms. Cooper has worked in libraries in Florida, Indiana, and Georgia, and was Chief, Development & Programming, for the Prince George's County (MD) Memorial Library System for 10 years. She has many years of experience in developing cultural programs for adult audiences, including traveling exhibitions and related programs, reading and discussion series, film discussion projects, author readings and signings, and annual festivals and events. Her projects have won two John Cotton Dana Public Relations Awards from the American Library Association.

Jerrold Maury Hirsch is Professor of History, Division of Social Science, Truman State University, Kirksville, Missouri. He earned the Ph.D. and M.A. in History from the University of North Carolina, Chapel Hill, and a B.A. in History from Antioch College, Yellow Springs,

Ohio. Hirsch is the author of *Portrait of America: A Cultural History of the Federal Writers' Project* (Chapel Hill: University of North Carolina Press, 2003), and the co-editor, with Tom Terrill, of *Such As Us: Southern Voices of the Thirties* (Chapel Hill: University of North Carolina Press, 1978), and has written many articles and reviews pertaining to the Federal Writers' Project. Hirsch was Andrew Mellon Fellow in the Humanities at Harvard University in 1988-1989.

Andrea Kalin is President and Founder of Spark Media, and director and co-producer of *Soul of a People*. She is an award-winning director and producer with numerous credits related to social issues. A graduate of American University, Andrea spent several years in radio and news broadcasting before moving into documentary film. She founded Spark Media in 1989 in order to create programs that excite, incite and entertain. In the past few years, her work has garnered more than 45 prestigious international awards, including two Gracie Awards from American Women in Radio and Television, several CINE awards, two EdPress Awards of Distinction, a Gold UNESCO medal, and the Erik Barnouw Award for Best History Documentary for *Partners of the Heart*, which first aired on PBS's "American Experience" in February 2003. She recently completed a feature-length documentary on the *New York Times* bestseller, *The Pact*, about three friends from inner-city Newark, N.J., who vow to become doctors and succeed. Ms. Kalin is also producing and directing the NEH-funded documentary, *Prince Among Slaves*, about an African prince kidnapped by slave traders and brought to the U.S., and his efforts to be freed and return to Africa.

David Taylor is co-producer and co-writer of *Soul of a People*. He has written award-winning scripts for National Geographic, the Discovery Channel, the Travel Channel, and others. He served as creative consultant for Spark Media's *Partners of the Heart*, and wrote CINE-Award-winning mini documentaries for the DVD version. Taylor has written articles on the arts and culture for *Smithsonian*, *DoubleTake*, *Village Voice*, *Stagebill*, and *The Washington Post*, and has written for the Lincoln Center for the Performing Arts, the National Science Foundation, and developed scripts and treatments for international films. His book on the history of American ginseng, *Ginseng, the Divine Root: The Curious History of the Plant That Captivated the World*, which explores the link between landscape and cultures ranging from Appalachian communities to Southeast Asian refugees in the Midwest, was published in May 2006 by Algonquin Books.

ALA Public Programs Office project staff

The American Library Association Public Programs Office will be responsible for the following aspects of the project:

- coordinating the work of the project advisory committee to meet deadlines for design and production of project materials
- issuing RFP to libraries, helping NEH to select host libraries, and developing a program timeline in association with Spark Media
- public relations, including national promotion, press kit materials for local promotions, ALA web site;
- writing performance and financial reports for NEH;
- organizing the training workshop and production of the Support Notebook;
- overseeing poster, brochure production;

- distributing materials to library sites;
- collecting reports from libraries;
- coordinating communication among libraries and the project team throughout the project concerning programs and other issues.

Susan Brandehoff, program director for traveling exhibitions and media projects in the Public Programs Office at the ALA, will serve as project director and will coordinate ALA participation with the advisory committee, Spark Media, vendors and libraries. She has managed “StoryLines America,” a public radio-library partnership involving on-air discussion of regional literature, and exhibitions such as “Elizabeth I: Ruler and Legend” with the Newberry Library, “Changing the Face of Medicine” with the National Library of Medicine, and “Forever Free: Abraham Lincoln’s Journey to Emancipation” with the Huntington Library, for ALA. She served as managing editor of ALA’s *American Libraries* magazine (1980-87) and as managing editor of *Arts of Asia* magazine in Hong Kong (1989-90).

Deb Robertson is director of the Public Programs Office at the American Library Association. Since coming to ALA in 1982, she has held a number of positions in publishing, public relations, and programming. She is responsible for the creation of an endowment for cultural programming in libraries, The Cultural Communities Fund, and has served as project director for numerous library cultural programming projects supported by a wide array of governmental and foundation sources. She will oversee the project budget with the cooperation of the ALA Finance and Budgeting Office.

Lainie Castle-Cimfel, program officer, Communications, in the ALA Public Programs Office, will coordinate project publicity within the library community, issue the RFP to the library community, create PR tools for tour libraries, and support the work of project staff and host libraries in regional and local publicity for the project.

Kara Giles, web site coordinator for the ALA Public Programs Office, will create the *Soul of a People* ALA web site containing site information, the support notebook, and links to site web sites for local program information. She will also investigate ways to make project materials more widely available through the ALA’s new “online communities” communications software.

Sofiana Peterson, administrative assistant for the ALA Public Programs Office, will provide major organizational and administrative support for the project, including application processing, communication with libraries, planning logistics of the workshop for selected libraries, distributing support materials to libraries, and overseeing final reports from libraries and recording program statistics for use with interim and final reports to the NEH.

Colleen Barbus, administrative assistant, will create ALA network files for selected sites and coordinate site files and financial files for the project.

Work Plan

2007

October

Meeting with advisory committee in Chicago—ALA organizes and handles arrangements

November

Confirm final version of project application form; issue RFP to library community

Begin writing and design of project brochure

Begin re-design and adding of information to book discussion guides

December

Begin compilation of materials for support notebook for libraries

2008

January

Conference call with advisory committee about planning workshop

February

Deadline for applications—mid month

Confirm final agenda for planning workshop; reviewed by advisory committee

March

Complete brochure and poster design

Complete re-design of book discussion guides

Prepare lists of FWP materials for support notebook; check on print status

Preliminary list of project libraries to NEH

May

NEH selects final list of 30 project libraries; libraries notified of selection.

June

Planning seminar in Chicago for librarian and scholar from selected libraries (mid month)

Brochure and poster printed, mounted on ALA project web site

Program about *Soul of a People* and library outreach at ALA Annual Conference, Anaheim

July- September

Selected libraries begin local marketing and publicity for the project
Some programs in libraries

October

National broadcast of *Soul of a People* on public television
Programs in libraries

November

Programs in libraries end

2009

January

Libraries submit final project reports to ALA by January 30

April

ALA completes final project report to the NEH.

Fundraising Plan

The ALA Public Programs Office will alert the state humanities councils of the libraries selected for this project and encourage them to help fund local programming with grants to libraries and/or library partners. The ALA will also seek additional funding for the project from foundation sources during the project development period. Any additional funding raised will be used to add more sites to the project. The ALA Public Programs Office will also provide project cost share for training materials for librarians and for other training workshop costs.