

GAMG 2018

Georgia Association of Museums and Galleries Newsletter

WINTER 2018

President's Message



Greetings GAMG Members!

Excitement is building for our 2019 conference in Atlanta, January 23-25! We have a wide variety of sessions, tours, behind-the-scenes events, and networking opportunities that you do not want to miss! Registration is open now

and I hope you will join us. Throughout this issue, we spotlight the conference and provide information on other GAMG opportunities, such as MUSE consultations. To ensure we're meeting your needs, the GAMG board is asking our members to complete a brief survey about GAMG's mission and programming. Please share your thoughts online at www.gamg.org or at the conference where we will have hard copies of the survey. We value your voice!

As we enter into the holidays, please know how thankful we are for our members. I hope that you and your families enjoy a wondrous holiday season and a prosperous new year!

Sincerely,

Matthew S. Davis
President

.....

The GAMG board is in the process of updating our brand. This update may include changes to our logo, an expansion of services, or even a name change. We would love your input! Would you take a short survey to ensure we are accurately representing our membership across the state and across disciplines?

Visit gamg.org to take the survey today!

GAMG OFFICERS

Matthew S. Davis
President
Historic Museums
Georgia College

Jose Santamaria
Past President
Tellus Science Museum

Ephraim Rotter
Vice President
Thomas County
Museum of History

Christy Crisp
Secretary
Georgia Historical Society

Rachel Bragg
Treasurer
HW Exhibits

BOARD OF DIRECTORS

Rebecca Bush
The Columbus Museum

April Moon Carlson
Oak Hill & The Martha
Berry Museum

Matt Davis
Old Governor's Mansion

Althea Foster
John's Creek Arts Center

Mary Wilson Joseph
Atlanta History Center

Virginia Howell
Robert C. Williams Museum
of Papermaking

Polly Huff
Georgia Museum of
Agriculture & Historic
Village at ABAC

Christa McCay
Marietta Museum of History

Rick Spears
Fernbank Science Center

Holly Wait
National Civil War Naval
Museum

Administrative Director's Message



Each year the GAMG Conference Local Host Committee plans exciting events to provide attendees a flavor of the host community, and this year is no exception. Take advantage of the pre-conference tours on Tuesday, January 21st, and you won't regret it. Then stick around for the workshops, sessions, and evening events the rest of the week and you will find yourself re-charged and eager to return to work filled with ideas for your institution. Here's a sampling of the special events arranged just for you. I look forward to seeing you in Atlanta!

.....
The **Chick-fil-A Backstage Tour** offers a fun-filled and enlightening storytelling experience, inspired by the fascinating history, culture and values of Chick-fil-A. Guests explore the unique Chick-fil-A story through a guided walking tour, tasting a special treat and shopping our merchandise kiosk. Located just south of Atlanta, the Chick-fil-A

Support Center is nestled on a scenic 80-acre landscaped campus.

The Breman Museum is dedicated to making the lessons of the Holocaust and the history of the Southern Jewish experience available to the general public. The Atlanta museum is home to the permanent exhibition *Absence of Humanity: The Holocaust Years, 1933-1945*; the *Blonder Family Gallery* dedicated to Southern Jewish History; and the *Schwartz Gallery*, which hosts a variety of traveling and rotating exhibitions. The Museum Library and *Cuba Family Archives* add to on-site offerings while *The Weinberg Center for Holocaust Education* provides resource for students, teachers, and lifelong learners. The Breman Museum is honored to serve as a host during the progressive dinner on Wednesday, January 23rd. Join us for dinner and please feel free to tour our gallery that evening or at any time during the conference during regular business hours.



World of Coca-Cola at Pemberton Place® celebrated its Grand Opening on May 24, 2007 and is the only place where you can explore the fascinating story of Coca-Cola® – the world's best-known beverage brand. Private tours of the Coca-Cola Archives space on the Coca-Cola Campus will be a unique experience as guests see the historical advertising, original artwork, and iconic imagery of The Coca-Cola Limited capacity for this tour.



The Fox Theatre will host a limited number of GAMG Conference attendees for a behind the scenes tour of the Theatre. The smaller group tour will allow for participants to see support systems for the National Historic Landmark building as well as a glimpse inside the Fox Theatre Archives collection which is rarely open to the public. Restoration team members will lead the collections components of the tour and look forward to learning from fellow preservationists.

The Center for Puppetry Arts' mission is to inspire imagination, education and community through the global art of puppetry. The Center is a unique cultural treasure - a magical place where children and adults are educated, enlightened and entertained. Since 1978, the Center has introduced millions of visitors to the wonder and art of puppetry and has touched the lives of many through enchanting performances, curriculum-based workshops and the hands-on Museum, as well as Distance Learning and Outreach Programs.



GAMG participants are able to receive free admission to the Center for Puppetry Arts' Worlds of Puppetry Museum with their conference badge. This includes the Center's current special exhibition: *Jim Henson's The Dark Crystal: World of Myth and Magic*.

Clio for Small Museums

By Eliza Kolander, museum professional and Georgia native

As museum professionals, publicity is a constant challenge. Social media offers potential to reach new audiences by leveraging our current network of supporters. But how else might we expand our outreach efforts? While mobile devices suffer from a number of limitations, these little machines offer some incredible possibilities, such as the capacity to reach people at the moment when they are most curious about the history that surrounds them. Several states have mobile applications for historical markers, state historic sites, or state landmarks; it is worth discovering if there are any similar mobile applications in your region. There are also several mobile applications that record oral history interviews, most notably the StoryCorps app, which offer the opportunity to record and preserve interviews to those working with a limited budget.



A Clio user learns more about Carter G. Woodson, “The Father of Black History,” while on a Clio tour of Huntington, West Virginia.

Clio (www.theclio.com) is a free educational website and mobile application created by historians at Marshall University that works throughout the United States. Clio uses GPS to connect users to the history that surrounds them with entries that help people discover the history behind monuments, markers, buildings, and museums. Each entry can (and should) include links to relevant websites, related books and articles. Clio is free for everyone and its designers welcome public historians to use the platform to drive physical traffic to museums and virtual traffic to museum websites.

There are 20,000 people using Clio each month as they travel. In addition to being a fun way to discover nearby history, this is also a great way for museums to reach the public. Over the past two years, academic and local historians have authored nearly ten thousand entries throughout the United States. Many of these entries promote museums directly by providing links to museum websites, as well as related books, articles, and digital resources. I would encourage all of my colleagues to make sure that their museums, as well as other nearby historical sites, are included in Clio. The system is easy to use—if you can send an email with an attachment, you have the technical skills to create and improve entries in Clio.

Clio is working to connect a growing audience to nearby museums and historical societies, while also increasing awareness of historic buildings and events that may or may not have been commemorated by monuments and markers. Perhaps best of all, it allows historians and museum professionals to communicate directly with the public while promoting their work through links to reliable websites and primary and secondary sources. While it takes years to raise funds and secure approval of historic markers, a museum or historian can create several Clio entries in a single afternoon. In addition to offering the freedom to provide multiple perspectives, these entries can include photos, oral histories, and videos.

From my perspective, one of the most exciting possibilities for a mobile application such as Clio is the capacity for museums professionals to provide the backstory behind a museum from the founding to efforts to preserve and expand our collections. When it comes to markers and monuments, Clio might also provide more detailed information than might be carved into stone or metal. In addition, Clio can provide multiple perspectives on the past and show how historical monuments have been interpreted over time. Such an approach may be especially relevant for those seeking to offer historical context for current debates about Confederate monuments.

Clio's lead creator, Dr. David Trowbridge, hopes that Clio can encourage people to discover new information about familiar places. “Mobile devices can distract and disconnect us from the world around us, but they might also connect us to a world of information,” Trowbridge explained. “I built Clio as a fun way to engage with nearby history, but I also see it as way to cultivate our natural curiosity and encourage a more active view of the world around us.”

Clio has already inspired thousands of unexpected discoveries and unplanned diversions for locals and travelers alike. I hope that my fellow museum professionals and local historians will add entries throughout their communities that can help spread awareness of museums and encourage our neighbors and guests to discover the history that surrounds us.



Georgia Association of Museums & Galleries
c/o Michele Rodgers, Administrative Director
P.O. Box 2133
Marietta, GA 30061

PRESORTED
STANDARD
US POSTAGE
PAID
Cartersville, GA
PERMIT No 168

NEW & RENEWING MEMBERS SINCE SEPTEMBER 2018

INSTITUTIONAL

Athica: Institute for Contemporary Art
Coffee County Historical Society
Hammonds House
Historic Westville
Mason-Scharfenstein Museum of Art
Morris Museum of Art
Old School History Museum
Shields Ethridge Farm
Sixth Cavalry Museum
Southeastern Quilt & Textile Museum
Telfair Museum of Art
Tellus Science Museum
The Southern Museum
Witness to War Foundation

SPONSOR

University of Georgia Press

INDIVIDUAL/STUDENT

Rachel Baum
Leigh Burns
Rebecca Bush
Leatrice Ellzy
Mary Ross
Michele Schuff
Peggy Sommer
Ed Weldon
Jane Powers Weldon
Brandy Williamson

GAMG **INFORMATION** **ON BECOMING** **A MEMBER**

Georgia Association of Museums and Galleries is comprised of more than 200 members including individuals, businesses and art, history, natural history, and science museums.

We are open to all non-profit museums, galleries, history centers, science museums and museum associations dedicated to the development and implementation of professional museum practices.

If you are interested in becoming a member or are interested in the exceptional benefits GAMG has to offer, please visit:

www.gamg.org for more information.