I. COVER PAGE: NASS IDEAS Award Application 2017

Name of State Office and Nominating Secretary of State:

Florida Department of State, Ken Detzner

Contact Information:

Gerard Clark, Chief, Bureau of Archives and Records Management Gerard.Clark@DOS.MyFlorida.com 850.245.6639 500 South Bronough Street Tallahassee, Florida 32399

Title of the Program:

State Archives of Florida: Florida Memory Program

Name of the Project Lead:

Gerard Clark, Chief, Bureau of Archives and Records Management

Brief Description of the Program:

Florida Memory is used by Florida citizens and millions of other people worldwide, including historians, librarians, educators, museum and marketing professionals, students, music enthusiasts and media outlets. The program is an ongoing effort to provide free online access to significant photographs, films, sound recordings and archival documents from the collections of the State Archives of Florida. By digitizing materials and enabling patrons to utilize these resources remotely, Florida Memory expands the ability of the State Archives to carry out their statutory responsibility to promote and encourage the study of Florida's history and culture. The website receives over 8 million views and 2 million downloads per month.

General Subject Area of Nomination:

State heritage

II. EXECUTIVE SUMMARY

Please include a summary of the project/program, describing the following:

 History – Describe the factors that led to the development of the program, including program goals and problems it sought to address.

<u>The State Archives of Florida</u>, located in Tallahassee, is the central repository for the records of Florida state government. The Archives is mandated by law to collect, preserve and make available for research the records of the State of Florida, as well as private manuscripts, local government records, photographs and other materials that complement official state records.

The State Archives of Florida began its digitization project in 1994 in order to scan parts of the Florida Photographic Collection; this project became the Florida Memory Program. Florida Memory soon expanded to include document collections, educational materials, videos, audio recordings and curated digital exhibits. In 2004, as part of its digitization efforts, the State Archives sought to use Florida Memory to ease and increase access to the extensive Florida Folklife Collection – for folklorists and the public alike. Staff created item-level descriptions, digitized images and sounds, and lesson plans based on primary sources. After 22 years, Florida Memory now features over half-a-million individual records; more are digitized each and every day.

Florida Memory has expanded the reach of the records available physically at the State Archives. Since Tallahassee is located in northern Florida, residents in Miami and elsewhere had to travel great distances to access historic documents. The Florida Memory Program was created to resolve this issue and make the vast collections at the Archives available to a wider audience of Floridians, as well as millions of other people around the world interested in Florida history and culture.

 Significance – Discuss how the program exemplifies best practices in state government, including its unique, innovative or cost-effective aspects. Please consider how it supports the public policy goals of your office and assists your state office in executing its responsibilities.

Florida's Department of State strives to improve the quality of life for all Floridians. As such the Department collects Florida's important public records and preserves its rich historical and cultural heritage for the benefit of generations to come. Florida's State Archives is a vital part of carrying out the Department's mission related to preserving and providing access to historical records and collections. The Florida Memory Program enhances public access to the State Archives' collections through online exhibits, easy-to-search databases, digitized collections and educational materials. Presently, the Florida Memory website provides free, unlimited access to over half a million historic audio recordings, documents, photographs, maps and video clips to anyone with Internet access, including schools, businesses and the general public. These resources may be reused and reproduced by researchers for blogs, websites, research papers, publications or other media.

The Florida Memory website brings the State Archives of Florida to users at their home, office, library or school, and enables them to use primary source materials easily and efficiently without

physically visiting the Archives. Users are surrounded by Florida history in the form of <u>early photographs</u>, <u>auto registrations (1905-1917)</u>, <u>historic maps of the Sunshine State</u>, <u>early constitutions</u>, <u>audio recordings from the Florida Folklife Program</u>, and <u>video clips</u>. Users can watch and listen to presidents, governors, soldiers, folklorists and celebrities in real time – Florida history and culture are available to them in an entirely unique way. Florida Memory staff continue to find innovative ways to bring collections to the public, as evidenced by the popular <u>Florida Memory blog</u> and <u>Florida Memory Radio station</u>.

The Collection Guides on Florida Memory give a comprehensive overview of broad Florida topics, such as Florida Governors and the Florida Cabinet, A Guide to New Deal Records, and The Black Experience: A Guide to African American Resources. These guides save time for State Archives reference archivists because patrons immediately know what resources are available about a specific Florida topic. Researchers interested in these popular topics can check the guides and find both digitized and non-digitized materials available from the Archives, and determine if these resources will benefit their research. The guides were created through a collaborative effort between the State Library and the State Archives, whose facilities are located in the same building in Tallahassee. The guides are intended to create ease of access for patrons seeking information about these popular topics.

The Florida Photographic Collection, the first collection digitized for use on Florida Memory, is the most popular component of the Florida Memory Program. These images form the most complete online portrait of Florida available—one that draws its strength from images of Floridians at home, at work, and participating in their favorite pastimes. There are currently almost 200,000 digitized photographs available to Florida Memory users worldwide.

Florida Memory is an incredibly popular resource for students and teachers. Florida Memory's online classroom is designed to help teachers and students use photographs, documents, sound recordings and film footage from the State Archives. Archival sources are unique, invaluable tools essential to research and learning that were, until Florida Memory, difficult to make available in an educational setting. The innovative application and integration of digitized archival resources highlighted in the educational components of the site incorporate technology into lesson plans that support Florida's Sunshine State Standards and feature primary source materials that help learning come alive and make history meaningful. This directly benefits teachers and learners statewide and beyond. Teachers who were previously required to bring students to the repository for exposure to primary source material can now download learning units that use archival resources and fulfil Florida history course requirements.

In May 2014, the Florida Memory team launched Florida Memory Radio, a 24-hour streaming Internet radio station. Florida Memory Radio features music from the Florida Folklife Collection relating to the history and culture of the state. The station is an innovative effort to present the Archives' audio holdings to a broader public audience. The station is freely available via the Florida Memory website, Facebook, and apps developed for smartphones and tablets. Florida Memory uses the radio station to actively promote the State Archives' resources rather than to merely make them available. *On This Day in Florida History*, for example, is a supplementary component of Florida Memory Radio where listeners hear daily facts describing an event from Florida history that occurred on a particular day of the year. These facts play on the radio six times throughout that day's anniversary. At the top of every hour, the station plays an introductory message explaining the purpose of Florida Memory Radio and its relationship to the State

Archives of Florida, the Florida Memory website and the Florida Folklife Program. Florida's Secretary of State Ken Detzner also greets listeners every half hour. Recently the program received the Archival Innovator Award from the Society of American Archivists in recognition of Florida Memory Radio.

The State Archives of Florida employs digitization methods and best practices that meet both national and international standards. The digitized resources are available through a variety of hardware platforms supported by the Florida Department of State, with easy-to-use and readily available delivery methods. Best practices for the secure cloud storage of digital master files are followed. Long-term storage of master (scans of original material) and original (born digital) files from the collection is accomplished using the Department's Microsoft Azure cloud storage.

Delivery methods include the innovation of a shopping cart feature which began in December 2014. From any computer or mobile device, users can choose from nearly 200,000 historic Florida images available online, including maps, photographs and postcards. Reproductions may be ordered in a variety of print sizes or as high-resolution digital images. The shopping cart is speedy, secure and seamlessly integrated into the website. Frequent and first-time visitors alike appreciate the simplicity of the streamlined ordering process. In 2015-16 the shopping cart feature handled over 3,900 orders for over \$82,000.

 Impacts/Results – Explain how this program has contributed to the improved functioning of state government, including its benefits to citizens and other stakeholders, including other government agencies/units.

The Florida Memory Program is one of the most significant online resources created and managed by a single Archives organization in Florida. It reflects the dedication, imagination and hard work of all members of the State Archives staff and their strong desire to connect Florida's citizens of all ages to their heritage.

The State Archives of Florida, specifically the Florida Memory Program, has contributed to the improved functioning of state government by making selected information and resources more readily accessible to citizens and other stakeholders. The digitization standards and the website platform structure are often reviewed by other government agencies and institutions as a model for digital asset development, hosting and access. The Florida Memory Program website receives over 8 million views and 2 million downloads per month.

In accordance with the Florida Department of State's mission to collect and preserve Florida's rich historical and cultural heritage for future generations, digitizing archival records for use on Florida Memory limits the number of times these records are physically handled by the public. Archival documents made of fragile materials, once digitized and made available on Florida Memory, have a greater longevity; these important items are better preserved for future generations. Patrons who visit the Archives in person still have physical access to archival records, but Florida Memory significantly prolongs the life of these significant records.

Outreach efforts in the form of conference presentations, webinars and classroom demonstrations connect the program with the citizens it serves. Recent presentations given by Archives staff to audiences around the Sunshine State include:

The benefits of using Florida Memory and the Archives to further genealogical research

- Historical topics of interest requested by local historical societies and other organizations
- Middle and high school classroom demonstrations informing students of the difference between primary and secondary sources and how to find these materials on Florida Memory
- Conference panel discussions at the American Folklore Society's annual meeting to discuss the connection between folklore and archives

During these outreach initiatives, Archives staff distribute promotional materials, some of which are listed in Section III of this application.

Florida Memory's presence on social media sites (Twitter, Facebook, Instagram, Tumblr, Youtube, Flickr and the Florida Memory blog) helps staff maintain an ongoing dialogue with users. By actively maintaining social media accounts, Archives staff can continuously draw attention to the resources on the program's website with daily posts. Social media connects Florida Memory with new and existing users, and provides another way for citizens from all demographics to discover and make use of Florida Memory's digital archival materials. The Florida Memory Blog includes weekly posts written by Archives staff and informs readers about different historical events and subjects in Florida's history using materials from the Archives and Florida Memory. Florida Memory staff can instantly reach the website's users through social media when new photographs, online exhibits, historical documents, audio recordings and videos are made available on FloridaMemory.com. The State Archives and Florida Memory has over 26,000 followers on social media sites.

The continuation of the Florida Memory Program ensures that users worldwide will have access to significant Florida-related archival materials. Access to these resources enhances educational opportunities for Floridians, and helps to market Florida's history and culture to a worldwide audience.

III. SUPPORTING MATERIALS

Program materials, including brochures, flyers, or media clippings may be included for review as part of your application, as long as they are digitized (no hard copies, please). If you have multiple types of supporting materials that you want to share, please submit them in a single digital file of reasonable size, so that members can easily access and review them.

Example 1: Florida Memory Wall Calendar

This 15-month calendar (October 2016 through December 2017) features photographs from the Archives' collections depicting special moments between Floridians and their pets. Each black and white image has been carefully enhanced by Florida Memory staff to recapture the original living colors of its time.





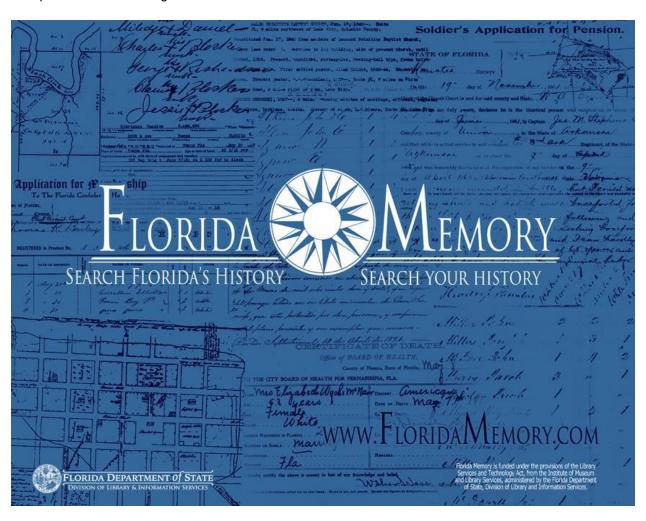
Example 2: Florida Memory Mouse Pad (Greetings From Florida Design)

This fun and colorful mouse pad livens up workspace while reminding the user that the vast resources of Florida Memory are just a click away. The vintage postcard design features iconic images touching on many aspects of Florida's rich history and culture.



Example 3: Florida Memory Mouse Pad (Genealogy Design)

This mouse pad represents the State Archives' commitment to expanding public access to family history resources through Florida Memory. Examples of Florida Memory's most frequently used resources are incorporated into the design.



Example 4: Compact Discs

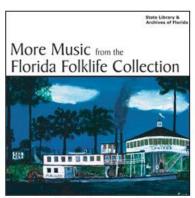
Each compact disc (CD) features music from the Florida Folklife Collection. In addition to ordering CDs in hard copy, you can download them in their entirety from Florida Memory. These CDs receive airplay from stations throughout the United States and are in rotation on radio stations as far away as Australia, England and Switzerland.



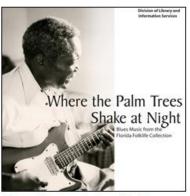
From "Shove It Over," a WPA recording of a work song performed by Zora Neale Hurston, to "Orange Blossom Special," performed by Gamble Rogers and Will McLean, this compliation spans 50 years of Florida folk music.



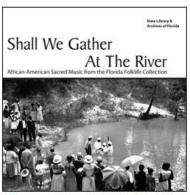
Old-time string band music and bluegrass music have deep roots in Florida. The selections on this disc are from groups that range from amateurs to seasoned professionals—inlouding the "Father of Bluegrass Music" himself, Bill Monroe.



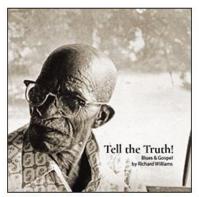
This compilation features selections from well-known artists such as Don Grooms, Etta Baker, Bill Monroe, Doc Watson, and Jean Ritchie.



The music presented on this blues compilation was selected from hundreds of hours of Florida Folk Festival performances and field recordings spanning 25 years, from 1977 to 2002.



This compilation highlights Florida's
African-American religious music
traditions. The collection features both
nationally recognized acts and previously
unknown local artists.



Tell the Truth! features blues and gospel music by guitarist Richard Williams and his family. Recorded in Alachua County in the late 1970s and early 1980s, this music provides a unique look into Florida's rural blues traditions.

Example 5: What Will YOU Discover on Florida Memory? Poster

This 16x20-inch poster features over 200 key Florida topics, concepts and places, arranged in the shape of the Sunshine State. Photos, documents or other resources for all of these terms are available on the Florida Memory website.



Example 6: Florida Memory Brochures

This brief introduction to Florida Memory is perfect for distributing at libraries, schools, conferences, museums, historical societies or any place Florida history and culture is a topic of interest.



Exterior View



Interior View

Example 7: Living Blues Magazine Review of Tell the Truth! Blues & Gospel by Richard Williams

In the October 2016 issue of *Living Blues Magazine*, Jim DeKoster reviewed *Tell the Truth! Blues & Gospel by Richard Williams*, a recent CD from Florida Memory. Recorded in Alachua County in the late 1970s and early 1980s, this music provides a unique look into Florida's rural blues traditions. Florida Memory staff used audio recordings from the Florida Folklife Program to produce this album. *Tell the Truth!* is the sixth album produced by Florida Memory since 2005. Thanks to the work of folklorists from the Florida Folklife Program and archivists from the State Archives of Florida, the musical legacy of Richard Williams and his family is preserved for future generations, and his recordings will continue to provide a glimpse into the rich history of Florida's blues music.

RICHARD WILLIAMS

Tell the Truth!

Florida Folklife - No #

Richard Williams was born in Jonesville, near Gainesville in north-central Florida, in 1887 and died there in 1981. He learned to play the guitar

and picked up a wide variety of songs from itinerant workers in the region's phosphate camps. He never recorded commercially, but, thankfully, came to the attention of the Florida Folklife Program, which recorded him informally at his home in 1977, 1978 and 1980.

To put Williams' music in perspective, he was born in the same decade as Charley Patton (1885), Lead Belly (1888), Peg Leg Howell (1888) and Papa Charlie

Jackson (1887), and before Mance Lipscomb (1895) and John Hurt (1893), whose music Williams' resembles in its scope and gentleness. Williams is joined by his wife Lillie Bell Williams (1902–2000) and daughter Ella Mae Wilson for delightfully intimate performances of Careless Love and half a dozen church songs on which Williams' delicate slide guitar serves as a fourth voice. The slide is also used on such secular fare as John Henry, Baby



Please Don't Go and the Piedmont-tinged Begging Her to Come Home, with Williams fingerpicking on the local standbys Polk County Blues and Old Forty. Recording quality is quite good, as is Williams' performance, especially considering that he was in his early 90s at the time.

Special credit must go to the State Archives of Florida for its efforts in releasing this wonderful and historically important music. The CD is available *free* for the asking from the Florida Department of State's Division of Library and Information Services, R.A. Gray Building, 500 South Bronough Street, Tallahassee, FL 32399, or by calling 850-245-6600.

-Jim DeKoster

Example 8: The Root Online Magazine Article

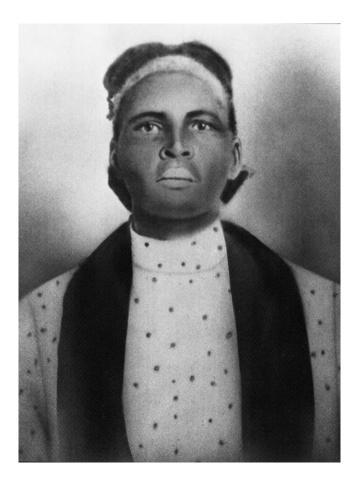
On December 2, 2016, *The Root*, an online magazine of African-American culture, published <u>an article about how genealogists can make the most of Florida Memory's resources</u> for family history research.

What's the Story of a Portrait of My Slave Ancestor?

Tracing Your Roots: An image posted in online archives inspires a search for answers about a forebear who lived on a Florida plantation.

BY: HENRY LOUIS GATES JR. AND NEHGS RESEARCHER MEAGHAN SIEKMAN

Posted: December 2, 2016



Elizabeth "Bettie" Lane Dickey, Leon County, Fla., 19--STATE ARCHIVES OF FLORIDA

Dear Professor Gates:

I am seeking help to learn more about my third great-grandmother Elizabeth Bettie Lane Dickey. She was raised on Orchard Pond Plantation in Tallahassee, Fla.

Her husband's name was Hanover Dickey, and her mother's name was Maria Lane. Richard Keith Call (who served twice as governor of Florida) was the plantation owner of Orchard Pond when she was just a little girl. She was born in 1855.

I found the list of slave children on Orchard Pond, and her husband, Hanover, is listed. I believe I have pieced together family grouping between the census and an archived piece of paper from Richard Keith Call's files through the Florida Memory website.

I found a painting of Elizabeth Bettie Lane Dickey also on this website and would like to know how it came to be and whatever else that can be found out about her.

I would also like help reaching further back on her pedigree chart. I am guessing that if her family were on Orchard Pond, some may have come from Virginia along with Richard Keith Call. I found a record for Maria Lane, and she had a daughter named Eliza born 1848. There is a few years' difference between her and Elizabeth Bettie. I'm not sure if they might be one and the same person.

Your help would be greatly appreciated. —Toni Jackson

This would be the second column we have done this year about ancestors who may have been enslaved by Richard Keith Call, who was the governor of the territory of Florida twice: 1836-39 and 1841-44. Call was also a military veteran who had served with Gen. Andrew Jackson. Among his more high-profile engagements was the Second Seminole War. He was later an opponent of secession before his death in 1862.

As we noted in the first column, "Is My Black Family Related to a White Florida Governor?," Richard Keith Call was one of the largest slave owners in Leon County in 1860, when he owned 121 slaves. No doubt there are thousands of people like you who may descend from those he enslaved.

Working Backward Through Census Records

To try to work further back in Elizabeth Bettie Lane Dickey's family tree, we used what genealogists call "cluster research." This method involves researching any of Elizabeth Bettie's known family, neighbors or other people she was associated with during her life to discover more about her and her relatives.

We found that there was a lot to learn from census records about Elizabeth Bettie's relatives and neighbors. In 1920 a Bettie Dickey was the head of household at age 66 in Leon County, Fla. According to this census record, she was born in Florida, as were both of her parents. Three of her children and four grandchildren are also included in the household. Working backward, she was residing in the same location in 1910 with nine children.

The 1880 U.S. census includes a Betty Dicky in the household of her husband, Hanover Dicky, in Leon County, Fla. Note in this census that not only does the couple have two children, Cora (age 3) and Roany (age 1 month), but Hanover's brother, Hayward Dickey (age 30), also lives in the household. Their direct neighbors are Daniel Johnson and Charles Grace. All this information can be used to help identify the correct record for Elizabeth Bettie in 1870.

None of these children listed in 1910 were born by the enumeration of the 1870 census, based on their ages, so we assumed we would be looking for Elizabeth Bettie to still be single in that census, perhaps with her mother, as you noted in your question.

You said that in 1870 there was a Maria Lane recorded whose daughter was Eliza Lane (age 22), placing her birth about 1848. The record includes Edward Lane as the head of household, and the family was residing in Madison County, Va. This does not seem like a good match for what is known about your Elizabeth Bettie, since all the other records for her state that she was born in Florida and was residing in Leon County, Fla. (the same location of the Orchard Pond Plantation, suggesting she did not move). It would seem quite the feat for the family to move from Florida to Virginia and then make the move again in the years immediately following emancipation, though it is not impossible.

To be sure, search for other records of this family on your own to rule them out as a possibility, while also searching for other records that could be a better fit for your Elizabeth Bettie.

We had difficulty locating a good match for Elizabeth Bettie in the 1870 census, so we searched for her husband. In searching for a "Hanover" without a surname in Leon County, we located a record for the household of Chloe Dickey in the Northern Division of Leon County, Fla. In her household was a Hayward Johnson (age 19), Hanover Johnson (age 15) and a Betsey Johnson (age 15), which looks to be a good match for your Elizabeth "Bettie" Lane Dickey.

You'll note that Daniel Johnson is also in the household and that he was their direct neighbor in 1880, all strong evidence that this is a record for the correct individuals, particularly since the head of household had the surname "Dickey." This record suggests that Hanover and Bettie had used the surname Johnson, at least for this record. It seems possible that Chloe Dickey was the mother of at least some of the children in the household and that she may have had children with different surnames.

You noted that Hanover was recorded on a list of children on the Orchard Pond Plantation in Richard Keith Call's personal papers. You'll notice that in addition to Hanover being included in this list, Daniel and Hayward are also included, and appear to all be listed as children of Chloe. This would align with the 1870 census and would suggest that these individuals had lived on the Orchard Pond Plantation.

It seems possible that your Elizabeth "Bettie" Lane Dickey could be the Elizabeth included on this list of children who were recorded as a daughter of "Jane," whose siblings were Washington and Fanny. However, the Florida Death Index states that Bettie's death record includes her mother's name as Maria Lane. Since this is a transcription of the original record, you may want to order a copy of the original from Leon County to see if the name was transcribed correctly.

Also, keep in mind that death records were filled in by survivors who may not have all the correct information. You should remain open to other possibilities, since information in records can sometimes be incorrect. It is always a good idea to try to compare numerous records to confirm the information.

Checking the Records of Slave Owner Richard Keith Call

The next step for us was checking the probate file for Richard Keith Call to see if it included any information about his slaves, since his probate was dated 1862. The file is quite large and appears to address all aspects of his estate.

Interesting information can hide in probate records. In Richard Keith Call's account records, for example, we discovered that payment was made to the doctor on Jan. 25, 1862, for a visit "through rain to boy Hayward dressing hand & meds for same." A few days later, another payment was made to visit "boy Hayward amput finger dress hand & meds for the same." This is most certainly Hanover's brother, Hayward, and tells you that he had to have a finger amputated as a boy.

Also included in the probate are "Schedules" of the enslaved on the estate at the time of Richard Keith Call's death, which include their ages and values. "Schedule B" is for the Orchard Pond Plantation and includes familiar names from the list of family members, including Chloe (age 40) and her children: Daniel (age 15), Hayward (age 13) and Hanover (age 9). This would place Hanover's birth about 1853 and is a good match for your Hanover.

Strangely, we did not locate an Elizabeth or Bettie on this list who is a good fit for your Elizabeth Bettie, although there is a Betsey listed under Chloe who is 4 years old that could be a match. Just because she is listed under Chloe does not necessarily mean she is her daughter, since relationships are not given, but it seems likely that they were in the same household. It could be that Chloe raised her.

Since there is not a direct match to your ancestor, the next step for you might be to research any individuals on the list who are female and are the right age to be your Elizabeth Bettie to see if her name may have changed. The numerous probate file records are browsable, so be prepared to search the index page by page.

Tracing the Story Behind the Portrait

As for the mystery of the picture you found: The best way to uncover more information about the portrait of Elizabeth "Bettie" Lane Dickey that is available on the Florida Memory webpage is to contact the repository that has it in its collection to see if it has any information on the provenance of the piece. According to the record on Florida Memory, which is the website for the State Library and Archives of Florida, the portrait of Elizabeth is part of the General Collection, Image No. N047005.

We called the photographic department and learned that Elizabeth Bettie's portrait is a part of its negative collection, which means it was likely brought into the archive on loan and made into a negative, so the archives no longer has the original. Luckily, there was a tiny bit of information that we were able to gather from the call, even though they do not have a lot on the portrait. According to the negative, the portrait was loaned by the John G. Riley House and is part of its collection. This helps bring you one step closer to knowing where the portrait originated.

The John Gilmore Riley Center/Museum for African American History & Culture is located in Tallahassee, Fla., and represents the lost black community of Smokey Hollow. According to the website, the Riley Archives, which includes its photograph collection, is located on the second floor of the Tallahassee Community College Library.

According to the TCC Library webpage, the Riley Archives is a collection with a specific focus on Leon and Gadsden counties in North Florida. You could contact the archive at 850-201-6540 or call the Library Reference Department at 850-201-8383 to see if they have any further information on the provenance of the portrait of Elizabeth "Bettie" Lane Dickey. You will also want to ask about any other portraits, objects or papers that may have been donated by the same person who donated the portrait because that may reveal more about Elizabeth Bettie or her relatives.

Since it is likely that she was connected to others on the Orchard Pond Plantation, as you take what we have found further on your own, you may also benefit from researching any other individuals who are known to have been enslaved there. Some of the methods we used in the previous column seeking a connection between Charles Call and Richard Keith Call may prove helpful to you, as well.

Good luck!

Henry Louis Gates Jr. is the Alphonse Fletcher University Professor and founding director of the Hutchins Center for African and African American Research at Harvard University. He is also chairman of **The Root**. Follow him on **Twitter** and **Facebook**.

Send your questions about tracing your own roots to Tracing YourRoots @theroot.com.

This answer was provided in consultation with Meaghan E.H. Siekman, a senior researcher from the New England Historic Genealogical Society. Founded in 1845, NEHGS is the country's leading nonprofit resource for family history research. Its website, AmericanAncestors.org, contains more than 300 million searchable records for research in New England, New York and beyond. With the leading experts in the field, NEHGS staff can provide assistance and guidance for questions in most research areas. They can also be hired to conduct research on your family. Learn more today about researching African-American roots.