

(Continued from page 21)

This information is critical for measuring the impact of a project like this. Since this data has become available, we have witnessed increased traffic to our library site, as a result of various blog posts and other linked announcements about our Historypin Channel.

“Collections” is also a new feature that allows grouping of photographs by subject, location, or event, and offers an additional access point for visitors searching for specific images. So far, ULPA has created a collection of historic images depicting Louisville’s whiskey business, as well as a collection of contemporary photos of Louisville “ghost signs” (faded, hand-painted advertising signage that remains on the sides of old buildings). “Tours,” another new feature, are compiled by the users themselves to recreate the act of visiting different sites within a specific neighborhood. A map view in the corner of the screen places each photograph geographically, while descriptive information and a street view remain with each image in the tour. Collections and Tours are ways for users to explore images from the ULPA collections without getting redirected to another institution’s photographs from the generic map view.

To date, we have had one staff member create all of the content for the ULPA Historypin Channel, but we plan

to train a student worker for the task of uploading images. With vast improvements since the site’s official launch, the processes of uploading an image, adding metadata and copyright information, pinning to the map, and aligning the image in Google Street View are rather quick and easy, (although we cannot yet speak to the ease of uploading audio or videos files to the site, which is also possible). The majority of the time spent on the project goes into choosing the photographs to upload, sizing the files down for Web use, and maintaining a record of our work.

Overall, our experience using Historypin has been very constructive in expanding the ways in which our archival photographs can be experienced, and it has garnered users’ positive feedback. We have plans to upload a great deal more content to our channel, create more Collections and Tours, and explore uploading audio and video content from our holdings. As a free on-line application, Historypin offers the University of Louisville Photographic Archives a new way to provide innovative access to collections that are locked behind doors—in effect, lowering the human and physical barriers between our collections and our users. We hope this means of expanded access will allow us to serve successfully traditional audiences and attract new ones.

Up-and-Comers: News for Student Archivists—Matthew Peek, Assistant Editor, Kent State University

Please submit “Up-and-Comers” items to Matthew Peek at freakyhistorian@hotmail.com.

Correction: It has come to the attention of the *MAC Newsletter* that we twice incorrectly listed the name of Dr. Albert B. Sabin in the “Up-and-Comers” column on the MAC 2012 Annual Meeting student poster session in the July 2012 issue.

“Up-and-Comers” will return to the *MAC Newsletter* for the January 2012 issue.



Reds Stadium, Cincinnati riverbank.