Let’s Talk About It: Making Sense of the American Civil War

SITE SUPPORT NOTEBOOK

NATIONAL ENDOWMENT FOR THE HUMANITIES

ALA American Library Association  Let’s Talk About It!
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- Staff and Speaker Contact Information
- Project Director Contact Information

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INTRODUCTION

What is Let’s Talk About It?

Let’s Talk About It is a reading and discussion series led by local scholars and organized around themes that engage and stimulate audiences. It was pioneered by the American Library Association (ALA) on a national level in 1982. Let’s Talk About It has reached hundreds of libraries and more than four million people around the United States in the past 30 years.

The ALA Public Programs Office and the National Endowment for the Humanities (NEH) are pleased to offer ”Making Sense of the American Civil War,” a theme that explores meanings of the war that are “hidden in plain sight” behind the key questions and main characters so familiar to us. Let’s Talk About It: Making Sense of the American Civil War aims to encourage contemplation and conversation about and the war’s meaning during this sesquicentennial period, and engender a love of literature and community discussion through the Let’s Talk About It model.

How will Let’s Talk About It: Civil War programs work at my library?

Participating libraries plan a series of reading and discussion programs taking place at the library every 2 to 4 weeks (depending on local library preference). The library is responsible for recruiting a scholar to lead the discussion, and promoting the programs to the widest possible public audience. The program includes a series of five readings found throughout three books, to be read and discussed, accompanied by a scholarly essay.

The essay, written by national project scholar Edward L. Ayers, president of the University of Richmond, will introduce the theme and illuminate discussion. Libraries will receive copies of each book for their collections and participant use, and may also wish to purchase and/or acquire additional copies if attendance of more than 25 people per session is likely. Because the anthology, America’s War, will be used in each of five discussion group meetings, ALA has provided 50 copies. A total of 25 copies of March and Crossroads of Freedom: Antietam have been provided.

What makes Let’s Talk About It unique?

- It is designed for libraries.
- The readings are organized around an overarching theme.
- Reading and discussion groups explore the theme through the lens of the humanities – that is, by relating the readings to historical trends and events, other works of literature, philosophical and ethical considerations.
- A humanities scholar, often a professor from a local college or university, presents a short talk at the beginning of each discussion session to help focus and provoke discussion.
- The discussion is led or facilitated by the humanities scholar.
Why does ALA work with other institutions and funders to develop reading and discussion programs?

Libraries are many things to their communities. They offer the practical information people need to improve the quality of their lives and to increase their options in a complex society. Libraries also give their communities something less tangible, yet just as essential to a satisfying and productive life – nourishment for the spirit.

Programs in the humanities and the arts that encourage people to think about literature, history, ethics, science, music, visual and literary arts, and human values are an integral part of the mission of libraries.

Reading and discussion series stimulate public interest in the world of ideas. They are as much an opportunity for continuing education as starting points for substantive discussion, study and programming.

One goal of ALA adult programming initiatives is to encourage the public to go beyond the stacks to explore themes with fellow patrons and the help of scholarly resources. A related goal is to help libraries strengthen their role as intellectual forums and central cultural and educational institutions in their communities.

We hope that the experience and information gained through these programs will encourage librarians to plan future humanities and arts based programs for their communities.

About Our Partner

The National Endowment for the Humanities: Created in 1965 as an independent federal agency, the National Endowment for the Humanities supports learning in history, literature, philosophy and other areas of the humanities. NEH grants enrich classroom learning, create and preserve knowledge and bring ideas to life through public television, radio, new technologies, exhibitions and programs in libraries, museums and other community places. Additional information about the National Endowment for the Humanities and its grant programs is available at www.neh.gov.
LET'S TALK ABOUT IT: MAKING SENSE OF THE AMERICAN CIVIL WAR
SCHEDULE OF PROGRAMS

Hoover Public Library
Hoover, AL
January 10, 2012 – 7:00 p.m.
January 31, 2012 – 7:00 p.m.
February 21, 2012 – 7:00 p.m.
March 13, 2012 – 7:00 p.m.
April 3, 2012 – 7:00 p.m.

Troy University
Troy, AL
January 23, 2012 – 6:30 p.m.
February 13, 2012 – 6:30 p.m.
March 5, 2012 – 6:30 p.m.
April 2, 2012 – 6:30 p.m.
April 30, 2012 – 6:30 p.m.

Fayetteville Public Library
Fayetteville, AR
December 3, 2011 – 1:00 p.m.
January 7, 2012 – 1:00 p.m.
February 4, 2012 – 1:00 p.m.
March 3, 2012 – 1:00 p.m.
April 7, 2012 – 1:00 p.m.

Arkansas State University
Jonesboro, AR
January 26, 2012 – 3:00 p.m.
February 8, 2012 – 3:00 p.m.
February 22, 2012 – 3:00 p.m.
March 7, 2012 – 3:00 p.m.
May 21, 2012 – 3:00 p.m.

AAMLO/Oakland Public Library
Oakland, CA
January 21, 2012 – 2:00 p.m.
February 10, 2012 - 2:00 p.m.
March 10, 2012 – 2:00 p.m.
May 31, 2012 – 2:00 p.m.
April 21, 2012 – 2:00 p.m.

Gilpin County Public Library
Black Hawk, CO
January 7, 2012 – 10:00 a.m.
January 21, 2012 – 10:00 a.m.
February 4, 2012 – 10:00 a.m.
February 18, 2012 – 10:00 a.m.
March 3, 2012 – 10:00 a.m.

Avon Free Public Library
Avon, CT
January 12, 2012 – 7:00 p.m.
February 9, 2012 – 7:00 p.m.
March 8, 2012 – 7:00 p.m.
April 12, 2012 - 7:00 p.m.
May 10, 2012 – 7:00 p.m.

Nassau County Public Library
Fernandina Beach, FL
October 20, 2011 – 6:30 p.m.
November 3, 2011 – 6:30 p.m.
November 17, 2011 – 6:30 p.m.
December 1, 2011 – 6:30 p.m.
December 15, 2011 – 6:30 p.m.

Broward County Library
Fort Lauderdale, FL
March 7, 2012 – 6:00 p.m.
March 28, 2012 – 6:00 p.m.
April 11, 2012 – 6:00 p.m.
April 18, 2012 - 6:00 p.m.
April 25, 2012 – 6:00 p.m.

Florida Keys Community College
Key West, FL
January 31, 2012 – 9:30 a.m.
February 7, 2012 – 9:30 a.m.
February 14, 2012 – 9:30 a.m.
February 21, 2012 – 9:30 a.m.
February 28, 2012 – 9:30 a.m.

Franklin DeGroodt Memorial Library
Palm Bay, FL
November 29, 2011 – 6:30 p.m.
January 10, 2012 – 6:30 p.m.
January 24, 2012 – 6:30 p.m.
February 21, 2012 – 6:30 p.m.
March 13, 2012 – 6:30 p.m.

University of West Georgia
Carrollton, GA
January 15, 2012 – 2:30 p.m.
January 29, 2012 – 2:30 p.m.
February 12, 2012 – 2:30 p.m.
February 26, 2012 – 2:30 p.m.
March 11, 2012 – 2:30 p.m.
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<td>Kennesaw State University</td>
<td>Kennesaw, GA</td>
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<td>Ames, IA</td>
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<td>McKendree University</td>
<td>Lebanon, IL</td>
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<td>Moline Public Library</td>
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<td>Wilmette Public Library District</td>
<td>Wilmette, IL</td>
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<td>Laurel County Public Library</td>
<td>London, KY</td>
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<td>Southeastern Louisiana University</td>
<td>Hammond, LA</td>
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McNeese State University
Lake Charles, LA
November 30, 2011 – 7:00 p.m.
February 15, 2012 – 7:00 p.m.
March 14, 2012 – 7:00 p.m.
April 11, 2012 – 7:00 p.m.
May 16, 2012 – 7:00 p.m.

University of Massachusetts Lowell
Lowell, MA
January 24, 2012 – 7:00 p.m.
February 14, 2012 – 7:00 p.m.
March 6, 2012 – 7:00 p.m.
March 27, 2012 - 7:00 p.m.
April 24, 2012 – 7:00 p.m.

Thomas Crane Public Library
Quincy, MA
October 18, 2011 – 7:00 p.m.
November 1, 2011 – 7:00 p.m.
November 15, 2011 – 7:00 p.m.
November 29, 2011 – 7:00 p.m.
December 13, 2011 – 7:00 p.m.

Vineyard Haven Public Library
Vineyard Haven, MA
January 11, 2012 – 7:00 p.m.
February 8, 2012 – 7:00 p.m.
February 14, 2012 – 7:00 p.m.
April 11, 2012 – 7:00 p.m.
May 9, 2012 – 7:00 p.m.

Harford Community College
Bel Air, MD
March 1, 2012 – 12:30 p.m. & 6:30 p.m.
March 15, 2012 – 12:30 p.m. & 6:30 p.m.
March 29, 2012 – 12:30 p.m. & 6:30 p.m.
April 12, 2012 – 12:30 p.m. & 6:30 p.m.
April 26, 2012 – 12:30 p.m. & 6:30 p.m.

Montgomery College
Germantown, MD
November 8, 2011 – 6:00 p.m.
November 22, 2011 – 6:00 p.m.
December 6, 2011 – 6:00 p.m.
December 20, 2011 – 6:00 p.m.
January 10, 2012 – 6:00 p.m.

Worcester County Library Foundation
Snow Hill, MD
October 17, 2011 – 1:00 p.m.
October 31, 2011 – 1:00 p.m.
November 14, 2011 – 1:00 p.m.
November 28, 2011 – 1:00 p.m.
December 12, 2011 – 1:00 p.m.

Baldwin Public Library
Birmingham, MI
March 20, 2012 – 7:00 p.m.
April 3, 2012 – 7:00 p.m.
April 17, 2012 – 7:00 p.m.
May 1, 2012 – 7:00 p.m.
May 15, 2012 – 7:00 p.m.

Mid-Continent Public Library
Independence, MO
March 4, 2012 - 2:00 p.m.
March 18, 2012 – 2:00 p.m.
March 25, 2012 – 2:00 p.m.
April 15, 2012 – 2:00 p.m.
April 29, 2012 – 2:00 p.m.

Lincoln University
Jefferson City, MO
January 24, 2012 – 1:00 p.m. & 6:00 p.m.
February 12, 2012 – 1:00 p.m. & 6:00 p.m.
March 7, 2012 – 1:00 p.m. & 6:00 p.m.
April 3, 2012 – 1:00 p.m. & 6:00 p.m.
April 24, 2012 – 1:00 p.m. & 6:00 p.m.

Kansas City Public Library
Kansas City, MO
March 5, 2012 – 6:30 p.m.
March 26, 2012 – 6:30 p.m.
April 16, 2012 – 6:30 p.m.
May 7, 2012 – 6:30 p.m.
May 28, 2012 – 6:30 p.m.

Springfield-Greene County Library District
Springfield, MO
February 7, 2012 – 7:00 p.m.
February 21, 2012 – 7:00 p.m.
March 6, 2012 – 7:00 p.m.
March 20, 2012 – 7:00 p.m.
April 3, 2012 – 7:00 p.m.
Lincoln County Public Libraries
Libby, MT
November 1, 2011 – 6:00 p.m.
November 29, 2011 – 6:00 p.m.
December 27, 2012 – 6:00 p.m.
January 24, 2012 – 6:00 p.m.
February 28, 2012 – 6:00 p.m.

Durham County Library
Durham, NC
January 15, 2012 – 3:00 p.m.
February 5, 2012 – 3:00 p.m.
February 26, 2012 – 3:00 p.m.
March 11, 2012 - 3:00 p.m.
April 15, 2012 – 3:00 p.m.

New Bern-Craven County Library
New Bern, NC
January 23, 2012 – 7:00 p.m.
February 13, 2012 – 7:00 p.m.
March 5, 2012 – 7:00 p.m.
March 26, 2012 – 7:00 p.m.
April 16, 2012 – 7:00 p.m.

Ocean County Library - Barnegat Branch
Barnegat, NJ
October 19, 2011 – 6:30 p.m.
November 2, 2011 – 6:30 p.m.
November 16, 2011 – 6:30 p.m.
November 30, 2011 – 6:30 p.m.
December 7, 2011 – 6:30 p.m.

Henderson District Public Libraries
Henderson, NV
January 21, 2012 – 10:00 a.m.
February 18, 2012 – 10:00 a.m.
March 17, 2012 –10:00 a.m.
April 21, 2012 – 10:00 a.m.
May 19, 2012 – 10:00 a.m.

Kurt R. Schmeller Library, Queensborough
Community College, City University of New
York
Bayside, NY
January 8, 2012 – 1:00 p.m.
February 5, 2011 – 1:00 p.m.
March 3, 2011 – 1:00 p.m.
April 1, 2011 – 1:00 p.m.
April 29, 2012 – 1:00 p.m.

Kirkland Town Library
Clinton, NY
October 9, 2011 – 1:30 p.m.
November 9, 2011 – 6:30 p.m.
January 9, 2012 – 6:30 p.m.
February 9, 2012 – 6:30 p.m.
March 9, 2012 – 6:30 p.m.

Guilderland Public Library
Guilderland, NY
October 13, 2011 – 7:00 p.m.
December 5, 2011 – 7:00 p.m.
January 21, 2012 – 2:00 p.m.
March 6, 2012 – 7:00 p.m.
April 26, 2012 – 7:00 p.m.

Sachem Public Library
Holbrook, NY
January 12, 2012 - 7:00 p.m.
February 9, 2012 - 7:00 p.m.
March 8, 2012 - 7:00 p.m.
April 12, 2012 - 7:00 p.m.
May 10, 2012 - 7:00 p.m.

Voorheesville Public Library
Voorheesville, NY
January 18, 2012 –6:30 p.m.
February 15, 2012 –6:30 p.m.
March 21, 2012 –6:30 p.m.
April 18, 2012 –6:30 p.m.
May 16, 2012 –6:30 p.m.

Miami University
Oxford, OH
November 11, 2011 – 2:00 p.m.
December 9, 2011 – 2:00 p.m.
January 13, 2012 – 2:00 p.m.
February 10, 2012 – 2:00 p.m.
March 9, 2012 – 2:00 p.m.

Greene County Public Library
Xenia, OH
January 17, 2012 – 6:00 p.m.
February 21, 2012 – 6:00 p.m.
March 20, 2012 – 6:00 p.m.
April 17, 2012 – 6:00 p.m.
May 15, 2012 – 6:00 p.m.
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<tr>
<th>Library Name</th>
<th>Location</th>
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<tr>
<td>Deschutes Public Library</td>
<td>Bend, OR</td>
<td>February 8, 2012 – 6:30 p.m.</td>
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<td>Multnomah County Library</td>
<td>Portland, OR</td>
<td>March 24, 2012 – 2:00 p.m.</td>
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<td>Middletown Free Library</td>
<td>Lima, PA</td>
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<td>Community College of Rhode Island</td>
<td>Warwick, RI</td>
<td>March 3, 2012 – 10:00 a.m.</td>
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<td>Spartanburg County Public Libraries</td>
<td>Spartanburg, SC</td>
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<td>Brentwood Library</td>
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<td>May 22, 2012 – 6:30 p.m.</td>
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<td>Knox County Public Library</td>
<td>Knoxville, TN</td>
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<td>January 31, 2012 – 12:00 p.m.</td>
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<td>The University of Texas - Pan American</td>
<td>Edinburg, TX</td>
<td>February 6, 2012 – 7:00 p.m.</td>
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<td>Washington County Public Library</td>
<td>Abingdon, VA</td>
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<td>Central Rappahannock Regional Library</td>
<td>Fredericksburg, VA</td>
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<td>Russell County Public Library</td>
<td>Lebanon, VA</td>
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<td>Loudoun County Public Library</td>
<td>Leesburg, VA</td>
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King County Library System  
Issaquah, WA  
January 22, 2012 – 2:00 p.m.  
February 12, 2012 – 2:00 p.m.  
March 11, 2012 – 2:00 p.m.  
April 15, 2012 – 2:00 p.m.  
May 13, 2012 – 2:00 p.m.

Pierce County Library System  
University Place, WA  
November 5, 2011 – 5:00 p.m.  
December 3, 2011 – 5:00 p.m.  
January 7, 2012 – 5:00 p.m.  
February 4, 2012 – 5:00 p.m.  
March 3, 2012 – 5:00 p.m.

Carthage College  
Kenosha, WI  
November 13, 2011 – 1:00 p.m.  
December 17, 2011 – 11:00 a.m.  
January 12, 2012 – 7:00 p.m.  
February 19, 2012 – 12:00 p.m.  
March 14, 2012 – 6:00 p.m.

Waunakee Public Library  
Waunakee, WI  
November 14, 2011 – 6:30 p.m.  
December 12, 2011 – 6:30 p.m.  
January 9, 2012 – 6:30 p.m.  
February 6, 2012 – 6:30 p.m.  
March 5, 2012 – 6:30 p.m.

Sheridan County Fulmer Public Library  
Sheridan, WY  
January 10, 2012 – 7:00 p.m.  
February 7, 2012 – 7:00 p.m.  
March 6, 2012 – 7:00 p.m.  
April 10, 2012 – 7:00 p.m.  
May 8, 2012 – 7:00 p.m.

Updates to these schedules will be posted on the Let’s Talk About It website  
(http://www.ala.org/ala/aboutala/offices/ppo/programming/civilwar/civilwar-infoprlibraries.cfm)
Making Sense of the American Civil War: From the moment Americans found themselves pulled into a civil war of unimaginable scale and consequence, they tried desperately to make sense of what was happening to them. From the secession crisis into the maelstrom of battle, from the nightmare of slavery into the twilight of emancipation, Americans of all backgrounds confronted the chaos with stories to explain how things had come to be. People continued to tell themselves those stories about the war and its meaning for the next century and a half, and they probably always will.

Historians’ understanding of the global significance of the Civil War has shifted from fifty years ago, at the time of the centennial, when its major consequence seemed to be the unification of a nation that would stand against communism. Today, the Civil War matters just as much, it seems, for bringing an end to the most powerful system of slavery in the modern world. A hundred and fifty years after the defining war in our nation’s history, we are still discovering its meanings.

Stories about the American Civil War have been told in many forms, often disguised as something else. Most of the stories at the time came in letters or diaries or reports, fashioned from whatever materials were close at hand. Speeches, made up on the spot or carefully crafted for the world to read, told stories that placed blame and laid out strategies. Newspaper articles written overnight shaped fragments and reports into narratives of victory and loss. Memoirs, short stories, novels, and histories written months or years later wove new patterns of storytelling.

The following readings have been selected for Let’s Talk About It: Making Sense of the American Civil War, giving us a glimpse of the vast sweep and profound breadth of Americans’ war among and against themselves. Each reading adds a crucial voice to our understanding of the war and its meaning.

- March by Geraldine Brooks
- Crossroads of Freedom: Antietam by James McPherson
- America’s War: Talking About the Civil War and Emancipation on Their 150th Anniversaries, edited by Edward L. Ayers

Essay

National project scholar Edward L. Ayers has written a thoughtful and reflective essay that informs the theme. This essay is a discussion tool and guidepost for local scholar and participant alike. Each Let’s Talk About It participant should be given the essay in advance of the first discussion session. Thirty printed copies will be mailed to participating libraries, and additional copies of the essay may be downloaded and printed from the Let’s Talk About It Online Site Support Notebook (see Section 12: Online Resources).
## Ordering Additional Books (print and e-books)

If your library regularly hosts reading and discussion programs, you will already have policies and practices in place for making books available to patrons. Whether reading and discussion programs are new to your library or not, here are the most common strategies for ensuring that patrons have access to the books.

### The library provides the books:
Ideally you will provide one book to each participant, for each program in the series. Plan in advance and place copies of the books on reserve for *Let’s Talk About It* participants. With support from NEH, ALA has provided 25 copies of *March* and *Crossroads of Freedom*, and 50 copies of *America’s War* to each library. Additional copies may be purchased with grant funds, or gathered from other library branches or through interlibrary loan.

### Participants purchase their own copies:
Even when the books are available through the library, participants often want to purchase their own copies to annotate as they go along. It can be helpful to contact local bookstores and let them know about the *Let’s Talk About It* series far in advance. Bookstores can be a valuable partner in publicity and will often agree to offer a discount on purchases of books for the series. Note that *America’s War* is available only as a print-on-demand title, so greater lead-time for orders is recommended.

### Exchanges with other participating *Let’s Talk About It: Civil War* libraries:
Libraries participating in this program communicate with each other via the *Let’s Talk About It* electronic discussion list (see Section 12: Online Resources) and work out book sharing, buying, and exchange arrangements.

### A Tip
Consider putting together program “kits” that pre-registered participants can check out. Kits for the first meeting session might include a copy of *America’s War*, a copy of *March*, and the participant folder (containing essays, bookmark, brochure, and flyer with meeting times and dates). For future sessions, participants can trade in the title(s) discussed that night for the next title in the series, adding it to their kit.

### Costs and quantities:
The titles selected for this series have been chosen with their availability in paperback in mind, in an effort to keep costs down. Each title is also available in electronic (e-book) edition. Book orders (anything beyond the copies that have already been provided through the grant) should be placed in advance of pre-registration deadlines, and the number of books ordered should be based on your audience estimate.

Also, when estimating quantities, keep in mind that publicizing the *Let’s Talk About It* programs may create demand for the titles among those who want to read the books but do not have the time to participate.
The possibility of higher-than-estimated participation is another reason to contact local bookstores in advance and work out favorable purchasing arrangements for participants. Encourage the bookstores to create window displays featuring *Let’s Talk About It: Making Sense of the American Civil War* books and publicizing the discount.

**E-books:** All three books included in *Let’s Talk About It: Making Sense of the American Civil War* may be purchased in e-book editions.

*America’s War* is available as an e-book bundle (which includes file types compatible with Amazon Kindle, Sony eReader, iPhone’s Stanza eReader, Adobe Digital Editions eReader and MobiPocket eReader) via the ALA Online Store at [http://www.alastore.ala.org/](http://www.alastore.ala.org/). This e-book edition is priced at $5.99 and is intended for individual use/purchase only. As soon as an edition intended for library circulation is available for purchase, information will be posted to the *Let’s Talk About It* electronic discussion list (see Section 12: Online Resources).

You may also purchase e-book versions of *March* and *Crossroads of Freedom: Antietam* via your usual e-book vendors. *March* is available through OverDrive and *Crossroads of Freedom* is available through MyiLibrary (an Ingram company) and ebrary (a ProQuest company). Other distributors may also offer these e-books for purchase and circulation; please check with your library’s vendor.
PLANNING THE PROGRAMS

Goals and Objectives

By now the grant has been awarded and a preliminary plan for programs has been put together. As the program dates approach and you begin implementing the program plan, revisit the reasons why you want to hold a Let’s Talk About It: Making Sense of the American Civil War series. It may seem like you already know the answer, but it’s worth taking another look. Think about what you want the series to accomplish:

Audience Goals:

- Who will your program serve (ages, demographics, library use)?
- How many (% of target population)?
- Why this audience?
- What are the interests of audience?
- What are the needs of this audience and how will they benefit?

(For more on target audience, see Promotion)

Collection/Thematic Goals:

- Is there an area of the collection that you want to emphasize or build around the series theme?
- Does this discussion series theme relate to other library or community programming or events?

Community Goals:

- How will the community benefit?
- Which partner organizations might be interested in your library’s Let’s Talk About It series?
- What community issues/agendas tie into the Civil War theme?

Program Goals:

- What do you want this Let’s Talk About It program to accomplish?
- How will the library benefit?
- What future activities might this series foster?

Good programs find connections between goals.
Planning the Series

Good programs are the result of good planning. After your project goals are in place, review your timeline and break your planning process down to construct a practical working timeline that will enable you to complete an excellent *Let’s Talk About It* series. The following checklist should help you give yourself enough time to produce a well-organized reading and discussion series.

- Prepare a project budget
- Recruit program scholar
- Select program dates, times
- Recruit potential program partners
- Apply for funding
  - Receive funding: (*Congratulations! You have been awarded an LTAI grant and are already this far along in the planning process.*)
- Apply for matching funding, contact potential sponsors
- Alert library staff, Friends
- Contact scholar, program partners with notification of grant award
- Reserve meeting space
- Finalize marketing plan
- Order any additional books, alert local book stores
- Finalize audience recruitment plan
- Publicize reading and discussion series
- Distribute publicity materials to program partners
- Place ads, public service announcements
- Put together staffing plan; if need be, recruit discussion group leaders
- Secure “buy-in” from library staff and administration
- Track potential participants through sign-up system
- Order refreshments
- Distribute program materials to pre-registered participants
- Last minute confirmations with scholar, partner organizations
- Send email reminders to registrants (week or day before sessions)
- Hold discussion sessions
- Monitor book circulation
- Publicize throughout series
- Conduct evaluation of each program
- Collect end-of-series evaluations from participants and scholars
- Submit online final report

Not all of these steps may be necessary for your program series, or you may come up with other items for your checklist – tailor the checklist to fit your library’s needs.
Program Personnel Job Descriptions

Project Director
The project director has the job of managing the *Let’s Talk About It* series from beginning to end. This may seem like a large undertaking, however, with adequate planning it can be quite manageable.

Although the project director may have help from a planning committee, volunteers and other library staff, he/she is primarily responsible for overseeing:
- Selection and coordination of the scholar
- Reservation, preparation of the meeting room
- Pre-registration of participants
- Distribution of program materials
- Publicity and outreach
- Working with community partners
- Preparation of budget, payment of bills, honorarium
- Management of programs
- Coordination of assisting staff and/or volunteers
- Evaluation and reporting

Project Scholar
If you’ve worked with humanities programming before, the idea of involving a scholar is not only familiar but also appealing. The scholar isn’t an obstacle to be overcome – if that’s your approach it could all too likely become the result. Think of the scholar as your program partner and make sure he or she understands that role.

Both of you, the project director and the scholar exist only to make this discussion series a terrific experience for the participants. You must both be open to the interests of the group, encouraging their ideas and offering assistance. You both have a great deal to offer in facilitating this program, but the program is for the participants, not for the scholar or the library.

Minimum Scholar Qualifications:
- Must possess appropriate academic qualifications to speak on the program themes and have teaching or other experience relevant to selected titles;
- Must be engaging, comfortable and experienced speaking before and facilitating discussion with adult audiences.

Preferred Scholar Qualifications (the above qualifications, plus):
- A Ph.D. or advanced degree in American History, American Literature, or other related humanities subject.
- He or she should be adept at facilitating discussion with adult audiences on themes related to the human condition, and in particular on American history and the Civil War.
Working with a Project Scholar

Finding and contacting a scholar is only the first step; working with them so you have a mutual understanding of program goals and expectations is what will make this a successful experience for the participants, the scholar, the partners and you.

- This is not a college-level class – people are participating for the pleasure of reading and talking about the things they’ve read. They want to learn about – but not necessarily major in – the subject or subjects introduced by the themes. Make sure your scholar understands this and has experience working with non-college student audiences.

- Try to “interview” the scholar before making your selection. Ask if they’ve worked with library audiences or out-of-school adults before; gauge their interest in the overall subject; ask for a short biographical statement or other background information.

- Make some educated guesses about the general characteristics of your audience (age, interests, education, etc.) and share that information with the scholar.

- Be clear about the format – an opening set of remarks from the scholar, usually not more than 20-25 minutes, followed by discussion for the rest of the program.

- Be clear about the scholar’s role – the scholar is not only to take the lead in the opening remarks, but also to facilitate participation by the group during the discussion portion of the program.

- The scholar may want to prepare points for discussion for the group, based on the theme, books and essay. These discussion points may be distributed to participants in advance of the sessions, along with the rest of the program materials.

- Outline the commitment from the library and the commitment from the scholar in writing – include honorarium to be paid, any expenses to be covered, and schedule of all programs.

- Provide the scholar with any background materials you feel would be helpful, including the theme essay, copies of the books, related articles, “typical questions,” or prompts for discussion, copies of PR materials, roster of pre-registered attendees, etc.

- If you’ve held Let’s Talk About It programs before, share some of the comments from participants’ evaluation forms, to give the scholar an idea of what to expect.

- Involve the scholar in publicity, such as an interview with a local newspaper or magazine about the program. Encourage the scholar to market the series to his or her own network.

- Keep the scholar informed throughout the process. Let them know how pre-registration and publicity progress. If you receive feedback from participants after each session, share their comments with the scholar.

See Section 7 for reading and discussion program tips to share with your scholar.
Community Partners

Partnerships can assume many forms: co-presenters, financial partners, organizations that will donate goods or services, marketing and outreach efforts, and volunteers.

A partnership is successful if both partners gain something from the relationship. Identify groups that you have worked with in the past and ones that you would like to work with in the future. Share your project plans with potential partners and see if your goals resonate with their mission, interests, or intentions for community outreach.

Possible Let’s Talk About It: Civil War program partners:

- Arts and humanities organizations (historical societies, museums, cultural centers)
- Book clubs
- Community centers
- Senior organizations
- Area churches, synagogues and other religious organizations
- Public libraries in neighboring communities, library systems
- Professional associations
- Community colleges
- Universities
- Literacy organizations
- Social justice agencies
- Literary magazines
- Writers groups and poetry guilds
- Fraternal organizations
- Local businesses
- Councils on Aging/AARP groups
- Minority group associations
- Local chapters of national organizations (ADL, ACLU, ZONTA, ROTARY)

More information on promoting the series by working with community partners can be found in the Promotions section.

Program Length

One and a half to 2 hours are about right for this type of reading and discussion program. Attendees should come prepared to discuss the book(s) and the essay. Distribute participant folders at least two weeks in advance of the first program, to allow for time to read and consider the essay. The scholar will talk for 15-25 minutes, group discussion will last for about an hour, and time will be needed for getting started, seated, wrapping up, and if needed, taking a break.
**Group Size**

There is no magic number for the best group size. You want to make this program available to the largest number of people who will make an active commitment to participate. If the group is large, either break into smaller groups for discussion or plan to hold the program at additional times, and/or venues. Asking people to pre-register by signing up in advance for these programs is the best way to predict group size, as well as to ensure a commitment to attendance.

If you know you will have very large attendance and opt to break up into small discussion groups, recruit staff or experienced volunteers to serve as discussion leaders. Under this model, the scholar floats between the discussion groups.

**Day of the Program Checklist**

The following items should be in place before the start of each program. An affirmative answer to the following questions should mean you are ready to go.

- **Staff:** Has staff been alerted to the program location?
- **Signage:** Are there signs telling people where to go?
- **Room Set-up:** Are the chairs, nametags, and sign-in sheets in place?
- **Refreshments:** Have you checked delivery and setup?
- **Scholar:** Has the scholar been called to confirm directions, time, place, and other arrangements?
- **Volunteers:** Do volunteers and staff have all the necessary information?
- **Pre-registration:** Have participants who signed up for the program in advance picked up their program materials? Do you have a sign-in sheet ready for the program?
- **Introductions & Acknowledgements:** Have you prepared introductions and a list of funders, sponsors, partners, and others to thank?
- **Reminder email:** Have you sent a reminder email to pre-registrants?
- **Greetings:** Has someone been designated to greet participants as they arrive?

**Program Support Materials**

**Promotional Materials**

Each library will receive the following printed promotional materials, to support *Let’s Talk About It: Civil War* programs:

- 200 bookmarks for distribution to library patrons.
- 5 posters to display around your library or other strategic community locations to promote the upcoming program series.
- 30 copies of the national project scholar’s thematic essay, to be distributed to program participants.
• 30 folders, to be used to distribute supporting materials to program participants. Feel free to slip in information about other upcoming programs at your library, along with the Let’s Talk About It materials.

These promotional materials will be shipped via FedEx to the attention of library project directors on October 7, to arrive in 3-5 business days. Libraries wishing wish to print additional copies of these items (excluding the folders) may download the design files from the Online Site Support Notebook. See Online Resources for more information.

**Program Flyers and Postcards**
Professionally designed, customizable flyers and postcards may be downloaded from the Let’s Talk About It Online Site Support Notebook. These promotional resources are available as a high-resolution PDF files, as well as Microsoft Word documents, for libraries that wish to print and customize their own.

**Books**
Each participating library will receive the following quantities of books in the Let’s Talk About It: Making Sense of the American Civil War collection:

- 25 copies of *March* by Geraldine Brooks
- 25 copies of *Crossroads of Freedom: Antietam* by James McPherson
- 50 copies of *America’s War: Talking About the Civil War and Emancipation on Their 150th Anniversaries*, edited by Edward L. Ayers

Note that additional copies of *America’s War* have been provided because the work will be featured in all five discussion group meetings, which may result in additional demand for the title. Libraries are ultimately responsible for making sufficient quantities of books available for patrons to check out and/or arrangements for patrons to purchase the books. If additional copies are needed in order to meet patron demand, they may be purchased using grant funds. See Theme, Books and Program Materials for tips on ordering books.
LET’S TALK ABOUT IT: MAKING SENSE OF
THE AMERICAN CIVIL WAR
READING & DISCUSSION PROGRAM FORMAT

I. Welcome and Introductions (5-10 minutes)
Project director welcomes participants and introduces self, scholar. Thank participants, library, funders, and partners. Go over format and let people know what to expect. Provide any necessary information regarding program materials, schedule for rest of series. Lead applause for scholar.

II. Scholarly Presentation (20-25 minutes)
Scholar’s presentation on the week’s reading(s), authors’ backgrounds, the readings in context of the theme and essay, salient points made by the reading(s) and other relevant matters.

III. Discussion (45-60 minutes)
If the group exceeds 30-35 people, it may be necessary to break into small groups. In this case, the project director should recruit discussion leaders to facilitate small group discussion while the scholar floats between the small groups. After the discussion period, the small groups may reconvene for closing remarks.

IV. Wrap Up (10 – 20 minutes)
Scholar provides closing comments. Project director thanks the participants and scholar, distributes and collects evaluations, gives instructions for next session, and makes other announcements.

Total Program Time: 1 hour, 30 minutes – 2 hours
RELATED PROGRAMMING

Programming Ideas

The five scholar-led discussion sessions corresponding to the books in the series are the minimum requirement for participating *Let’s Talk About It: Making Sense of the American Civil War* libraries. Libraries are encouraged to hold related programs such as film series, forums, receptions, lectures, and related exhibits, to expand the reach and impact of the *Let’s Talk About It: Civil War* series. Here are some suggestions and ideas for related programs:

**Programming Ideas for Let’s Talk About It: Making Sense of the American Civil War**

- Host a film series that focuses on movies and documentaries about the Civil War (e.g., *Glory* directed by Edward Zwick, *The Civil War* directed by Ken Burns).

- Invite authors or historical reenactors to appear and read from their works featured in the *Let’s Talk About It* series; or, invite authors to read from their works on similar themes. Consult the Additional Reading list for this series, included at the end of the thematic essay, for ideas.

- Work with a scholar to present a lecture or lecture series on the lives and times of the authors featured in the series.

- Ask good public speakers to read one or more of the speeches featured in *America’s War*. Have an historian on hand to interpret them and put them in context. A series of public readings can create a picture of this period of American history--its people, its philosophies, its ideals, its failings--and also allow community leaders, media personalities and other celebrities to be included in library programs.

- Create intergenerational programs for community members to discuss and learn about historic and contemporary issues.

- Develop a walking tour of battlefields and other local sites significant to Civil War history. Highlight the people and places connected to the Civil War era in your community. Create a Web version of your research.


- Find people in your community who have family stories, diaries, artifacts from the Civil War era. Create related exhibits or ask them to speak at a program. Record their stories.
• Sponsor a One Book, One Community program using a related work or works (consider using one title for adults, one for young adults, one for children).

• Present a series of performance programs, featuring Civil War era music or poetry.

**Films and Videos**

Film and video showings are very popular related programming options. Here are some guideposts for good film and video programming practices:

• Libraries wishing to show films or videos related to the *Let’s Talk About It* series to the public must arrange for public performance rights (PPR). For more information, see Copyright Tips for Programming Librarians: Public Performance Rights on ProgrammingLibrarian.org. ([http://www.programminglibrarian.org/library/planning/copyright/copyright-tips-for-programming-librarians-public-performance-rights.html](http://www.programminglibrarian.org/library/planning/copyright/copyright-tips-for-programming-librarians-public-performance-rights.html))

• Swank Motion Pictures, Inc. offers a Movie Public Performance Site License to public libraries on an annual basis. Information is at [http://www.movlic.com/library/index.html](http://www.movlic.com/library/index.html)

• Please share information about films and videos with other libraries via the electronic discussion list. The ALA Public Programs Office will also pass along to you any film information we find.

Films to consider include the following:

- *The Civil War: A Film* by Ken Burns (1990, PBS)
- *Glory* (1989, Tristar)
- *Frederick Douglass: When the Lion Wrote History* (1994, PBS)
- *Ulysses S. Grant* (2002, PBS American Experience)

The following websites may be useful in obtaining additional information about these and other related films including release dates, reviews, and distribution information.

International Movie Database [www.imdb.com](http://www.imdb.com)
Rotten Tomatoes [www.rottentomatoes.com](http://www.rottentomatoes.com)
AMG Film Site [www.allmovie.com](http://www.allmovie.com)
Movie Licensing USA [www.movlic.com/](http://www.movlic.com/)
**READING & DISCUSSION GROUP TIPS FOR SCHOLARS**

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<th>Reading and Discussion Group Do’s and Don’ts</th>
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**Do’s**
- Be sure that everyone wears a nametag to help the participants become acquainted with each other.
- Suggest that the group form a circle, if possible, so that each person can see all the members of the group and the format is less like a classroom.
- Make certain that everyone who wants to participate has a chance to do so.
- Help keep the group on track.
- Aim to be the “leader” as little as possible.
- Accept and acknowledge the ideas of all group members.
- Look mainly at the overall group atmosphere. Don’t overreact to the needs of specific individuals.
- Listen attentively to what each member has to say. Listen in such a manner that members will see that you are listening and are genuinely interested.
- Encourage wide participation by occasionally asking if there are alternate points of view.

**Don’ts**
- Don’t require members to ask for permission to speak.
- Don’t require members to speak only to you.
- Don’t preach or teach.
- Don’t take sides or argue on any issue.
- Don’t manipulate the discussion or inhibit its flow.
- Don’t push people to participate before they feel ready.
- Don’t embarrass any member.
- Don’t hog the spotlight.
Tips for Dealing with Problem Situations

Here are some ideas from experienced discussion leaders of ways to deal with typical problem situations.

To deal with a dominating participant:
“Just a second, Bill. Let’s get back to the first point you made. Is there someone who would like to add to Bill’s remark?”

“Bob, I think your point is a good one, and I see that Mary would like to comment.”

To include the shy participant:
“I remember your saying, Sarah, that you particularly enjoy Louisa May Alcott’s work. Do you have anything to share about your thoughts on this reading?”

To include all participants:
When participants share information about themselves, make a mental note of it and bring it up at a later time, when appropriate.

Use personal names often during the discussion and encourage others to use them.

To cope with expressions of deep emotion:
Remember that Let’s Talk About It is a reading and discussion project. While its purpose is to encourage lively and profound discussion of the humanities through literature, it is not the appropriate setting to explore personal problems.

Acknowledge the depth of feeling in a members’ remark: “I can feel from the tone in your voice how much this means to you.”

Draw others into the discussion. This helps remove the person from the focus of the group and allows him or her to get their emotions back under control. “I understand this is a problem for you, Lisa. Let’s hear how the others have coped with it.”

Widen the discussion, moving from the personal to the impersonal: “You sound like the man in this story, Glen. Do you remember how he dealt with this situation?”

To deal with conflicting opinions:
The way you handle conflict will greatly influence the way the participants handle it as well. Give people time to say what they think, but don’t prolong the exchange beyond the interest span of the group. No matter what is said, it is important that no evaluation of opinion or judgment of personality is indicated.

“This disagreement shows diversity of feelings here.”

“I think both points of view are valid.”

“This subject certainly evokes strong emotions and that’s good.”
P R O M O T I O N

To draw the audience you seek and create awareness about your *Let’s Talk About It* series, your library needs to plan and implement an effective promotional campaign. The following guidelines are intended to help you launch a successful campaign. Included are general suggestions for promotional activities and sample media materials.

**Please note:** All promotional materials must carry the funder credit line and/or logos that appear in the Sponsor Credits and Acknowledgements section. Libraries are required to follow credit guidelines in all promotions.

### Getting Started

To meet media and other deadlines, you will need to start promoting your *Let’s Talk About It* series at least two months in advance.

First, determine your target audience, goals for audience size and the best communication methods for this program. Involving your fellow staff members in program planning can be a great way to start determining these things and foster new ideas and additional support and enthusiasm. Try holding a mini-workshop or brainstorming session. During this session:

- Emphasize the potential for recruiting new users and building support for the library.
- Communicate the goals for your program – what audiences you wish to reach, what you wish to accomplish.
- Assign staff with various interests/talents to work in small groups to carry out the goals.

Additionally, share your program plans with the library director, board, Friends and other library support groups and invite their ideas and cooperation.

### Defining the Target Audience

General promotional materials such as postcards, flyers, press releases, and advertisements are great vehicles for reaching a general audience of mixed ages and backgrounds. Certainly, there are also several groups in your community that will be very interested in your *Let’s Talk About It* series. These groups can provide support through passing information about the series onto members of their organization who may be interested in attending or providing financial, programmatic, and other support. For a list of some of these organizations that may be in your community, see Planning the Programs.

### Choosing Communication Methods

Once you’ve determined who you would like reach out to, you need to focus on how you’re going to let them know about the series. Most communication methods fall into these four categories:
• **Public Relations/Publicity**: press releases, newspaper and magazine articles, announcements on television and radio programs, websites, public service announcements (PSAs), letters to the editor, social media;
• **Direct Marketing**: direct mailings, mass e-mail messages, online marketing;
• **Personal Contact**: word of mouth, public speaking engagements, telephone, e-mails, letters;
• **Advertising**: print ads, TV and radio spots, banners, flyers, bookmarks, posters, buttons, and displays.

**Public Relations/Publicity**
Public relations/publicity refers to content about your library and programs that appear in the media. For example, a press release or public service announcement informing the media about your events may result in newspaper coverage or an announcement on a local radio program.

**Press and Media**
Contacting the media and using the Internet to publicize your event is key to getting your message out to a mass audience. Here are a few methods you can use to contact your local media and reach out to audiences through the Internet:

• E-mail a *press release* announcing the event to your local newspapers, radio stations and television stations at least two to four weeks before the event. If you have regional magazines or talk shows that list upcoming events, you may want to send a release to them as well. Since these media outlets often have longer lead times, send these press releases out at least four to eight weeks before the event. Sample press releases can be found in the following pages or the *Let’s Talk About It* Online Site Support Notebook.

• About a week before your event, follow up the press release by sending a *media alert* via fax or e-mail to key contacts. A sample media alert appears on the following pages and in the *Let’s Talk About It* Online Site Support Notebook. The alert provides specific information about the date, time and location for reporters and photographers who may be interested in attending the series, reporting on the series, or including the information in an “Upcoming Events” section. If possible, call each contact a day or two later to confirm that they received the media alert, find out if they have any questions, and see if they are interested in attending the program, scheduling an interview with the program director or scholar, getting more information about the program, or if they plan to include the news in an upcoming issue.

• If you find that media professionals are interested in visiting the library for a program in the series, a related event, or an interview, you will need to have additional materials available in a *press kit*. The press kit should contain one copy of the press release, media alert, photos and biographies of your scholar and other key participants, and copies of all promotional materials – flyers, bookmarks, postcards, etc. Alternately, you may decide to create an *electronic press kit*, which would include PDFs of all the materials listed above saved to a disc or a USB flash drive, or uploaded to a section of your library’s website that can be easily accessed by the local media. If you do get an opportunity to discuss the event with a reporter, suggest story ideas and offer to schedule an interview with your speakers and partner.
organizations. (First, make sure your program guests, scholar, and partner organization representatives are willing to be interviewed.)

- Since television and radio stations are required to use a percentage of their airtime for non-profit and public announcements, your local stations may be willing to air a public service announcement (PSA) about your Let’s Talk About It series. A PSA will advertise your event, but is donated airtime, so there is no cost to your library. If you have the capabilities, you may wish to create taped, ready-to-air PSAs for radio and/or TV. If not, you will need to work closely with stations in your community to gain their interest in the series and help them develop the PSAs.

**Internet**
- If your library’s website doesn’t have a calendar or Coming Events section, talk to your webmaster about creating one. This is the perfect place for library patrons to find out details about your series. Make sure you include as much information as possible on your website and keep it current. If you do have a Coming Events section, you need to include information about the series in it. Participants in the series who do not visit the library on a regular basis will look to the library’s website for details or last minute information, and it’s important that you make that information available. If you post information about the series on your library’s website, be sure to include the URL on promotional materials.

- The Internet can also be useful for getting the word out about your event through other organizations’ websites. Your partner organizations, city, community centers, local media outlets and Chamber of Commerce may post information about community events on their websites. Additionally, many major cities also have local entertainment and news websites, such as Patch.com, Eventful.com, Upcoming.Yahoo.com, and Everyblock.com, which provide information about events in several cities. Find out if these websites exist in your area and learn how you can go about getting your library’s events added to the site. Many sites allow for user-generated content, so adding your Let’s Talk About It series could be easier than you think. Also, be sure to include links to your partners’ sites and encourage them to return the favor.

**Social Media**
- If your library has a presence on social networking sites such as Facebook, MySpace, Twitter, YouTube, or Flickr, be sure to post information to those venues when promoting your upcoming events. Include the relevant information about date, time, and location, but also include a preview of the themes of the program. Consider creating a short video or podcast to preview the subject matter to be discussed and provoke conversation. Remember to include the library’s electronic networks not just through the promotion period, but through the programming period as well. Sites such as Facebook and Twitter can be the logical place for participants to continue any conversation that begins in the library.

**Direct Marketing**
Using the list of community organizations and other groups you have identified as your target audience, you can use direct marketing to contact these groups and individual members of these groups:
When contacting community and other organizations, use a personalized letter or phone call. You can also use a copy of your program flyer as an informal letter, if needed, but be sure to include a personal note soliciting support, especially if you are asking for financial or other support. A sample letter to community groups appears on the following pages.

In addition to contacting organizations, you may want to target individuals in your community. If you keep a list of patrons’ e-mail addresses, sending a mass e-mail message about the upcoming event can be an effective and inexpensive way to get the word out to a number of people. You may also want to consider printing a customized version of the Let’s Talk About It postcard found in the Online Site Support Notebook. Postcards can be mailed to library patrons, community members or others. Additionally, you may want to send an e-mail message about the program to community group leaders to post to their electronic discussion groups or forward on to their own address lists.

Personal Contact

One-on-one personal contact can be one of your most effective means of communicating with key individuals and groups. It can create a better understanding and build more enthusiasm than any other communication method. Some tips:

- Create a list of influential individuals in your community – the mayor, city council members, business leaders, etc. – who may be interested in your event. Send them a letter and program flyer about the event and ask to meet with them to discuss further. If a meeting is not possible, mention in your letter that you will call them within a week to follow-up. Even if these individuals are not able to participate in the series, letting them know about the program could help the library in other ways.

- When contacting community groups, you may want to ask to speak for five to ten minutes at one of their upcoming meetings or events. This is inexpensive and effective since it allows you to both deliver your message and gauge responses. At the meeting, outline your overall series plan and present convincing reasons why the series may be of interest to them. Bring flyers, bookmarks and other materials along to distribute after your speech. If possible, speak at the end of the meeting or offer to stay until the end of the meeting to answer questions.

- If speaking at a meeting is not possible, solicit support from these groups to help promote the program themselves. Ask the group leaders to pass out flyers or mention the program to their members and staff.

Advertising

Often the most expensive promotional method, advertising can also be one of the most effective vehicles for promoting your program. Here are a few advertising methods:

- Promotional posters: Participating libraries will receive 5 posters that can be customized to include information about your library’s Let’s Talk About It series. Posters should include series program times, location(s), scholar’s name and title or brief biographical information, acknowledgement of local funders, and your library’s URL, e-mail address, and/or phone number people can call for more information. Posters can be posted at your library,
community centers (e.g., city hall, the post office and schools, local colleges), restaurants, grocery stores, dry cleaners, bookstores, health clubs, etc. Ask Friends and trustees to post flyers and posters at places they frequent. It’s easy for them to take the posters with them and won’t require as much work for the project director or staff. If you need more posters, the print file can be downloaded from the Online Site Support Notebook.

- **Paid advertising** in local newspapers and on local radio or television stations can be another effective, but costly method. Before considering paid advertising, approach your local newspapers, radio and television stations regarding public service announcements (see Public Relations/Publicity above). Some newspapers and broadcast stations may be willing to donate or offer discounted airtime or ad space for non-profit groups. If you do receive free advertising, acknowledge the media outlet as a sponsor on program materials. If you consider paid advertising, also look to your Friends or other groups to underwrite costs.

- Developing simple, cost effective promotional items (bookmarks, buttons, pens/pencils, etc.) is another effective way to promote your event. These promotional items can also double as a “freebie” for patrons who attend the *Let’s Talk About It* series. Hand out promotional items at schools, community group meetings or other locations. Ask Friends and trustees to hand out bookmarks to their friends and others. To get you started, ALA will provide 200 printed copies of a *Let’s Talk About It: Making Sense of the American Civil War* bookmark. Additional copies may be printed from the Online Site Support Notebook.

**Putting It All Together**

After reviewing this list, spend a little time thinking about which of these methods will work best for your event, your community and your library. Consider your budget and time available. Consider your planning team – is this effort a one-man production or committee-based? And, consider your past successes and failures by taking a look at which communication methods you’ve used to promote past events. For this *Let’s Talk About It* series, you may want to combine some successful methods you’ve used before with some new ideas.

Also, keep in mind your goals for the size and type of audience you wish to attract. If your library can only hold a group of twenty, you do not need to spend hundreds of dollars on publicity. Instead, use your resources wisely. Use cost-effective methods and spend the majority of your time contacting individuals and groups that you are most interested in reaching or that could benefit the most from the series.

On the other hand, if you are looking to attract an audience of people who have never set foot in the library, you will need to be more creative in your promotional activities. Most likely, you will need to spend a little more time contacting new people and developing promotional materials for new outlets and locations. However, this time and effort could pay off. Bringing new faces into the library for a program will undoubtedly result in issuing more library cards and finding new life-long library patrons.
FOR IMMEDIATE RELEASE

Contact: {NAME}
{PHONE NUMBER}
{E-MAIL ADDRESS}

{NAME OF LIBRARY} awarded grant from ALA and NEH to host Civil War reading and discussion series

{CITY, STATE} – {NAME OF LIBRARY} received a $3,000 grant from the American Library Association (ALA) and the National Endowment for the Humanities (NEH) to host “Let’s Talk About It: Making Sense of the American Civil War,” a five-part reading and discussion series. The library is one of 65 public libraries nationwide receiving grants to host the series which will encourage participants to consider the legacy of the Civil War and emancipation. Local support for the series is provided by {NAMES OF COMMUNITY PARTNERS.}

“The Civil War takes us back to a time in American history when civility ruptured and the nation split in two,” said Jim Leach, chairman of NEH. “The sesquicentennial of the Civil War and emancipation is an occasion for America to reflect together about the causes and ramifications of our greatest internal conflict, and a most appropriate way for ‘us the living’ to renew the American spirit in these still-troubled times.”

In addition to program funding, the library will receive copies of the following works:

- “March” by Geraldine Brooks (Penguin, 2006)
- “America’s War: Talking About the Civil War and Emancipation on Their 150th Anniversaries,” an anthology of historical fiction, speeches, diaries, memoirs, biography, and short stories, edited by national project scholar Edward L. Ayers and co-published by NEH and ALA.

{NAME OF SCHOLAR, TITLE} will lead a discussion of the book at each session. {IF POSSIBLE, INSERT A SENTENCE OR TWO ABOUT YOUR SCHOLAR’S EXPERTISE}.

For details or to register, please visit {LIBRARY’S WEB SITE ADDRESS} or contact {CONTACT NAME, PHONE NUMBER, AND/OR EMAIL}. To obtain copies of program materials, please contact {LIBRARY CONTACT}.

{END RELEASE WITH A SENTENCE OR TWO ABOUT YOUR LIBRARY, HOURS, WEB ADDRESS, ETC.}

###
FOR IMMEDIATE RELEASE

Contact: {NAME}
{PHONE NUMBER}
{E-MAIL ADDRESS}

{NAME OF LIBRARY} to host Let’s Talk About It: Making Sense of the American Civil War reading and discussion series

{CITY, STATE} – {NAME OF LIBRARY} will host a free five-part reading and discussion series called “Let’s Talk About It: Making Sense of the American Civil War.” The library is one of 65 public libraries nationwide receiving grants to host the series developed by the American Library Association and the National Endowment for the Humanities. Local support for the series is provided by {NAMES OF COMMUNITY PARTNERS.}

All programs will be held at {LIBRARY NAME AND ADDRESS.} For details or to register, please visit {LIBRARY’S WEB SITE ADDRESS} or contact {CONTACT NAME, PHONE NUMBER, AND/OR EMAIL}.

“We are delighted to have been chosen to host this unique series that will allow patrons a chance to discuss the legacy of the Civil War with fellow community members and with the help of a well-qualified scholar,” said {NAME OF LIBRARY/PROGRAM DIRECTOR AND TITLE}.

Group discussion events will be held once per {WEEK/MONTH/ETC.} at the library on the following works:

- “March” by Geraldine Brooks (Penguin, 2006)
- “America’s War: Talking About the Civil War and Emancipation on Their 150th Anniversaries,” an anthology of historical fiction, speeches, diaries, memoirs, biography, and short stories, edited by national project scholar Edward L. Ayers and co-published by NEH and ALA.

{NAME OF SCHOLAR, TITLE} will lead a discussion of the book at each session. {IF POSSIBLE, INSERT A SENTENCE OR TWO ABOUT YOUR SCHOLAR’S EXPERTISE}.

To obtain copies of all program materials, please contact {LIBRARY CONTACT}.

{END RELEASE WITH A SENTENCE OR TWO ABOUT YOUR LIBRARY, HOURS, WEB ADDRESS, ETC.}

###
Sample Media Alert

“Let’s Talk About It: Making Sense of the American Civil War” reading and discussion series starts at {NAME OF LIBRARY}

WHAT: {NAME OF LIBRARY} will host a free five-part reading and discussion series called “Let’s Talk About It: Making Sense of the American Civil War.” In commemoration of the Civil War sesquicentennial, the series encourages participants to consider the legacy of the Civil War and emancipation.

WHO: The series is open to all adults in the community and is led by {NAME AND TITLE OF SCHOLAR}.

WHEN: The series will be held on {PROGRAM DATES, HOURS}

WHERE: {LIBRARY NAME, LOCATION OF PROGRAMS, INCLUDE ADDRESS AND BASIC DIRECTIONS}

WHY: The program is part of a national initiative of the National Endowment for the Humanities and the American Library Association.

{NAME OF LIBRARY} is one of 65 libraries nationwide receiving grants to host the series. “Let’s Talk About It: Making Sense of the American Civil War” uses books and scholar-led discussions as an effective entry into serious thought, discussion and further reading. It also offers an occasion to bring diverse groups together at the library to discuss the modern implications of the Civil War and emancipation through a mix of scholarly essays, books and discussions.

CONTACT: {NAME, PHONE NUMBER, E-MAIL ADDRESS}

WEBSITE: For additional information, please visit {INSERT WEB ADDRESS}.

###
Sample Letter to Community Groups

{DATE}

{NAME}
{COMPANY}
{ADDRESS}
{CITY, STATE ZIP}

Dear Library Friend: {use a personalized greeting whenever possible}

The {NAME OF LIBRARY} is hosting a new reading and discussion series titled Let’s Talk About It: Making Sense of the American Civil War. We cordially invite you and your colleagues {use appropriate term for each group, i.e. members, employees, etc.} to attend. The series is designed to offer participants an opportunity to learn about the legacy of the Civil War and emancipation through historical and contemporary literature and discussing these works in scholar-led discussions at the library.

Our library is one of 65 libraries nationwide receiving grants to host this series, which is organized by the National Endowment for the Humanities and the American Library Association.

{NAME OF SCHOLAR} will lead the five-part series. {IF POSSIBLE, INSERT A SENTENCE OR TWO ABOUT YOUR SCHOLAR’S EXPERTISE}. The first program will be held {DAY, DATE} at {TIME} in the library’s {ROOM NAME}.

The enclosed materials provide additional details about the series. We encourage you and your colleagues {use appropriate term} to participate in this national program at our library. To register, please contact {CONTACT NAME} at {PHONE NUMBER} or {E-MAIL ADDRESS}.

Thank you,

{NAME OF LIBRARY OR PROJECT DIRECTOR}
{TITLE}
Sample Public Service Announcements (PSAs)

00:10 The {NAME OF LIBRARY} will host a five-part reading and discussion series titled Let’s Talk About It: Making Sense of the American Civil War beginning {DATE}. For details, call {LIBRARY’S PHONE NUMBER} or visit {LIBRARY’S WEB ADDRESS}.*

00:20 Learn more about the legacy of the American Civil War and emancipation through a five-part reading and discussion series at {NAME OF LIBRARY}. Discuss {BOOK/ESSAY TITLE} with fellow community members in this series starting {DAY, DATE}. For details, call {LIBRARY’S PHONE NUMBER} or visit {LIBRARY’S WEB ADDRESS}.*

00:30 One hundred and fifty years later, and we are still talking about the Civil War. How do the legacy of the Civil War and emancipation affect our lives today? Learn more at Let’s Talk About It: Making Sense of the American Civil War, a new reading and discussion series at {NAME OF LIBRARY}. Discover this pivotal period of American history through historical and contemporary literature with fellow community members in this five-part series starting {DAY, DATE}. For details, call {LIBRARY’S PHONE NUMBER} or visit {LIBRARY’S WEB ADDRESS}.*

*Let’s Talk About It: Making Sense of the American Civil War is a project of the National Endowment for the Humanities and the American Library Association.
Let’s Talk About It:

**Making Sense of the American Civil War**

A reading and discussion series in America’s libraries

“A HUNDRED AND FIFTY YEARS AFTER THE PIVOTAL EVENT IN OUR NATION’S HISTORY, WE ARE STILL DISCOVERING ITS MEANINGS.”

—EDWARD L. AVISE, Civil War Historian

Sample Postcard

(PDF files for customization are available in the Online Site Support Notebook)
LET’S TALK ABOUT IT:
Making Sense of the American Civil War
A reading and discussion series in America’s libraries

Presented by the NATIONAL ENDOWMENT FOR THE HUMANITIES and the AMERICAN LIBRARY ASSOCIATION
LET’S TALK ABOUT IT: Making Sense of the American Civil War

A reading and discussion series in America’s libraries

March by Geraldine Brooks | Crossroads of Freedom: Antietam by James McPherson
America’s War: Talking About the Civil War and Emancipation on their 150th Anniversaries edited by Edward L. Ayers

Presented by the NATIONAL ENDOWMENT FOR THE HUMANITIES and the AMERICAN LIBRARY ASSOCIATION
SPONSOR CREDITS AND ACKNOWLEDGEMENTS

The following official program credit line must appear in all materials relating to the Let’s Talk About It: Making Sense of the American Civil War program:

Let’s Talk About It: Making Sense of the American Civil War, a reading and discussion series, has been made possible through a grant from the National Endowment for the Humanities and the American Library Association.

Further Guidelines for Sponsor Acknowledgment

- The credit line above should appear on all printed and other visual materials related to the program, including press releases, brochures, publications, invitations, program flyers, advertisements, press kits, announcements, websites and local posters. It should also appear on any signage regarding the program. On all materials, it should appear in a type size that is readable and appropriate to the overall design.

- Please use the NEH, ALA and Let’s Talk About It logos whenever possible. The logos can be downloaded from the Online Site Support Notebook. See the Online Resources section for instructions.

- In speaking to or sending press releases to newspaper reporters, radio and TV interviewers and other media personnel, please stress that full sponsorship and funding credit should be included in all articles and features. Some libraries include a line set off at the beginning of press releases saying "Editor: Please do not edit out sponsorship credits in paragraph __.”

- At press events and in public programs: The sponsorship of the Let’s Talk About It: Making Sense of the American Civil War program by NEH and ALA should be acknowledged orally at the beginning and end of each Let’s Talk About It program, press conferences, and related programs, and at the beginning and end of radio or television interviews, when possible.

- Local sponsor credits: Local sponsor credit must follow the above official program credit line and be in a type size no larger than the program credit. The exception is materials that are entirely supported by another funding source. In those cases, it is still necessary for the credit line above to appear, but the additional sponsor’s credit may appear first and in larger type.
<table>
<thead>
<tr>
<th>Category</th>
<th>Cash Expenses</th>
<th>In-Kind</th>
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<tbody>
<tr>
<td><strong>Books (# of copies X cost per copy)</strong></td>
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<tr>
<td>Paperbacks</td>
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<tr>
<td><strong>Scholar</strong></td>
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<tr>
<td>Honorarium</td>
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<tr>
<td>Other</td>
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<tr>
<td>Total</td>
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<tr>
<td><strong>Staff Time</strong></td>
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<td>Administration</td>
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<td>Fundraising</td>
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<td>Materials development</td>
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<td>Total</td>
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<tr>
<td><strong>Training Workshop</strong></td>
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<td></td>
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<tr>
<td>Lodging/meals</td>
<td></td>
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<td>Airfare</td>
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<tr>
<td>Expenses</td>
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<td>Total</td>
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<tr>
<td><strong>Publicity &amp; Marketing</strong></td>
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<tr>
<td>Publicity materials development</td>
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<td>Press outreach</td>
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<tr>
<td>Community outreach</td>
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<tr>
<td>Web page production</td>
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<td><strong>Related Expenses</strong></td>
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<tr>
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<tr>
<td><strong>Printing &amp; Photocopying</strong></td>
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<tr>
<td>Total</td>
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<td><strong>Total Cash Expenses</strong></td>
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<tr>
<td><strong>Total In-Kind Expenses</strong></td>
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<td></td>
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<tr>
<td><strong>Project Total</strong></td>
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<tr>
<td></td>
<td>Cash Revenue</td>
<td>In-Kind</td>
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<tr>
<td>------------------------------</td>
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<td>---------</td>
</tr>
<tr>
<td><em>Let’s Talk About It</em> Grant</td>
<td>$3,000</td>
<td></td>
</tr>
<tr>
<td>Library</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friends of the Library</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Grants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Revenue</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
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</tbody>
</table>

**Sponsors**

<table>
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<tr>
<th></th>
<th>Cash Revenue</th>
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</tr>
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<tbody>
<tr>
<td>Community Organizations</td>
<td></td>
<td></td>
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<tr>
<td>Book Store</td>
<td></td>
<td></td>
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<tr>
<td>Radio or TV Station</td>
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<tr>
<td>Local Businesses</td>
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<tr>
<td>Other</td>
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<td></td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
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</tbody>
</table>

**Total Cash Revenue**

*Cash expenses should not exceed cash revenue*

**Total In-Kind**

*In-Kind Revenue total should match In-Kind expense total*
FUNDING RESOURCES

Short-Term Grants for Library Humanities Programming
You may want to look into finding funds to match your Let’s Talk About It grant. Matching funds will expand the budget for your program and increase the potential reach and impact.

- Many state humanities councils award “mini-grants” or “resource grants” to support free admission public humanities programs of short duration. In most states, programs must involve a humanities scholar in order to qualify for a grant.

- Short-term grants usually cover only the direct costs of a humanities program, for example, honoraria and travel expenses for lecturers, film or video preparation and presentation, printing and postage for promotional items, and the purchase of books for discussion programs. Short-term grants do not in most cases cover the costs of food or beverages for receptions or other social events.

- Mini-grants and resource grants range from $100 to $1,500 or more, depending upon the state’s guidelines and the purpose of the grant. Matching funds or in-kind contributions are often required for state humanities council grants.

- Application deadlines for short-term grants vary from state to state. In general, state humanities councils ask that mini-grant applications be received from six to ten weeks before a program is to begin. Some states also award one-time grants of a few hundred dollars that can be applied for at any time.

- Contact your state humanities council for short-term grant guidelines and application requirements.

- For a list of state humanities councils or information on your state humanities council, contact:

  The Federation of State Humanities Councils
  1600 Wilson Boulevard
  Suite 902
  Arlington, VA 22209
  Tel.: 703-908-9700
  Fax: 703-908-9706

Contact information for all state humanities councils can also be found at:

www.statehumanities.org
PROGRAM EVALUATION & REPORTING

Evaluation is essential for determining the effectiveness of your program, its impact and whether your original goals have been met.

Not all participants will attend every session, but it can be valuable to hear from every participant as the series progresses. By distributing evaluation forms at each discussion session, you will be able to respond to any problems, address questions, and make any adjustments in format that may be necessary.

Consider in advance, how you will judge the quality and effectiveness of your reading and discussion series. By number of participants? By their evaluations? By whether your original goals were met? By the comments of the scholar? By requests for future reading and discussion programs? Most project directors will evaluate the series by weighing each of these and other factors.

Valuable sources for feedback include:

- Participants
- Scholars
- Community partner organizations
- Project director
- Planning committee
- Library staff
- Sponsors and funders
- Library patrons

Think of evaluation not only as a way to gauge the level of effectiveness of this program, but also as a tool to plan future programs.

Sample scholar and participant evaluation forms appear on the following pages.
Sample Evaluation Form for Local Scholar

1. Were the books/readings the right choice for today’s program?

2. How successful was group discussion?

3. How closely related to the theme was the group discussion?

4. How helpful was the essay in preparing for today’s program?

5. How helpful was the essay for today’s discussion?

6. Please comment on the overall success of today’s program.

7. How useful was the pre-program information to your preparation? Is there anything else the project director could have done to assist you?

Other comments:
Sample Evaluation Form for Participants

The following are sample questions. As project director you may want to design your own form.

Session 1:

Please give us your feedback on this *Let’s Talk About It: Making Sense of the American Civil War* reading and discussion series:

1. Were the books/readings the right choice for today’s program?

2. To what extent:
   a. Did the lecture enrich your understanding of the readings?
      
      | 1 | 2 | 3 | 4 | 5 |
      |---|---|---|---|---|
      | (not at all) | (very much) |

      Comments:

   b. Did the lecture enhance your participation in the discussion?
      
      | 1 | 2 | 3 | 4 | 5 |
      |---|---|---|---|---|
      | (not at all) | (very much) |

      Comments:

3. How successful was the discussion portion of the program?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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</thead>
<tbody>
<tr>
<td>(not at all)</td>
<td>(very much)</td>
<td></td>
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</table>

   Comments:

4. How effective was the scholar in facilitating discussion?

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<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tbody>
<tr>
<td>(not at all)</td>
<td>(very much)</td>
<td></td>
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</table>

   Comments:
Sample Evaluation Form for Participants, continued:

5. How did you hear about this *Let’s Talk About It* reading and discussion program?

6. Do you plan to attend other programs in this series?  Yes  No
   If no, why not?

7. Is the program time convenient?  Yes  No
   If no, when would you prefer to meet?

8. Is the program date convenient?  Yes  No
   If no, when would you prefer to meet?

9. Is the discussion group size too large, too small, just right? (circle one)

10. Are there any other topics or themes in literature that you would like to discuss?

   *Demographic questions (optional):*

11. What is your gender? (circle)
    
    Female  Male

12. What is your age? (circle)
    
    18-24  25-35  36-50  50+

13. Which ethnic background do you most identify yourself with? (circle)
    
    *African-American*  *Asian*  *Hispanic/Latino*
    *
    *Native American*  *Caucasian*  *Multi-racial*  *Other*
ONLINE FINAL REPORT QUESTIONS

An online final report about your library’s Let’s Talk About It program must be submitted within 60 days following the completion of the last program, or by June 30, 2012 (whichever comes first).

To access the online final report, visit http://ppo.ala.org/civilwar, and log on using the email address and password used to submit your original application. If you have forgotten your password, you may use the Password Reset option on the login page.

The following questions are included in the online final report. Please note that you may log in to the report at any time to begin working on your responses, save your changes, and return at a later time to continue working on or submit the report.

Reading & Discussion Program Log

<table>
<thead>
<tr>
<th>Program/Event Date</th>
<th>Location</th>
<th>Book(s) Discussed</th>
<th>Attendance Projected/Actual</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

Supplemental Program Log (includes an option to add rows)

<table>
<thead>
<tr>
<th>Program/Event Date</th>
<th>Location</th>
<th>Program title and description</th>
<th>Scholar/Speaker</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>
The following questions should be answered in narrative format (600 words or less).

1. Describe any related programming conducted at your library, in support of the Civil War Sesquicentennial and your Let’s Talk About It (LTAI) program.

2. Describe how your actual programs compared to original program plans (roles of partners, anticipated vs. actual attendance, etc.).

3. Describe your library’s promotional campaign for the LTAI: CW series, as well as the publicity received.

4. Report on the library’s progress toward goals listed in your original proposal.

5. What are your library’s plans for continued cultural programming (upcoming events, pending funding proposals, library support, partnerships, etc.)?

6. Do you plan to apply for another LTAI grant from the ALA Public Programs Office, and/or to conduct LTAI programming with support from another source? Please tell us why or why not, and describe your plans.

7. If there is anything else you would like to tell us about your experience conducting this LTAI series, please use the space below.

The following items must be provided via file upload:

- Completed scholar evaluation.
- Summary or samples of participant evaluations.
- Samples of library promotional materials and/or press coverage.
ONLINE RESOURCES

**Electronic Discussion List**

ALA has created an electronic discussion list that will allow librarians at libraries participating in the *Let’s Talk About It: Making Sense of the American Civil War* project to exchange information about their series, ask questions of each other, and pool resources. The electronic discussion list is named *letstalkcw@ala.org*. The list is unmoderated, and all LTAI project directors will be automatically subscribed on October 17.

Once you’ve been subscribed, you will receive a confirmation message from the list. After that, it will be your responsibility to manage your own communication preferences. Instructions for completing common subscription modifications are below. Please note that this list is only for currently project directors and other library staff working on the project. If you require assistance with list use, please email publicprograms@ala.org.

To subscribe to *letstalkcw@ala.org*: Send an e-mail message to listproc@ala.org with the following command as the first line of text in the body of the message:

```
subscribe letstalkcw Name (for library staff interested in joining)
```

To receive messages in digest form (one message per day, which will contain all messages posted to the list in the previous 24 hours): Send another e-mail to listproc@ala.org with the following command:

```
set letstalkcw mail digest
```

To unsubscribe from *letstalkcw@ala.org*: Send an e-mail with the following command to listproc@ala.org:

```
unsubscribe letstalkcw
```

To manage your subscription to this and other ALA electronic discussion lists, please visit [http://lists.ala.org](http://lists.ala.org).
NEH’s EdSITEment

The National Endowment for the Humanities’ EDSITEment website is offered in partnership with the Verizon Foundation and the National Trust for the Humanities, and is a proud member of the Thinkfinity Consortium of premier educational websites.

EDSITEment offers a treasure trove of high-quality material on the Internet in the subject areas of literature and language arts, foreign languages, art and culture, and history and social studies.

Online at http://edsitement.neh.gov/, EdSITEment features sections on the American Civil War (http://edsitement.neh.gov/american-civil-war), literature of the Civil War (http://edsitement.neh.gov/literature-civil-war#node-21484) and also offers K-12 lesson plans on Slavery, the Crisis of the Union, the Civil War and Reconstruction.

ALA’s ProgrammingLibrarian.org

The ALA Public Programs Office maintains a website called ProgrammingLibrarian.org, an online resource center for all things related to presenting cultural programs for all types and sizes of libraries. Visit www.programminglibrarian.org to find information about other ALA grant opportunities, programs, and more. You can also visit the Let’s Talk About It area of the site (www.programminglibrarian.org/ltai) to access essays, book lists, and resources from more than 30 other Let’s Talk About It series on themes ranging from African-American migration to Latino literature to the new millennium and even children’s literature.

LTAI: Civil War on ALA PPO Website

Have a question about your Let’s Talk About It program? Visit www.al.org/civilwarprograms to access to complete information about the project. From this link, you can access grant guidelines, the Online Site Support Notebook, the online final report, a list of participating libraries and program dates, information about the books and readings included and how to purchase them, find ALA staff contact information, and access any other news about the project.

Additional Online Resources

What’s New

- New York Times – Opinionator’s “Disunion” series
  Exclusive online commentary revisiting and reconsidering America's most perilous period -- using contemporary accounts, diaries, images and historical assessments to follow the Civil War as it unfolded.
  http://opinionator.blogs.nytimes.com/category/disunion/
• National Park Service
  The Civil War: 150 Years (National Park Service Sesquicentennial Commemoration)
  Features include: Nationwide calendar of CW150 events, information about Civil War Parks, access to database of Civil War Soldiers, more in-depth information about the War
  http://www.nps.gov/civilwar150/

Pioneering Digital History Resources

• Valley of the Shadow
  Edward L. Ayers
  http://valley.lib.virginia.edu/

• Hidden Patterns of the Civil War
  Digital Scholarship Lab, University of Richmond
  http://dsl.richmond.edu/civilwar/

Online Exhibitions

• Library of Congress - From Slavery to Civil Rights: A Timeline of African American History
  http://www.loc.gov/teachers/classroommaterials/presentationsandactivities/presentations/civil-rights/#

• Library of Congress - Variety of collections on: Civil War and Reconstruction, 1861-1877
  http://www.loc.gov/topics/content.php?subcat=8

• Virginia Historical Society - An American Turning Point: The Civil War in Virginia
  http://www.vahistorical.org/civilwar/introduction.htm

• National Underground Railroad Freedom Center - Online exhibit of Frederick Douglass’ documents
  http://www.freedomcenter.org/underground-railroad/frederick-douglass/

• Gilder Lehrman Institute of American History - Online Exhibition: John Brown the Abolitionist and His Legacy
  http://www.gilderlehrman.org/collection/online/johnbrown/

• Gilder Lehrman Institute of American History - Slideshow: Lincoln and the Emancipation Proclamation
  http://www.gilderlehrman.org/collection/online/emancipation/index.html

• National Archives and Records Administration (NARA) - America’s Historical Documents: The Emancipation Proclamation
• Frederick Douglass National Historic Site - Virtual Museum Exhibit
  http://www.cr.nps.gov/museum/exhibits/douglass/

• Boston College - First-Hand: Civil War Era Drawings from the Becker Collection
  http://firsthandexhibit.org/

General Information – To Learn More

• EdSITEment - The American Civil War
  http://edsitement.neh.gov/american-civil-war

• EdSITEment - Literature of the Civil War
  http://edsitement.neh.gov/literature-civil-war#node-21484

• EdSITEment - K-12 lesson plans on Slavery, the Crisis of the Union, the Civil War and Reconstruction

• Gilder Lehrman Institute of American History - History by Era: The Civil War Era
  http://www.gilderlehrman.org/institute/era_civilwar.php

• Gilder Lehrman Institute of American History - Civil War 150th
  http://www.gilderlehrman.org/institute/civilwar150.php

Online Site Support Notebook

The Online Site Support Notebook is the most important online tool for all participating libraries. Located on the ALA Public Programs Office website, the Online Site Support Notebook contains all of the information in the print-version of the Site Support Notebook, plus additional downloadable program materials, including:

- Program flyer (high-res PDF file, Word file)
- Program bookmark (high-res PDF file)
- Customizable posters (high-res PDF file, Word file)
- Customizable postcards (high-res PDF file, Word file)
- Web ads and banners (JPG and GIF files)
- Template PR materials—press release, media alert, PSA, letter (Word files)
- ALA and NEH logos (TIF, EPS, and JPG files)
- Let’s Talk About It logo (TIF, EPS, and JPG files)
- Instructions on how to customize materials in Word and PDF formats
To access the Online Site Support Notebook, visit: http://www.ala.org/ala/aboutala/offices/ppo/programming/civilwar/civilwar-infoforlibraries.cfm

Please share this information with all members of your Let’s Talk About It team, especially those individuals who are handling publicity and marketing if the project director is not handling those aspects directly. The person handling promotion will undoubtedly need to access the downloadable materials referenced above and is required to read and follow the sponsor credits and acknowledgements instructions.