



Beyond
Category:

Traveling Exhibition

Site Support Notebook

The
Musical
Genius
of
Duke
Ellington

SITE SUPPORT NOTEBOOK CONTENTS

Front Pocket and Manila Insert: Additional Conditions for Tour Libraries; "America's Jazz Heritage" brochure; *Cobblestone* magazine; Fact sheet on Ellington Archives; Ellington chronology; Exhibition brochure; Seminar Agenda; Seminar Participants' List

Back Pocket and Manila Insert: Text of video; "Beyond Category" publicity photos (5); clip art; Exhibition text; PR on John Hasse book; order form for *Cobblestone*; Ellington t-shirt and CD order info from Smithsonian Institution Press; *Whole Person Catalog 3*

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You will receive separate packages from SITES containing 1) the exhibition layout, and 2) SITES' installation, registrarial and reporting information

QUESTIONS?

If you have questions about . . .

- ◆ THE EXHIBIT STRUCTURE/HOW TO INSTALL
- ◆ DAMAGE/REPAIRS
- ◆ REPORTS TO SITES

Call:

Crisley McCarson, Project Director
SITES
1100 Jefferson Dr., S.W.
MRC 706
Washington, DC 20560
202-786-2244
FAX: 202-357-4324

OR

Jill Newmark, Registrar
202-357-4691
FAX: 202-357-4324

- ◆ SENDING DRAFT PUBLICITY MATERIALS TO SITES

Call:

Liz Hill, Public Relations Director
SITES (address above)
202-357-3168
FAX: 202-357-4324

- ◆ THE INTERACTIVE VIDEO

Call:

Dan Meijer
Danco Electronic Service Specialists
929 Gist Avenue
Silver Spring, MD 20910
301-585-8844

- ◆ EXHIBITION SHIPPING
- ◆ BROCHURES AND POSTERS
- ◆ COBBLESTONE MAGAZINE
- ◆ EXHIBITION CD & VIDEO
- ◆ TOUR ITINERARY/SCHEDULE

Call:

Asa App
Public Programs
American Library Association
50 East Huron Street
Chicago, IL 60611
312-280-5053
800-545-2433, ext. 5053
FAX: 312-280-3224

- ◆ EXHIBITION REPORTS TO ALA
- ◆ PROGRAMMING RESOURCES
- ◆ GENERAL PUBLICITY
- ◆ THE ALA EXHIBITION NETWORK
- ◆ FUTURE ALA HUMANITIES PROJECTS
- ◆ ANY OTHER QUESTIONS

Call:

Susan Brandehoff
Public Programs
American Library Association
50 East Huron Street
Chicago, IL 60611
312-280-5054
800-545-2433, ext. 5054
FAX: 312-280-3224

IMPORTANT INFORMATION ABOUT THE EXHIBITION

EXHIBITION CREDIT LINE

Please use the following credit line on any printed pieces you produce to accompany the "Beyond Category: The Musical Genius of Duke Ellington" exhibition:

Beyond Category: The Musical Genius of Duke Ellington is organized by the Smithsonian Institution Traveling Exhibition Service and the American Library Association. It has been made possible through the generous support of the National Endowment for the Humanities, with additional support from the James Smithson Society, Smithsonian Institution.

Beyond Category is based upon an exhibition developed by the Smithsonian Institution Traveling Exhibition Service and the Division of Musical History, National Museum of American History, John Edward Hasse, curator.

This exhibition is part of *America's Jazz Heritage*, A Partnership of the Lila Wallace-Reader's Digest Fund and the Smithsonian Institution.

The credit line must appear on all printed and visual materials--press releases, brochures, publications, invitations, advertisements, announcements, and posters--related to the exhibition. However, the middle paragraph may be omitted on invitations, announcements and posters.

LOCAL DONATIONS CREDIT LINES

There are no restrictions as to organizations, companies, foundations, and individuals that you may approach for support of your local programs and installation. However, local sponsor credit must follow the *America's Jazz Heritage* credit line and can be no larger than the *America's Jazz Heritage* credit.

The exception to this rule is for publication of materials which are entirely supported by another funding source. In those cases, it is still necessary for the *America's Jazz Heritage* credit line to appear, but the additional sponsor's credit may appear first and in larger type.

DOCUMENTING LOCAL DONATIONS TO NEH PROJECTS

If you receive monetary donations from local associations, organizations, businesses, etc., for "Beyond Category: The Musical Genius of Duke Ellington" please request that the donor

prepare a letter following the form that appears after page 3 and forward it to the Donations Section of the National Endowment for the Humanities. The NEH grant number for "Beyond Category: The Musical Genius of Duke Ellington" is GL-21259-94. (Do not report grants from state, county or municipal agencies that are primarily funded by the federal government.)

Also, please be sure to inform your local, state and national legislators that the library and the community are participants in a major National Endowment for the Humanities-funded project.

PUBLICITY AND PUBLICITY APPROVAL

Public notice at the point of exhibition during the show's tour is largely the responsibility of the exhibiting library; however SITES and ALA will work with each exhibitor to achieve the most comprehensive coverage possible.

In addition, libraries must submit in advance all draft copy of press releases, media advisories, backgrounders, and exhibition invitations to SITES' Public Relations Department. Copies of all press coverage, including videotapes of television coverage and audiotapes of radio reports, must be supplied to SITES within three weeks following the exhibition opening, with periodic reports to SITES thereafter. For fast and simple communication, SITES' fax number is 202-357-4324.

SAMPLE CERTIFICATION LETTER

Address the letter to the Donations Section, Grants Office, Room 310, National Endowment for the Humanities, 1100 Pennsylvania Avenue, N.W., Washington, D.C. 20506.

I certify that \$ _____ has been received in the form of a gift/gifts, which have been donated to _____
(name of applicant)
 and which will be used in support of _____
(project title) (NEH application grant number)

These gifts meet the criteria for eligibility established by NEH and will be expended for project purposes during the grant period.

Documentation that substantiates the amounts, sources, and eligibility of the gift/gifts will be retained for three years following the submission to NEH of the final financial report for this project.

The funds certified above were provided by a donor/donors in the following category/categories:

Donor Category*	Number of Donors	Amount
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
	Total:	\$ _____

The following sentence must be included in the certification letter when a pledge is certified:

The amount certified in this letter includes \$ _____ in pledges. I hereby certify that (1) the pledge is legally enforceable, (2) the donor is obligated to pay the pledge during the grant period, and (3) the immediate release of matching funds is necessary to carry out project activities.

Sincerely yours,

(name and title of certifying official)

A copy of the donor's pledge letter must be attached to the certification letter.

***Please use the following numerical designations for donor categories:**

- 1 Individuals
- 2 Corporations and businesses (including company-sponsored and corporate foundations)
- 3 Private and public foundations (including independent, operating, and community foundations)
- 4 Labor unions and professional associations
- 5 Nonfederal government units (state, county, municipal)
- 6 Affiliated groups (alumni/ae, memberships, "Friends")
- 7 Special events and benefits (use only when gifts raised through this means cannot be readily assigned to any of the above donor categories)
- 8 Other (specify)

GOALS OF ALA TRAVELING EXHIBITIONS

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 history, ethics, music, visual and literary arts, and human values are an integral part of the mission of libraries.

Exhibitions in libraries stimulate the public's interest in the world of ideas. They are not ends in themselves, but starting points for substantive programming, discussion and study. One goal of ALA exhibitions is to encourage visitors to go beyond the images and to explore exhibition themes in other areas of the library collection, with the help of programs and bibliographic aids offered by host libraries. A related goal is to help libraries strengthen their role as an intellectual forum and central cultural and educational institution in the community.

We hope that the experience and information gained through these tours will encourage librarians to plan related exhibitions based on local collections and to make them available to other libraries in the national library exhibitions network. The National Endowment for the Humanities and the American Library Association will continue to look to the growing network of libraries that have hosted ALA/NEH exhibitions as potential hosts for future exhibitions.



FACT SHEET

"Beyond Category: The Musical Genius of Duke Ellington" A Traveling Exhibition

WHO: The American Library Association and the Smithsonian Institution Traveling Exhibition Service cooperated in producing the exhibition and tour with funding from the National Endowment for the Humanities.

WHAT: "Beyond Category: The Musical Genius of Duke Ellington" uses materials drawn from the extensive Duke Ellington Collection at the National Museum of American History (NMAH), Washington, D.C. It is based upon a larger exhibition of the same name that was on display at the NMAH from May to September 1993 and is traveling to museums in 11 U.S. cities through 1996.

Through photographs, facsimiles, and the colors and graphic art of the period, the exhibition traces Ellington's pivotal role in the evolution of the uniquely American musical idiom of jazz. It follows the composer from his Washington, D.C., childhood to his life in New York City during one of the most exciting creative periods in American history, encompassing the Jazz Age and the Harlem Renaissance, and his worldwide travels with the Ellington Orchestra throughout his life. An interactive videodisc accompanying the exhibition allows visitors to listen to soloists from the orchestra and a 16-minute video features vintage film clips of Ellington and his musicians.

The portable, freestanding panel exhibition provides the opportunity for public programs at host sites such as lectures, concerts, reading and discussion programs, and films related to Ellington and the history of jazz.

WHERE: At thirty public and academic libraries across the United States.

WHEN: Two copies of the exhibition will travel between April 1995 and April 1997.

WHY: There is tremendous interest in jazz and its history in communities large and small across the U.S. "Beyond Category: The Musical Genius of Duke Ellington" will enable people in communities of all sizes to view items from an outstanding national musical archive that might not otherwise be available to them. The exhibition will also stimulate awareness of the cultural and historical significance of American jazz.

CONTACT: Press inquiries: Pam Goodes, Linda Wallace, ALA, 312-280-5043, 5042;
Library inquiries: Susan Brandehoff, ALA, 312-280-5054.

**BEYOND CATEGORY: THE MUSICAL GENIUS OF DUKE ELLINGTON
ITINERARY**

TOUR DATES	Tour I	Tour II
6 Apr - 18 May 95	Providence RHODE ISLAND	Pittsburgh PENNSYLVANIA (6 April - 29 May 95)
1 Jun - 13 Jul 95	St. Johnsbury VERMONT	Wisconsin Rapids WISCONSIN (8 June - 20 July 95)
27 Jul - 7 Sep 95	Hyattsville MARYLAND	Minneapolis MINNESOTA
21 Sep - 2 Nov 95	New Haven CONNECTICUT	Lincoln NEBRASKA
16 Nov - 28 Dec 95	Manalapan NEW JERSEY	Wichita KANSAS
11 Jan - 22 Feb 96	Xenia OHIO	San Antonio TEXAS
7 Mar - 18 Apr 96	Champaign ILLINOIS	Glendale ARIZONA
2 May - 13 Jun 96	Greenfield INDIANA	Los Alamos NEW MEXICO
27 Jun - 8 Aug 96	Paducah KENTUCKY	Loveland COLORADO
22 Aug - 3 Oct 96	Aberdeen MISSISSIPPI	Salt Lake City UTAH
17 Oct - 28 Nov 96	Baton Rouge LOUISIANA	San Ramon CALIFORNIA
12 Dec - 23 Jan 97	Brunswick GEORGIA	Carson City NEVADA
6 Feb - 20 Mar 97	Tampa FLORIDA	Boise IDAHO
3 Apr - 15 May 97	Charleston SOUTH CAROLINA	Tacoma WASHINGTON
29 May - 10 Jul 97	Williamsburg VIRGINIA	Salem OREGON

**BEYOND CATEGORY: THE MUSICAL GENIUS OF DUKE ELLINGTON
TOUR CONTACT LIST**

TOUR I

Patricia C. Birkes, Exhibit Coordinator
Dale Thompson, Library Director
Providence Public Library
225 Washington St.
Providence, RI 02903
401-455-8050/401-455-8065 FAX
April 6 - May 18, 1995 (Tour I)

Lisa von Kann, Exhibit Coordinator
Lisa von Kann, Library Director
St. Johnsbury Athenaeum
30 Main St.
St. Johnsbury, VT 05819
802-748-8291/N/A FAX
June 1 - July 13, 1995 (Tour I)

Judith C. Cooper, Exhibit Coordinator
William R. Gordon, Library Director
Prince George's County Memorial Library System
6532 Adelphi Rd.
Hyattsville, MD 20782
301-699-3500/301-699-0122 FAX
July 27 - September 7, 1995 (Tour I)

Linda Locke, Exhibit Coordinator
Sumner White, Library Director
New Haven Free Public Library
133 Elm St.
New Haven, CT 06510
203-787-8125/203-787-8699 FAX
September 21 - November 2, 1995 (Tour I)

Flora T. Higgins, Exhibit Coordinator
Kenneth Sheinbaum, Library Director
Monmouth County Library - Headquarters
125 Symmes Dr.
Manalapan, NJ 07726
908-308-3761/908-409-2556 FAX
November 16 - December 28, 1995 (Tour I)

Cary Knapp, Exhibit Coordinator
Jim Darby, Library Director
Brunswick-Glynn Regional Library
208 Gloucester St.
Brunswick, GA 31523
912-267-1212/912-267-9597 FAX
December 12 - January 23, 1997 (Tour I)

cknapp@trrl.org

Anne H. Ross, Exhibit Coordinator
Joe Stines, Library Director
Tampa-Hillsborough County Public Library System
900 N. Ashley St.
Tampa, FL 33602
813-273-3624/813-273-3655 FAX
February 6 - March 20, 1997 (Tour I)

Catherine G. Boykin, Exhibit Coordinators
Jan Buvinger, Library Director
Charleston County Library
404 King St.
Charleston, SC 29403
803-723-1645/803-722-0429 FAX
April 3 - May 15, 1997 (Tour I)

Anna Grace Foster, Exhibit Coordinators
Patsy H. Hansel, Library Director
Williamsburg Regional Library
515 Scotland St.
Williamsburg, VA 23185
804-220-9216/804-220-2410 FAX
May 29 - July 10, 1997 (Tour I)

TOUR II

Loretta R. O'Brien, Exhibit Coordinator
Robert B. Croneberger, Library Director
The Carnegie Library of Pittsburgh
4400 Forbes Ave.
Pittsburgh, PA 15213-4080
412-622-6277/412-622-1923 FAX
April 6 - May 29, 1995 (Tour II)

Ronald B. McCabe, Exhibit Coordinator
Ronald B. McCabe, Library Director
McMillan Memorial Library
490 East Grand Ave.
Wisconsin Rapids, WI 54494-4898
715-423-1040/715-423-2665 FAX
June 8 - July 20, 1995 (Tour II)

askmcm@scls.lib.wi.us

Marcia M. Lewis, Exhibit Coordinator
Ted A. Schmidt, Library Director
Loveland Public Library
300 North Adams
Loveland, CO 80537
303-962-2404/303-962-2905 FAX (area code after 4/95 is 970)
June 27 - August 8, 1996 (Tour II)

Colleen McLaughlin, Exhibit Coordinator
J. Dennis Day, Library Director
Salt Lake City Public Library
209 East 500 South
Salt Lake City, UT 84111
801-524-8234/801-524-8272 FAX
August 22 - October 3, 1996 (Tour II)

*cmclaugh @ mail. slcpl. lib. ut.
us*

Joyce Gunn-Bradley, Exhibit Coordinator
Anne Marie Gold, Library Director
Contra Costa County Library, San Ramon Library
100 Montgomery St.
San Ramon, CA 94583
510-866-8467/510-866-6720 FAX
October 17 - November 28, 1996 (Tour II)

Janet Ross, Exhibit Coordinator
Sally Herman, Library Director
Carson City Library
900 N. Roop St.
Carson City, NV 89701
702-887-2244/702-887-2273 FAX
December 12 - January 23, 1997 (Tour II)

Becky Sheller, Exhibit Coordinator
Lynn Melton, Library Director
Boise Public Library
715 S. Capitol Blvd.
Boise, ID 83702-7195
208-384-4078/208-384-4024 FAX
February 6 - March 20, 1997 (Tour II)

David Domkoski, Exhibit Coordinator
Kevin Hegarty, Library Director
The Tacoma Public Library
1102 Tacoma Avenue South
Tacoma, WA 98402
206-591-5688/206-627-1693 FAX
April 3 - May 15, 1997 (Tour II)

COMPLYING WITH THE AMERICANS WITH DISABILITIES ACT

The Americans with Disabilities Act (ADA) (PL 101-336), which went into effect in July 1992, guarantees that people with disabilities shall have equal access to employment, public services and accommodations, transportation and telecommunications services.

As public service providers, libraries must make reasonable efforts to give disabled people the same access to information, programs and resources enjoyed by those who are not disabled.

Each library on the "Beyond Category: The Musical Genius of Duke Ellington" tour will have varying capabilities for providing equal access to disabled people. We urge you to do as much as you reasonably can to make the exhibition accessible to the disabled population.

Enlisting the aid of the person in your library or institution who is responsible for services for the disabled may be helpful. Local agencies serving these populations can also give advice.

We offer the following suggestions to enhance the accessibility of "Beyond Category: The Musical Genius of Duke Ellington":

- ◆ Allow space for wheelchairs when you are setting up the exhibition.
- ◆ Prepare a large print version of publicity materials and program handouts.
- ◆ Offer signed tours of the exhibition at specified times.
- ◆ Provide for signing at programs related to the exhibition.
- ◆ Produce an audio tape of the exhibition text.
- ◆ Make members of the library staff available at certain times to walk through the exhibit with people in wheelchairs, the visually impaired, etc.

NOTE: THE DUKE ELLINGTON VIDEOTAPE RECEIVED BY EACH HOST LIBRARY IS OPEN-CAPTIONED.

INTERPRETIVE AND SUPPORT MATERIALS FOR THE EXHIBITION

BROCHURE*

An illustrated brochure will provide visitors to the exhibition with a summary of Duke Ellington's life and career in music, as well as lists of recommended materials. A sample is included in the front pocket of this notebook. Each library exhibition site may request up to 3,000 copies of the brochure for free distribution.

POSTER*

An attractive exhibition poster--the same one used for the original Smithsonian "Beyond Category" exhibition--will be distributed to host libraries. Each library will receive a minimum of 25 posters and may request an additional 20 posters if needed. Posters may be overprinted with local information.

BANNER

Two large nylon banners displaying the exhibition title and related design elements will travel with each copy of the exhibition. Banners have 2 1/2" sleeves at the top and bottom for weighting. They can be used inside or outside the library.

INTERACTIVE VIDEODISC

An interactive touch-screen videodisc unit will travel with each copy of the exhibition. The videodisc unit is incorporated into the design of the exhibition and there will be clear installation instructions on the videodisc unit itself.

The videodisc spotlights 15 musicians and singers who were members of the Ellington Orchestra over its 50-year history and looks closely at their individual styles and their impact and influences on the Ellington sound.

VIDEOTAPE

A 16-minute open-captioned videotape produced for the main exhibition is provided to each host library. The video features vintage film clips, some of Ellington's best-known music and interviews with Duke Ellington himself, former Ellington musicians and other contemporary jazz performers.

* Brochures and posters will be shipped to each library so that they arrive six weeks before the library's exhibition period.