

**Pacific Library Partnership  
Innovation and Technology Opportunity Grant Program**

**Due Tuesday, December 10, 2013**

Please provide the following information in a Microsoft Word document. Send the completed form to Linda Crowe, PLP Executive Director, 2471 Flores Street, San Mateo, CA 94403 or email [crowe@plsinfo.org](mailto:crowe@plsinfo.org).

1. Title of Project: War Ink
  
2. Library/Committee  
applying for funding: Contra Costa County Library  
Name: Chris Brown  
Email: [cbrown@ccclib.org](mailto:cbrown@ccclib.org)  
Mailing Address: Pleasant Hill Library  
1750 Oak Park Blvd.  
Pleasant Hill CA, 94523
  
3. Amount of funding requested: \$15,000

## PLP Innovation and Technology Opportunity Grant Program

1. One paragraph project summary.

*War Ink* will add an authentic and bold voice to the veteran narrative through a curated online exhibit of veteran memorial tattoo art. Our veterans have already elected to tell their story permanently on their bodies through the message of tattoo art, and the library will honor this authentic narrative by providing a platform to collect and share this story. The exhibit will feature audio content recorded by nationally renowned StoryCorps and will feature a total of 18 veterans with two from each of the 8 county areas covered by Pacific Library Partnership, made up of BALIS, PLS, MOBAC and SVLS. In 2013, the project director, a Eureka! Fellow, earned Contra Costa County Library a National Association of Counties (NACo) Achievement Award for library programs developed for veterans. He has planned the launch of *War Ink* to coincide with Cal Humanities 2014 California Reads program, which will focus on the experience of veterans. *War Ink* will illustrate that the impact and experience of war on those who serve leaves a profound mark, reflected in the permanence of veterans' tattoos.

2. Explain how this project fits with the library's strategic directions.

*War Ink* represents a natural fit for our Contra Costa County Library whose strategic plan reflects our public's desire for art-related material and programs. While our Discover & Go program represents an innovative way to connect the public to art and culture throughout the Northern California, this project comes at our public's cultural need from a novel and innovative angle--that of our collection. This exhibit will round out the scope of our collection with an authentic and bold look at the story of our veterans, and position the library as a content creator with vision--showcasing our creative and agile potential. Furthermore, the project will maintain Contra Costa County Library's tradition for bold innovation through models designed for scaling and sharing among libraries throughout the Bay Area and beyond. Consistent with this tradition, *War Ink* will allow library systems throughout 8 county regions to simultaneously exhibit this content from StoryCorps without the need to develop their own version. The library will catalog and store this digital content on our CONTENTdm software to support our effort to digitize local history, a program we call Remember & Go. Contra Costa County Library's strategic initiative to partner with information and cultural leaders has led to a robust and significant relationship with the museum community, and we plan to explore avenues to share this content with our 40-plus museum partners, who have so generously donated hundreds of thousands museum passes to our library community.

3. A description of the proposed project including the population served and the demographics of that population.

*War Ink* will exhibit the memorial tattoo art of 18 veterans from throughout 8 county districts, through the medium of digital photography and audio content. That digital content will be presented on an online exhibit webpage, available to all PLP members to present on their webpages. The audio content will be recorded by StoryCorps' Military Initiative program, and the photographs will be produced by a Bay Area photographer who has shot for GQ, San Francisco Magazine and Juxtapose Magazine (see photography examples attached). The veterans will be recruited and interviewed by a

veteran and scholar, a former Army Ranger and PhD Sociology graduate from the University of California, Berkeley whose research centered on veteran identity formation after war. He will be the one to develop the exhibit language to effectively contextualize the digital content. A second veteran, a comic/storyboard artist from the Hollywood film industry, as well as a former soldier in psychological warfare, will act as artistic director on the project to ensure the exhibit has an aesthetic appeal that will draw in and communicate with our patrons. The exhibit of veteran memorial tattoos represents a culturally sensitive method by which to tell their story, as they have already selected this art to exhibit on their own person, giving them a greater sense of control of their narrative. Critical milestone dates for the project have been included in the timeline below. The following data illustrates the target audience for this exhibit.

<b>County</b>	<b>Population 18 and Over</b>	<b>Veterans</b>
Alameda County	1,169,650	68,414
Contra Costa County	788,520	61,134
Monterey County	304,044	22,560
San Benito County	39,203	2,702
San Francisco County	697,711	32,007
San Mateo County	558,679	34,680
Santa Clara County	1,352,097	71,576
Santa Cruz County	206,964	13,170
Totals	5,116,868	306,243

4. The goals and objectives of the project.

**Goal 1:** Create an online exhibit of veteran memorial tattoo art from each of the eight PLP county areas.

**Objective 1:** Collect oral narratives of 18 veterans from throughout the 8 PLP county areas in partnership with StoryCorps.

**Objective 2:** Photograph memorial tattoo art of 18 veterans from throughout the 8 PLP county areas.

**Objective 3:** Design an attractive online exhibit webpage to facilitate interaction with our digital content.

**Objective 4:** Exhibit digital content on online webpage.

**Goal 2:** Collect local history content for the library's local history project, Remember & Go.

**Objective 1:** Collect and store digital content on CONTENTdm platform.

**Objective 2:** Catalog digital content from project.

**Goal 3:** Continue our tradition of pioneering innovative library service for the purpose of sharing with the greater library field and reducing the need for each library system to duplicate effort.

**Objective 1:** Secure commitment to display exhibit from at least 1 major library system in each of 8 county regions.

**Goal 4:** Increase our regional knowledge of the experience of our veterans, build a genuine and positive understanding of this largely separate military culture and provide veterans an authentic medium to tell their story.

**Objective 1:** Design the exhibit around focus group and survey results, which illustrate the narrative veterans wish civilians knew more about, and the story this latter group wants to discover.

5. The project timeline (activities).

Time Period	Activity	Person Responsible
December	<ul style="list-style-type: none"> <li>Survey and focus groups for veterans and civilians</li> <li>Interview veteran leaders</li> </ul>	Project Director Veteran Advisor
January	<ul style="list-style-type: none"> <li>Create county contract for photographer</li> <li>Design language about identity and tattoos for exhibit language</li> <li>Design audio interview format and surveys for veterans</li> <li>Continue to recruit veteran subjects</li> </ul>	Project Director Veteran Advisor
February-March	<ul style="list-style-type: none"> <li>Recruit 8 PLP library system members</li> <li>Select web and graphic designer</li> <li>Create county contract for web and graphic designer</li> <li>Continue to recruit veteran subjects</li> </ul>	Project Director Veteran Advisor 8 PLP library systems
April	<ul style="list-style-type: none"> <li>Record and photograph veterans</li> <li>Report monthly progress to PLP partners</li> </ul>	StoryCorps Project Director Veteran Advisor
May	<ul style="list-style-type: none"> <li>Select audio and photographs for exhibit</li> <li>Design publicity and outreach</li> <li>Report monthly progress to PLP partners</li> </ul>	Project Director Veteran Advisor Photographer Artistic Director

	<ul style="list-style-type: none"> <li>Artistic design of exhibit page</li> </ul>	
June-July	<ul style="list-style-type: none"> <li>Design online exhibit page</li> <li>Report monthly progress to PLP partners</li> </ul>	Project Director Veteran Advisor Web Designer
August	<ul style="list-style-type: none"> <li>Perform formative evaluation of exhibit to test effectiveness</li> <li>Address logistics with PLP partners</li> <li>Report monthly progress to PLP partners</li> </ul>	Project Director Veteran Advisor Web Designer
September	<ul style="list-style-type: none"> <li>Design exhibit survey</li> <li>Report monthly progress to PLP partners</li> </ul>	Project Director Veteran Advisor Web Designer
October	<ul style="list-style-type: none"> <li>Publicize launch of online exhibit with press releases</li> <li>Prepare PLP partners for launch</li> </ul>	Project Director Veteran Advisor 8 PLP library systems
November 2014- May 2015	<ul style="list-style-type: none"> <li>Launch online exhibit on Veterans Day, November 11, 2014</li> </ul>	Project Director Veteran Advisor Web Designer 8 PLP library systems
June 2015	<ul style="list-style-type: none"> <li>Evaluate exhibit and surveys</li> </ul>	Project Director Veteran Advisor Web Designer 8 PLP library systems

6. The evaluation of the project.

**Outcome Measures**

- 75% of surveyed online exhibit attendees will report that the exhibit increased their knowledge of the experience of veterans in our region.
- 75% of surveyed online exhibit attendees will report that the exhibit fostered a positive understanding of the value veterans bring home from service.
- 75% of survey veteran partners will report that the experience represented a positive method for veterans to share their story in an authentic format.

**Output Measures**

- Create an online exhibit of veteran memorial tattoo art
- Achieve at a minimum 1,000 page hits at a minimum of 8 library systems

- Feature 2 veterans from each of 8 regions covered by PLP
- Collect audio and photography content of 18 veterans
- Track the amount of digital content created and collected
- Catalog and store digital audio and photography on CONTENTdm
- Secure 1 major library system partner from each region to present the exhibit on their website.
- Measure the number of PLP members who link to the exhibit from their webpage.
- Measure the dollar value saved by PLP members by being able to share this content without each needing to pay a vendor fee.

7. Project budget.

<i>Item</i>	<i>Funds Requested</i>	<i>In-kind</i>	<i>Project Total</i>
Project Director Senior Community Library Manager Salary and benefits, 175 hours	\$0	\$10,893	\$10,893
Veteran Advisor	\$4,456	\$0	\$4,456
Photographer	\$1,000	\$0	\$1,000
Artistic Director	\$1,800	\$0	\$1,800
Promotion	\$4,544	\$0	\$4,544
*Travel	\$1,500	\$0	\$1,500
**Food	\$800	\$0	\$800
***Lodging	\$900	\$0	\$900
<b>Total Expenses</b>	<b>\$15,000</b>	<b>\$10,893</b>	<b>\$25,893</b>

*\*Travel estimate based on two veterans from each of the 8 PLP county districts for a total of 1,982 travel miles.*

*\*\*Lunch will be offered to 18 veterans for the three days of recording and photography, as each day will consist of 8 hours of activity.*

*\*\*\*Lodging estimate based on the potential need to for a veteran to incur lodging costs to participate in the project.*

## ADDITIONAL FUNDING FOR THIS PROJECT

### 1. Storycorps has agreed to donate a portion of their time to this project:

- Storycorps Audio Interviews      Time valued at                      \$9,000

Total value of donated time    \$9,000

### 2. Cal Humanities awarded a Community Stories grant for this project:

- Veteran Advisor    \$1,500
- Photographer    \$3,500
- Web Designer    \$4,200
- Travel, lodging, and per diem                      \$ 300
- Printing    \$ 500

Total Cal Humanities Grant Funds                                      \$10,000

Examples of Work for Shaun Roberts, Photographer  
<http://shaunroberts.net/project/artist-portraits/>





