

A Publication of the West Virginia Humanities Council

People & Mountains

Cracking the Code

A alert readers noticed the addition of the Quick Response (QR) code to the cover of *People & Mountains* a few issues back. That's the odd black-and-white, pixelated blob just below the list of contents at lower left.

Some may have taken it for a decorative element. But readers with iPhones or other smartphones recognized the code, and our feedback indicates that many of them promptly scanned it. Those who did so were whisked instantly to *e-WV*, the online version of the *West Virginia Encyclopedia*. That's why the codes are called quick.

Scannable by smartphones and certain other electronic gadgets, QR codes are widely used in advertising and promotional applications. The *e-WV* staff began experimenting with the codes last year, and continues to find new uses for them.

"We see the QR code as an ideal cross-media device," said Executive Director Ken Sullivan of the Humanities Council. "It quickly became apparent that the codes allow us to put the great depth of our online encyclopedia at the instant disposal of magazine readers or visitors to West Virginia museums and historic locations." Sullivan noted that both *e-WV* and the original *West Virginia Encyclopedia* are major Council projects.

While the one on the *People & Mountains* cover carries phone users to the *e-WV* home page, QR codes are easily customized to access specific articles within the online encyclopedia.

Following their *(Continued on back cover)*



Michael Keller

A QR code appears below the text on the above exhibit panel.

Quick Response (QR) codes such as the one shown at left differ from the more common Universal Product Code (UPC) codes that we see being scanned in stores. QR codes are two-dimensional, their many squares allowing much more information to be stored, while UPC codes consist of a few bars to be read in only one direction. The Quick Response system was developed in 1994 by the automobile industry to track vehicles in manufacturing, and recently came into universal use as applications were developed to allow smartphones to read the codes.

< Scan this QR code for a quick trip to *e-WV: The West Virginia Encyclopedia!*

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2011-2012

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Grant Categories

The Humanities Council welcomes applications in the following grant categories:

Major Grants (\$20,000 maximum) support humanities events: symposiums, conferences, exhibits, lectures.

Due: Sept. 1, *Feb. 1

Minigrants (\$1,500 maximum) support small projects, single events, or planning/consultation.

Due: Oct. 1, Dec. 1, *Feb. 1, April 1, June 1, Aug. 1

Fellowships (\$2,500) support research and writing projects for humanities faculty and independent scholars.

Due: *Feb. 1

Media Grants (\$20,000 maximum) support the production of electronic or film materials, or a newspaper series. **Due:** Sept. 1

Publication Grants (\$20,000 maximum) support the production phase of a completed manuscript by recognized nonprofit and academic presses.

Due: Sept. 1

Teacher Institute Grants (\$25,000 maximum) are available to colleges and universities and support summer seminars for secondary and elementary teachers.

Due: Sept. 1

* Approaching Deadlines!

Visit www.wvhumanities.org for applications and guidelines, or call (304)346-8500.

Humanities Fellows: The Humanities Council invites college faculty and independent scholars to apply for eight fellowships to be awarded in 2012. Unique in West Virginia, these \$2,500 fellowships support research and writing in the humanities. Applications are available at wvhumanities.org or by contacting Amy Saunders at (304)346-8500 or saunders@wvhumanities.org. The deadline is February 1, 2012.



Michelle Walker

The Pergola Society met for the first time at the historic MacFarland-Hubbard House last October. The society honors special friends and benefactors of the West Virginia Humanities Council.

New Sesquicentennial Speakers

The Humanities Council established the Sesquicentennial Speakers Bureau last year in observance of the 150th anniversary of the Civil War and West Virginia statehood. Five speakers are set for this year, including newcomers Kenneth R. Bailey who speaks on postwar legal issues and Aaron Sheehan-Dean whose talk is titled "Was the Civil War a Just War?" Returning speakers include Joe Geiger on statehood, Hunter Lesser on Robert E. Lee, and Mark Snell on West Virginians at war. Sesqui Speakers are available to appropriate venues at no charge. To book a speaker, contact program officer Mark Payne at (304)346-8500 or payne@wvhumanities.org.



Making Sense of the Civil War

The Humanities Council will partner with the American Library Association, the National Endowment for the Humanities, and the West Virginia Center for the Book to introduce a new program in 2012 at libraries in Berkeley, Greenbrier, Kanawha and Ohio counties. *Making Sense of the American Civil War* is a reading and discussion program based on the works of Abraham Lincoln, Ambrose Bierce, Shelby Foote, James McPherson and Louisa May Alcott, among others. For more information call (304)346-8500 or email payne@wvhumanities.org.



Michael Keller

◀ Grafton National Cemetery.

History Day. Robert E. Lee (AKA Al Stone) sits down for an interview at West Virginia History Day 2011. This year's History Day takes place on February 23 in the 2nd-floor rotunda of the State Capitol. History Hero Awards will be presented at a 9:30 a.m. ceremony in the Culture Center. The events are free and open to the public.



Michael Keller



Monticello Gardener Opens Lecture Series. Peter J. Hatch, Director of Gardens and Grounds at Thomas Jefferson's Monticello estate, kicks off the Humanities Council 2012 Little Lecture Series at 2:00 p.m., March 18, at the historic MacFarland-Hubbard House in Charleston. Since 1977, Hatch has been responsible for the restoration, interpretation, and maintenance of Monticello's 2,400-acre landscape. Next, historian Billy Joe Peyton speaks on kit, or catalog, houses on April 22; author Hunter Lesser lectures on Robert E. Lee in West Virginia on May 20; and on June 24 novelist Denise Giardina talks about the 25th anniversary of her book *Storming Heaven*. The Sunday afternoon lectures include a reception, and admission is \$10. Seating is limited. Call (304)346-8500 for reservations or email payne@wvhumanities.org.

Documentary Funded



Courtesy West Virginia State Archives

Humanities Council funding will support a film shoot this spring about the Hawks Nest Tunnel. Appalachian Mountain Advocates, based in Lewisburg, is producing the film that deals with one of the worst industrial disasters in the history of the United States. Largely constructed between 1930 and 1932 (left), the Hawks Nest Tunnel was part of a complex to generate power for Union Carbide's electro-metallurgical plant in nearby Alloy. The Fayette County project engaged almost 5,000 workers. Hundreds would eventually die from silicosis. The documentary brings together recent interviews and a variety of archival footage, including oral histories, 1930s films by Union Carbide, and newsreel footage. Ironically, the tragic tunnel was superbly engineered and continues to carry water through the mountain to provide hydroelectricity to the Alloy plant.

Mountain Dance Trail

The Humanities Council is supporting the establishment of a Mountain Dance Trail through a grant to the Augusta Heritage Center in Elkins for the documentation of square dancing in rural communities across West Virginia. The work will take place in counties located along U.S. Route 33 as it crosses the state from Franklin to Point Pleasant. Twelve communities have been identified for the study with emphasis on regional differences of traditional square dance forms, dance figures, the caller's patter and music performance. For more information contact Gerry Milnes at Augusta at (304)637-1334 or gcm@augustaheritage.com.

A Braxton County square dance. ▶



Michael Keller

Program Committee Election

Please help us choose citizen members for the Humanities Council program committee. Your vote gives the public a voice in our grants and program decisions. Vote for four of the candidates below:

— **Pat Dillon**, Mingo County, is an education consultant. She recently retired from the State Department of Education as the Social Studies Assessment Coordinator, and has also volunteered with the State Archives.

— **Michael Gioulis**, Braxton County, works statewide as an historic preservationist. He is the design consultant for Main Street West Virginia, and also serves on Main Street's national executive committee.

— **Shirley Lycan**, Putnam County, holds an M.A. in English from Marshall University. She has 31 years' teaching experience in public and parochial schools. She now serves on the program committee and is eligible for re-election.

— **David Millard**, Gilmer County, is on the faculty and staff of Glenville State College. He has a Ph.D. from the University of Washington and previously served on the South Carolina Humanities Council. He now serves on the program committee and is eligible for re-election.

— **Amy Nicholas**, Calhoun County, earned a B.A. from Berea College. She teaches math at Calhoun Middle School, and has volunteered with the Granstville town improvement committee and the Calhoun Historical Society.

— **Eric Waggoner**, Upshur County, teaches American Literature and Cultural Studies at West Virginia Wesleyan College. He has worked with the Humanities Council to bring visiting scholars to both Wesleyan and Marshall.

Return your ballot to the West Virginia Humanities Council, 1310 Kanawha Blvd. E., Charleston, WV 25301 or email saunders@wvhumanities.org by March 15.

West Virginia Humanities Council
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Charleston, WV 25301

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The West Virginia Humanities Council gratefully acknowledges support from the National Endowment for the Humanities; the Office of the West Virginia Secretary of Education and the Arts; and foundations, corporations, and individuals throughout the Mountain State and beyond.

Continued from front cover

introduction in *People & Mountains*, the *e-WV* Quick Response codes were next embraced by *Wonderful West Virginia* magazine. First appearing in the September 2011 issue of the popular state magazine, the codes link individual *Wonderful West Virginia* articles to additional information on the same subject in the Council's online encyclopedia. Typically several codes are scattered through the pages of the magazine, depending on the contents of a particular issue.

e-WV Quick Response codes also took to the road last fall, crisscrossing West Virginia with *The Way We Worked*, a new traveling exhibit sponsored by the Humanities Council and the Smithsonian Institution. Individual sections of the worklife exhibit – those dealing with agriculture and the textile industry, for example – were tagged with QR codes linking the national exhibit to related West Virginia content in the online encyclopedia.

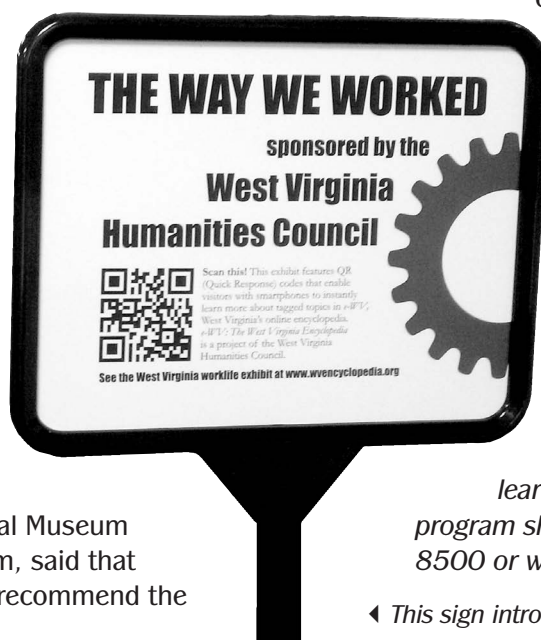
"We are delighted," the Smithsonian's Carol Harsh said of this customization of *The Way We Worked*, adding that QR codes applied to such exhibits "add a wonderful layer of educational opportunity." Harsh, who directs the national Museum on Main Street program, said that Smithsonian staff will recommend the

use of such codes in other states their traveling exhibits visit.

Most recently, *e-WV* codes were added to the West Virginia Music Hall of Fame exhibit at Tamarack in Beckley. Now authoritative encyclopedia articles on Hazel Dickens, Butch Miles, Melvin Wine, and many other musicians and music subjects featured in the Hall of Fame are instantly available to Tamarack visitors.

Sullivan noted that the Humanities Council will expand the *e-WV* Quick Response program to other facilities as time and resources permit. "It is mostly a matter of our staff developing the portfolio of codes that connect a particular museum's exhibits to the contents of our encyclopedia. We welcome inquiries from interested museums," he said.

"With more than 2,200 articles and growing, I'm confident that *e-WV* can backstop just about any museum exhibit pertaining to West Virginia, particularly as regards our state's history and culture," Sullivan added. "Museum curators must be careful not to put too many words on the wall, reserving limited display space for artifacts and images. Now they can have it both ways, as *e-WV* provides full textual information for visitors who want to add this extra dimension to their museum experience."



Museums and publishers interested in learning more about the e-WV Quick Response program should call Editor Becky Calwell at (304)346-8500 or write to calwell@wvhumanities.org.

◀ *This sign introduces QR codes to exhibit visitors.*

People & Mountains is published three times a year by the West Virginia Humanities Council. We welcome reader letters, freelance manuscripts, and financial contributions. Please address correspondence to West Virginia Humanities Council, 1310 Kanawha Boulevard, E., Charleston, WV 25301 or email sonis@wvhumanities.org.