

Newsletter

NC ECHO Welcomes Project Manager Emily Gore

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Inside this Issue:

Staff Notes / Welcome	1
From the Project Librarian	1
Mark Your Calendars	2
Metadata Matters	2, 3
Spotlight	3
NC ECHO Advisory Committee	4



Pictured: Emily Gore.

NC ECHO is pleased to welcome Emily Gore as the new NC ECHO Project Manager.

Prior to joining ECHO, Emily worked three years at East Carolina University as a Systems Librarian and, more recently, as the Head of the Center for Digital Projects. While working at ECU, Emily served as project manager for the NC ECHO Heritage Partners Eastern North Carolina Digital Library Grant, a project bringing together Joyner Library, local museums and education partners to digitize Eastern North Carolina resources. Most recently Emily has been Digital Collections Librarian at the Uni-

versity of Maryland.

Emily holds a BA in English from Clemson University and an MLIS from the University of Alabama. Emily has particular interest in North Carolina history as well as Women's Studies and American Studies. While at Alabama, Emily took over 30 hours of additional graduate coursework in those areas, focusing on women in the South and women's participation in the Civil Rights Movement.

Emily is a North Carolina native, born in Wilmington and raised at Ocean Isle Beach in Brunswick County. Growing up, family vacation often consisted of visiting North Carolina historical sites and seeing outdoor dramas throughout the state. Emily has a strong love of technology, web design, local history, oral history, genealogy and cemetery hunting. One of her favorite pastimes is

sitting and listening to her Aunt tell stories on her porch, a porch that has been in the family since the 1850's. Emily enjoys music and technology gadgets and is currently trying to learn more about photography and the guitar. Emily's pride and joy is her dog, a Weimaraner named Chloe.

Emily says "I have a genuine love for life and for my home state, and I am truly excited about working with people throughout the state to bring history to life on the web".

We are pleased that Emily will be joining the State Library and bringing her passion for North Carolina's cultural heritage to the NC ECHO Project. NC ECHO has been without a project manager since 2004, with the addition of Emily, the project is once again fully staffed.

Staff Notes

New Contact Info:

Emily Gore
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Pictured: Peter Hymas.

While I'm not exactly new to NC ECHO, having worked the past year as an intern, I'm ecstatic to now be NC ECHO's Project Librarian. I hold an MSLS degree from UNC-Chapel Hill, and prior to graduate school I worked in the bicycle industry and for an academic press. Each endeavor provided a wealth of experience with website management, editing, digital production, databases, and consulting - all invaluable skills which are rapidly being applied to my work at NC

From the Project Librarian

ECHO and our partner institutions statewide.

This year has been spent working in collaboration with Kathy Wisser on two projects mentioned in this month's Metadata Matters column: North Carolina Biographical and historical Information Online (NCBIO), and Preservation Metadata for Digital Objects (PMDO). Each project has provided an opportunity to bring to fruition the underlying technological infrastructure at the core of the respective projects. NCBIO's public face constitutes a series of web forms utilized for online data entry. My rapid immersion into PHP coupled with the wisdom of an experienced computer programmer colleague transformed ideas and

vision into tangible functionality. An XML record is created seamlessly in the background leaving the user responsible for supplying only the content. To make PMDO available to our partner institutions, the existing Access database needed an overhaul to reflect edits to the standard and increased functionality regarding queries and reports available to the user. We're excited to see the fruits of our labor rolled out to the public in the very near future and we're looking forward to feedback and questions you may have about the projects. Additionally, NC ECHO will soon be redesigning our website. Look for details in future newsletters.

Peter Hymas, Project Librarian

Mark Your Calendars!

- November 16-17, 2006

EAD Workshop

ASU; Boone, NC

(Visit <http://www.ncecho.org> for more information.)

- Early December, 2006

NC ECHO's offices are moving!

It might be tough to get in touch with us for a bit.

Stay Informed! Join the NC ECHO-Announce listserve to receive e-mail announcements about upcoming events by NC ECHO and NC ECHO partner institutions. To subscribe, e-mail Matt Vernon (mvernon@library.dcr.state.nc.us).

Metadata Matters

The State of Metadata in North Carolina

While the national metadata front has been quiet, NC ECHO metadata initiatives have had a busy summer! An NCEAD workshop is scheduled for November at Appalachian State University in Boone, and NC ECHO is looking forward to the launching of our Encoded Archival Context project, NCBIO. The Museums metadata working group has been working on the completion of its best practice guidelines for descriptive metadata for museum objects, and the Preservation Metadata for Digital Objects standard has been revised and the long-awaited PMDO Access database tool is ready for release.

New projects include audio-visual description guidelines and an oral history project that promises to be of interest to partner institutions that maintain or are creating oral history collections. The NCDC Implementation Guidelines are also due for a freshening up, which will be conducted in the coming months. This new standard will include guidelines for the creation of Dublin Core for digital collections and exhibits in addition to the general guidelines.

With so much going on, it's nice to sit back and reflect at times on the state of metadata in North Carolina. The importance of quality metadata creation cannot be overstated, but allow me a few minutes to reflect on why that is so important. Let's say that you

are creating a digital project full of photographs or documents. Without accompanying information about the photograph, you would have something like:

Do you know this man?

Medium of original:
Film negatives
Photographic format: 135
Size of original:
24 x 36 mm; 15/16 x 1
7 1/6 in.
Negative roll:
P034-20487



*Image and metadata courtesy of the North Carolina Collection, University of North Carolina at Chapel Hill. Image copyright Billy Barnes, 1964.

Note that this metadata includes a wide variety of aspects of the photograph displayed above. It tells you the who, what, why, where, when of the photograph, its creation, and so on. It places this photograph in context and describes its content, the physical characteristics, and administrative information.

There are many metadata standards out there to choose from. Making that choice will depend on several factors: What is it that you are describing (archival collections, photographs, objects)? What kind of system will be using the metadata (to organize, provide access to, publish)? Who is your intended audience (kids, teachers, scholarly researchers, general public)? Each of these issues affects the metadata decisions that you make everyday. In addition, there are quality issues that need to be taken into account. In the March 2006 metadata matters column, I discussed the concept of "shareable metadata." This concept highlights the importance of the inclusion of elements that provide both context as well as

SEE METADATA REFLECTION, 3

With metadata you can provide:

Title: Governor Sanford at desk.

Title note:

Descriptive title from photographer's log.

Geographic location:

United States, North Carolina, Wake County, Raleigh

Date: February 4, 1964

Description:

Governor Terry Sanford seated at desk in office.

Subject (Geographic):

Raleigh (N.C.)
North Carolina
United States

Subject (Name):

Sanford, Terry, 1917-

Subject: Governors

Creator: Barnes, Billy E.

Contributor: North Carolina Fund.

Original Form: Photographs

Digitization Institute X

September 25-29, 2006



Back Row: David Baggett, Carter Cue, Danny Moody, Katie Godwin, Gail Harrison. Front Row: Beth Ellington, Elizabeth Cook, Christy Allen, Geeta Dave, Addie Harrison.

Congratulations IMLS Grant Recipients!

NC ECHO congratulates six of our partner museums for being awarded the prestigious *Museums for America* grant from the Institute of Museum and Library Services (www.imls.gov)! *Museums for America* helps strengthen museum service in communities across the United States. Museums receiving the grants include:

The Mint Museums in Charlotte
Catawba Science Center in Hickory
North Carolina Zoological Park in Asheboro

Historic Hope Foundation in Windsor
Wake Forest University Museum of Anthropology in Winston-Salem
Rocky Mount Children's Museum in Rocky Mount

Spotlight

Antiquities Vending Soda Machine Museum

The museum at Antiquities Vending provides a protective habitat for vintage soda pop machines and glass bottle sodas. This expanding museum has over 1,000 soda machines dating back to the world's first machine and comprising the world's largest collection of antique soda machines.

I was really looking forward to my visit with at Alan Huffman's soda machine museum on a trip to Caldwell County in June. I was a little late for our appointment and Alan wasn't around when I first arrived. While waiting for Alan, I started browsing the collection on my own. I had just finished looking at the soda machines that were used in the Dukes of Hazard TV show and had moved on to a rather plain looking metal cylinder when Alan blew through the front door. The first words out of his mouth were "You're standing in front of the third oldest soda machine in

history" and he didn't stop talking about this fascinating collection for the next hour. I was duly impressed by the third oldest soda machine in history until I saw the second oldest soda

machine in history and finally the oldest soda machine in the world, the only remaining example produced in 1925.

It didn't take long for me to realize that every soda machine in the museum's collection is a superlative. In addition to the world's first, second, third, fourth and fifth soda machines, Alan has the world's first can machine, first upright machine, first refrigerated machine, first machine embossed with the Coke logo, last machine embossed with the Coke logo, the last flat front Pepsi machine, and Pepsi's first machine that ran off ice. There is the 1978 "Coke Adds Life" machine from the Mean Joe Green add campaign. There are a series of 1970's faux wood panel "decorator" machines. There is a dial-o-matic machine where customers would turn a dial to select their soda of choice. These machines were discontinued because you had to turn the dial before depositing your money or you got the soda selection of the previous customer.

There is a barbershop machine that did not have a coin-box. Customers would get their soda while waiting for a haircut

and pay the barber for the soda afterwards.

The coolest machine in the museum, in my opinion, was the 1939 Coca-Cola cup machine. The world's first machine (of course) to decap a glass bottle soda and pour it into a Dixie cup dispensed to the customer. This allowed Coke to keep the glass bottle. Ten of these machines were built by hand and this is the last one left.

Alan's favorite was the 1954 Coca-Cola Victor Cooler Grille. This is more than just a soda machine, it is a full luncheonette counter with a sink, rotating sign and hotdog grill, originally designed for use in department stores. It is one of nine remaining examples and the only one of those sporting its original paint.

The most historically interesting soda machine was the Cavalier double-door Coca-Cola cabinet. Used in the 1950's this two-sided machine was designed for gas station islands so that customers on each side of the gas pump

could get a soda. Coca-Cola stopped production after making only 500 of these soda machines when they learned that Southern business owners were buying the two-sided machines and marking each side "White Only" and "Colored Only".

In addition to all of the cool machines in the museum, Alan has numer-

ous restored antique televisions that play old soda commercials and there is a working Juke Box where museum visitors can make their selections and browse the collection to the sounds of their favorite oldies tunes. As another treat, the soda machines along the back wall dispense free bottle sodas to the museum's visitors.

The incredible museum is located at 30 South Main Street in downtown Granite Falls, NC and I suggest that everyone take a trip to see this impressive collection. You can contact the museum and Alan Huffman at (828) 962-9783 <http://www.antiquevending.com>.

Hilary Perez, Project Archivist



These machines made in 1981 were the last flat front



This 1978 machine with the slogan "Coke adds life" was from the year of the Mean Joe Green commercial.

Metadata Reflection, Continued

content information. For institutions interested in providing access to their materials outside of the immediate confines of their repository, shareable metadata is fundamental to that effort. I would add to that that the issue of quality is an important one. When you provide a complete and accurate set of metadata, it decreases the number of false leads and misinformation (and frustration).

Metadata questions, comments, problems or solutions? Contact me at: kwisser@unc.edu.

Update!

Kathy Wisser's e-mail address has changed.

Contact her at: kwisser@unc.edu.

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 Peter Hymas, Project Librarian
 Hilary Perez, Project Archivist
 Matt Vernon, Project Assistant
 Katherine M. Wissner, Metadata Coordinator

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North Carolina ECHO, *Exploring Cultural Heritage Online*, is the World Wide Web's doorway to the special collections of North Carolina's libraries, archives, museums, and historic sites. Supported with federal Library Services and Technology Act (LSTA) funds made possible through a grant from the Institute of Museum and Library Services (IMLS) administered by the State Library of North Carolina, a division of the Department of Cultural Resources, this innovative project seeks to build a state-wide framework for digitization in order to facilitate comprehensive access to the holdings of North Carolina's cultural institutions.

NC ECHO Project Vision – All of North Carolina's cultural institutions work together to make the state's unique cultural and historical resources accessible for the education and enjoyment of people of all ages in the state, the nation, and the world.

NC ECHO Project Purpose – The NC ECHO portal provides a single point of entry for the citizens of North Carolina to the unique resources of North Carolina's cultural institutions in order to enhance education and learning.

Criteria for Inclusion in the NC ECHO project – Any cultural institution (library, archive, museum, historic site, or organization), which maintains a permanent, non-living collection of unique materials held for research and/or exhibit purposes and open for the use of the public will be surveyed. Denominational/associational collections will be surveyed, but individual church collections will not. Art museums will be surveyed but galleries will not. Zoos, arboreta, and parks will not be surveyed unless as a part of their mission they hold collections as described above.

Through a comprehensive needs assessment and opinion survey, site visits, consultations, workshops, and grant programs, NC ECHO encourages cooperation and collaboration among differing types of cultural institutions and among institutions of varying levels of technological and professional expertise. It is NC ECHO's belief that by working together North Carolina's cultural institutions can achieve greater successes and can do more good than they can by working alone.

NC ECHO Advisory Committee

Chair

Kevin Cherry, Visiting Lecturer, College of Education, Joyner Library, East Carolina University

Members

Robert Busko, Director, Scotland County Memorial Library

Steve Hensen, Director, Technical Services, Rare Book, Manuscript, and Special Collections Library, Duke University

Lynn Holdzkom, Assistant Curator, Head of Technical Services, Wilson Library, UNC-CH

Martha Battle Jackson, Curator, North Carolina State Historic Sites, North Carolina Department of Cultural Resources

Hal Keiner, University Archivist, Appalachian State University

Dick Lankford, State Archivist, Division of Archives and History, North Carolina Department of Cultural Resources

Nooma Monika Rhue, Archivist / Archival Services Librarian, Inez Moore Parker Archives

and Research Center, Johnson C. Smith University

Druscie Simpson, Head of Information Technology, Division of Archives and History, North Carolina Department of Cultural Resources

Gerry Solomon, Assistant Section Chief, Evaluation Services, North Carolina Department of Public Instruction

Katherine Stocker, Associate Registrar, The Mint Museums, 2730 Randolph Road, Charlotte, NC 28207. Telephone: 704.337.2020. Fax: 704.337.2101. E-mail: katherine.stocker@themintmuseums.org

Melissa Thibault, Director, Media Services, Learn North Carolina

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