

**CALIFORNIA STATE LIBRARY
FISCAL YEAR 2015-2016
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)
PITCH AN IDEA GRANT APPLICATION**

ELEMENT 1: BASIC INFORMATION (please see application instructions for additional information)

Applicant Information

- | | |
|---|---|
| <p>1. Library/Organization
Library Foundation of Los Angeles</p> <p>3. Internet Web Site Address
http://lfla.org</p> <p>4. Project Coordinator Name & Title
Christina Rice, Sr. Librarian, Photo Collection & Archive Curator</p> <p>6. Business Phone Number
(213) 228-7403</p> <p>8. Mailing Address
PO Box or Street Address
630 W. Fifth Street
City
Los Angeles
State
CA
Zip
90071</p> <p>9. Check the Appropriate Library Type
 <input checked="" type="checkbox"/> Public Library <input type="checkbox"/> Academic <input type="checkbox"/> K-12 <input type="checkbox"/> Multi-Type <input type="checkbox"/> Special/Other</p> | <p>2. Library's DUNS Number
861166288</p> <p>5. Email Address
crice@lapl.org</p> <p>7. Fax Number
(213) 228-7419</p> |
|---|---|

Project Information

- 10. Project Title** Processing, Preserving & Digitizing the Social Clubs Seen in the Valley Times Newspaper Photographs
- 11. LSTA Funds Requested** \$50,000
- 12. Cash Contributions** \$8,500
- 13. In-Kind** \$293,163
- 14. Total Project Cost** \$351,663
- 15. California's LSTA Goals** (*Check one goal that best describes the project*)
- | | | |
|--|---|--|
| <input type="checkbox"/> Literate California | <input checked="" type="checkbox"/> Content Creation/Preservation | <input type="checkbox"/> Community Connections |
| <input type="checkbox"/> 21 st Century Skills | <input type="checkbox"/> Bridging the Digital Divide | <input type="checkbox"/> Ensuring Library Access for All |
| <input type="checkbox"/> 22 nd Century Tools | <input type="checkbox"/> Information Connections | |
- 16. Number of persons served** (*The number of persons who use or will benefit directly from this project*) 3,857,799
- 17. Primary Audience for project** (*Select all that apply.*)
- | | |
|--|---|
| <input checked="" type="checkbox"/> Adults | <input type="checkbox"/> Pre-School Children |
| <input type="checkbox"/> Families | <input type="checkbox"/> Rural Populations |
| <input type="checkbox"/> Immigrants/Refugees | <input type="checkbox"/> School Age Children |
| <input type="checkbox"/> Intergenerational Groups (Excluding Families) | <input type="checkbox"/> Senior Citizens |
| <input type="checkbox"/> Library Staff, Volunteers and/or Trustees | <input checked="" type="checkbox"/> Statewide Public |
| <input type="checkbox"/> Low Income | <input type="checkbox"/> Suburban Populations |
| <input type="checkbox"/> Non/Limited English Speaking Persons | <input type="checkbox"/> Unemployed |
| <input type="checkbox"/> People with Disabilities | <input checked="" type="checkbox"/> Urban Populations |
| <input type="checkbox"/> People with Limited Functional Literacy | <input type="checkbox"/> Young Adults and Teens |
- 18. This signature certifies that I have read and support this LSTA Grant Application.**

Library Director Name: John Szabo **Title:** City Librarian

Mailing Address
(if different from above) _____ **City** _____ **Zip** _____

Library Director Signature: _____ **Date:** _____

ELEMENT 2: PROJECT BACKGROUND AND SUMMARY (please see application instructions for additional information)

Describe how this project was identified as a need, how it relates to your library's strategic plan, what will be accomplished if this project is implemented, and how you will know whether your project is successful. Summary should relate to activities in the timeline (Element 4) and include statistical info to support the project.

"Processing, Preserving & Digitizing the Social Clubs Seen in the Valley Times Newspaper Photographs" project will prioritize the digitization of images relating to the variety of social clubs and their activities in the San Fernando Valley region of Los Angeles and complete the critical task of processing the entire Valley Times Newspaper Collection Photographs. This project enables the Los Angeles Public Library (LAPL) to continue making these images readily accessible to the public, researchers and the educational community. Building off the success of the 2014-15 LSTA funding, this past year, we have discovered a predominance of images relating to dozens of community and social clubs that were prevalent in the post-World War II era suburbs, whose membership reached a zenith during the era, and are now a unique emerging area of scholarly research. The Los Angeles Public Library (LAPL) is not aware of any comprehensive visual imagery collection that so thoroughly documents this type of important community activity in the post-war era of Los Angeles or California. This project will fund the critical gap necessary to process the remainder of the Collection and pull and prepare the social club images as the first and top priority for digitization utilizing the same, experienced contract archivist who has now become familiar with the subject matter and the differences in photo sources. This processing is a critical task that LAPL does not have in-house resources to complete. This project is the turning point to ensure 100% sustainability of the entire project, which is a multi-year initiative of LAPL. Once the processing phase is accomplished, permanent LAPL staff are fully committed to the digitization of the entire Valley Times collection until completed. This project will be successful when we have prepared all social club images and processed the entire collection. This step is essential in making all of the 45,000 selected photographs from the 70,000 photos contained within the entire Collection freely accessible to the public through the LAPL online system with high-resolution files available for a fee.

Furthermore, LAPL recently launched a new partnership with the California Digital Library (CDL) to make our content available through the Digital Public Library of America (DPLA). Ensuring that the social club oriented and other Valley Times photos are processed and prepared for digitization will also ensure a steady stream of content for DPLA. This project will assist in contributing to our common goal of as wide of access as possible for local, statewide and national purposes.

Background: The Valley Times was published as a daily newspaper from 1946-1970, with coverage focused on all the communities in the San Fernando Valley, and reached a peak circulation of 52,216 in 1963. The photos from the Valley Times are unique and illuminate the history of innovation in photo journalism during this time. These one-of-a-kind images, many which have not been seen for decades, if ever, were taken by the newspaper's staff photographers, who were the first to regularly use 35mm film. This development led to pictorial spreads unlike any in the Los Angeles region and uniquely document a region experiencing tremendous change in the post-World War II era.

Significance: The Valley Times photograph collection is a snapshot of the post-War suburban growth that was felt by cities throughout the country and for which the San Fernando Valley was a California and national model. All aspects of this growth are represented in the Valley Times collection, including land development, business, politics, youth culture, social organizations, sports, religion, civil rights, and specific industries such as aerospace, real estate, banking, and motion pictures that were the economic engines of California.

The Library Foundation of Los Angeles (LFLA) was incorporated in 1992 as a nonprofit organization that provides critical private sector support to the LAPL resulting in free programs, resources and services available to thousands of adults, children and youth in Los Angeles. Founded in 1872, and now one of the city's most valued cultural and educational institutions, the LAPL serves the largest and most diverse constituency of any public library in the US. The mission is to provide free and easy access to information, ideas, books and technology that enrich, educate and empower every individual in the city's diverse communities. LAPL maintains an archive of over 3 million photographs: 103,448 currently searchable in an online collection that is viewed an average of 900,000 times every month. The collection focuses on the history of Southern California, including extensive images from the Los Angeles Herald Examiner and Security Pacific National Bank Collection. The Valley Times Collection greatly supplements these two existing collections that do not contain much about this geographic region in the post-war time.

Project need: Staff of the LAPL Photo Collection have identified that the Valley Times Collection fills a gap in LAPL's holdings regarding both the time period and this large geographic area of the city that is under-represented in study of its history and contribution to Los Angeles. The Collection is currently stored in poor conditions in original folders with acidic newspaper clippings filed adjacent to the prints, and was identified by trained staff as high need for archival stabilization and preservation. In late 2012, LAPL reinforced its commitment to "building a digital library," which was identified as one of four strategic goals in 2010, by assigning permanent full-time staff to the Digitization Department. Under a recently adopted strategic plan, the digitization of the Valley Times collection will help fulfill the goal of "strengthening community connections and celebrating Los Angeles." The contract archivist will continue to attend to these critical preservation needs, organize the physical collection to make it navigable by staff, and prepare images for digitization. The archivist will also prioritize for digitization images specific to the social club movement to make that unique aspect of the Collection available for use as soon as possible. This in turn, will ensure greater discoverability by members of San Fernando Valley's current population of 1.7 million, as well as by the general public throughout the city, state, and internationally.

ELEMENT 3: PLANNING AND EVALUATION (please see application instructions for additional information)

Please answer each area concisely and completely. **For section A-F limit to four pages.**

A. Project Intent (Check only one that best describes the project)

Institutional Capacity

- Improve the library workforce
- Improve the library's physical and technology infrastructure
- Improve library's operations

Information Access

- Improve users' ability to discover information
- Improve users' ability to obtain information resources

Lifelong Learning

- Improve users' formal education
- Improve users' general knowledge and skills

Human Services

- Improve users' ability to apply information that furthers their personal, family, or household finances
- Improve users' ability to apply information that furthers their personal or family health & wellness
- Improve users' ability to apply information that furthers their parenting and family skills

Employment & Economic Development

- Improve users' ability to use resources and apply information for employment support
- Improve users' ability to use and apply business resources

Civic engagement

- Improve users' ability to participate in their community
- Improve users' ability to participate in community conversation around topics of concern

B. Project Purpose – Short statement which answers the questions: we will do what, for whom, for what expected benefit(s).

The purpose of this project is two-fold: (1) prioritize digitization of the post-War social club images subset due to its unique and under-represented value for research and the general public, and (2) complete the processing and preservation of the estimated 70,000 photographic prints contained in the entire Valley Times Newspaper photograph collection. This project aims to digitize 5,000 photographs taken by Valley Times photographers, 3,000 of which will be social club photos. The end result will be a rich resource for historians, genealogists, sociologists, architects, etc. interested in studying post-War suburban growth in general as well as the social club movement and the changing socio-economic roles of the population, particularly women. By augmenting existing LAPL staff and equipment resources with the professional contract services of an archivist, these images, which have largely been unseen for decades, will be freely accessible through the LAPL website, and eventually through DPLA, with high-resolution files available for a fee.

C. Anticipated Project Outputs – Measures of services and/or products to be created/provided.

By July 2016, the final one-third of the collection will be processed bringing the processing of the entire Collection (approx. 70,000 images) to 100% completion, with appropriate images from the collection prepared for digitization that prioritizes the post-War social club images. The original prints will be preserved and housed in archival folders organized by accession number. By July 2016, 5,000 additional images and detailed records will have been cataloged, digitized, and uploaded to the Library's website, bringing the total to 19,000 Valley Times images online. The project anticipates that 3,000 images of the post-War social club movement will be digitized as a priority of focus and importance to this aspect of the collection.

D. Anticipated Project Outcome(s) – What change is expected in the target audience's skills, knowledge, behavior, attitude, and/or status/life condition? How will you measure these outcomes? (for examples see attachment B of the application instructions)

The project will increase the awareness and knowledge by the general population of the history of the San Fernando Valley and its contribution to the development of suburbanization in the post-War era bringing forward this under-represented history and valuable information. This outcome will be measured by an increase of searches and viewing of the online collection by 40% over two years as well as an increase in requests for reproduction and usage permission of Valley Times photographs by 50% in the next 3 years. By prioritizing the post-War social club movement images, this unique aspect of the collection will have significant value to research and increase awareness of the importance of these social clubs during this period of history in California. Since these images are currently unavailable or unknown, once accessible online, in the first year there will be a 100% increase in the discovery and use of these images and related data, allowing for new research that in turn can be used in local history and academic publications, books, exhibitions, etc. Additionally, a Survey Monkey instrument will be developed to survey users of the online photo collection to gain information about their awareness of the Valley Times collection and the social club images in particular along with basic demographic and geographic data.

E. Briefly describe how this project will be financially supported in the future.

The Los Angeles Public Library is 100% committed to the sustainability of the entire project and will provide ongoing in-kind support by current staff in the Photo Collection and Digitization departments to create online access of the photographs of the Valley Times Collection. LAPL will be positioned to fully complete the digitization of the photographs of the Valley Times Collection and make them accessible to the public with the successful completion of collection processing achieved by the contract archivist through this grant. Ongoing local fundraising, as necessary, will also continue through the efforts by LFLA, Photo Friends and the Valley Times Advisory Committee.

F. Activity Information. Activities are action(s) through which the intent or objective of a project are accomplished. Four activity types have been identified, each with select methods to help you describe how you will carry out this project. Indicate activity types that require a significant commitment of resources to the project (representing 10% or more of total project resources).

- I. **Instruction** - Involves an interaction for knowledge or skill transfer and how learning is delivered or experienced. *(Check all that apply and provide a description including whether the format will be in-person, virtual, or both)*
- Program - Formal interaction and active user engagement (e.g., a class on computer skills).
 - Presentation - Formal interaction and passive user engagement (e.g., an author's talk),
 - Consultation - Informal interaction with an individual or group of individuals (library staff or other professional) who provide expert advice or reference services to individuals, units, or organizations.

Description:

- II. **Content** - Involves the acquisition, development, or transfer of information and how information is made accessible. *(Check all that apply and provide a description including whether the format will be physical, digital, or both)*
- Acquisition - Selecting, ordering, and receiving materials for library or archival collections by purchase, exchange, or gift, which may include budgeting and negotiating with outside agencies (i.e. publishers, vendors) to obtain resources. May also include procuring software or hardware for the purposes of storing and/or retrieving information or enabling the act of experiencing, manipulating, or otherwise interacting with an information resource.
 - Creation - Design or production of an information tool or resource (e.g., digital objects, curricula, manuals). Includes digitization or the process of converting data to digital format for processing by a computer.
 - Description - Apply standardized descriptive information and/or apply such information in a standardized format to items or groups of items in a collection for purposes of intellectual control, organization, and retrieval.
 - Lending - Provision of a library's resources and collections through the circulation of materials (general circulation, reserves). May also refer to the physical or electronic delivery of documents from a library collection to the residence or place of business of a library user, upon request.
 - Preservation - Effort that extends the life or use life of a living or non-living collection, the individual items or entities included in a collection, or a structure, building or site by reducing the likelihood or speed of deterioration.

Description: Both digital and physical formats are part of this mode, with preservation of the collection being an equally important component for long-term needs of the collection and its digital counterpart that will be more accessible to the public via electronic methods at LAPL and the California Digital Library/Digital Public Library of America program.

- III. **Planning & Evaluation** - Involves design, development, or assessment of operations, services, or resources and when information is collected, analyzed, and/or disseminated. *(Check all that apply and provide a description)*
- Retrospective - Research effort that involves historical assessments of the condition of a project, program, service, operation, resource and/or user group.
 - Prospective - Research effort that projects or forecasts a future condition of a project, program, service, operation, resource, and/or user group.

Description:

- IV. **Procurement** - Acquiring or leasing facilities; purchasing equipment/supplies, hardware/software, or other materials (not content) that support general library infrastructure. *(Provide a description)*

Description:

ELEMENT 4: GRANT TIMELINE/ACTIVITIES (please see application instructions for additional information)

Show each major project activity and when it will be started and/or completed throughout the project. The timeline should correspond to the activities described in Planning and Evaluation. Please put an X in each pertaining month.

Activity	2015/2016											
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Final one-third (23,000 photos) of the Valley Times photos will be processed	X	X	X	X	X	X	X	X	X	X	X	X
Final one-third (23,000 photos) will be re-housed and preserved	X	X	X	X	X	X	X	X	X	X	X	X
5,000 additional images will be cataloged & digitized, priority social club images	X	X	X	X	X	X	X	X	X	X	X	X
Curate Exhibit of social club images at Central Library (open July 1)										X	X	X
Coordinate exhibits and displays with LAPL branches located in the Valley	X	X	X									
Highlights of newly digitized imaged posted to www.valleytimes.org	X		X		X		X		X		X	
Updates to Valley Times Advisory Council	X				X				X			
Photo book focusing on the Valley Times collection published/for sale			X									
Quarterly e-newsletters sent to Valley Times project friends detailing progress	X			X			X			X		
Regular blog/Facebook/social media updates posted by project archivist or staff	X	X	X	X	X	X	X	X	X	X	X	X

ELEMENT 5: BUDGET (please see application instructions for additional information)

The budget should clearly identify the amounts requested and from what sources. (please do not unlock the application form, if additional space is needed contact *Mickie Potter* at *mickie.potter@library.ca.gov*)

Budget Category	LSTA	Cash Contributions	In-Kind	Total
Salaries/Wages/Benefits				
Principal Librarian (project oversight @ 0.025 FTE)	\$0	\$0	\$2,877	\$2,877
Sr. Librarian/Collection Curator (project mgmt @ 0.1 FTE)	\$0	\$0	\$9,178	\$9,178
Digitization Staff	\$0	\$0	\$121,649	\$121,649
Fringe Benefits and taxes for all Library personnel 33.31%	\$0	\$0	\$44,537	\$44,537
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$178,241	\$178,241

Description: City of Los Angeles and the Public Library are committed to significant in-kind personnel associated with the Valley Times project. The Digitization staff are:

Librarian III /Digitization Coordinator will process the digital files and metadata oversight (0.1 FTE or \$8,688 value)

Library Assistants will develop metadata descriptions (1.5 FTE or \$89,450 value)

Scanning/Digitization Technician for digitization of photographs (0.5 FTE or \$23,511 value)

Equipment (\$5,000 or more per unit)				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0	\$0

Description:

Operating Expenses: Library Materials				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0	\$0

Description:

Operating Expenses: Consultant Fees				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0	\$0

Description:

Budget Category	LSTA	Cash Contributions	In-Kind	Total (B+C+D = E)
Operating Expenses: Travel				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0	\$0

Description:

Operating Expenses: Supplies/Other				
Archival envelopes (20,000 units)	\$0	\$0	\$3,350	\$3,350
Mylar Sleeves	\$0	\$0	\$341	\$341
Operational Costs (rent, utilities associated with library personnel)	\$0	\$0	\$67,200	\$67,200
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$70,891	\$70,891

Description: The collections needs to be completely rehoused in archival safe folders and mylar. The majority of the collection has already been rehoused in mylar, though it is absent from some folders. The other items are necessary in order to complete the digitization process and are provided by the Library's in-kind contribution to the project.

Operating Expenses: Contracted Services				
Contract Archivist	\$50,000	\$0	\$0	\$50,000
Contract Cataloger	\$0	\$8,500	\$0	\$8,500
Research database subscriptions pro-rated per year	\$0	\$0	\$44,031	\$44,031
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$50,000	\$8,500	\$44,031	\$102,531

Description: Archivist (\$52,500 for one year, 40 hrs/week) will process the Valley Times Collection and identify/select the appropriate images for digitization and online accessibility.

Cataloger (295 hours during the 1 yr grant period) to expedite cataloging and accessibility of images, priority for social club images. Where there is minimal information about a photograph in the collection, further research will be performed using the database subscriptions (LA Times Historical, LA Sentinel, and Access Newspaper Archives) to create a fuller record for the collection catalog.

Project Total	\$50,000	\$8,500	\$293,163	\$351,663
Indirect Cost Rate Applied 0 % Indirect Cost	\$0	\$0	\$0	\$0

Check one: (please see application instructions for additional information)

No Indirect Federally negotiated indirect cost rate * Indirect proposed cost rate *

* please attach supporting documentation if required

Description:

Grand Total	\$50,000	\$8,500	\$293,163	\$351,663
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ELEMENT 6: ATTACHMENTS (please see application instructions for additional information)

If you have additional resources that support your grant, please attach after this page

ELEMENT 7: INTERNET CERTIFICATION FOR APPLICANT PUBLIC LIBRARIES FY 2015/16
(please see application instructions for additional information)

As the duly authorized representative of the applicant public library, public elementary school library or public secondary school library applying for LSTA funding, I hereby certify that the library is (*check only one of the following boxes*)

A. **An individual applicant that is CIPA compliant.**

The applicant library, as a public library, a public elementary school library or public secondary school library, has complied with the requirements of Section 9134(f)(1) of the Library Services and Technology Act.

B. **Representing a group of applicants. Those applicants that are subject to CIPA requirements have certified they are CIPA compliant.**

All public libraries, public elementary school libraries, and public secondary school libraries, participating in the application have complied with the requirements of Section 9134(f)(1) of the Library Services and Technology Act. The library submitting this application has collected Internet Safety Certifications from all other applicants who are subject to CIPA requirements. The library will keep these certifications on file with other application materials, and if awarded funds, with other project records.

C. **Not Subject to CIPA Requirements.**

The CIPA requirements do not apply because no funds made available under this LSTA grant program will be used to purchase computers used to access the Internet or to pay for direct costs associated with accessing the Internet.

Library Foundation of Los Angeles

Library/Organization

Processing, Preserving & Digitizing the Social Clubs Seen in the Valley Times Newspaper Photographs

Project Name

Kenneth Brecher

Library Director Name

President

Title

Library Director Signature

Date



los angeles public library history department

May 4, 2015

Attn: LSTA Grants – Statewide Grant
California State Library
Library Development Services
P.O. Box 942837
Sacramento, CA 94237-0001

RE: Letter of Support for the "Processing, Preserving & Digitizing the Social Clubs Seen in the Valley Times Newspaper Photographs" Project

To Whom It May Concern:

On behalf of Photo Friends Los Angeles Public Library (the nonprofit support group of the LAPL Photo Collection, we wholeheartedly support the Library Foundation of Los Angeles' grant application for "Processing, Preserving & Digitizing the Social Clubs Seen in the Valley Times Newspaper Photographs." We believe this important project will help the public to better understand the San Fernando Valley, its history, heritage, people, and contributions to the nation during the post-war boom and suburbanization movement in California.

With the funding assistance of the LSTA Grant, this project will be able to surmount a critical financial situation that will allow this unique collection to be preserved. This grant will also substantially reduce the timeframe needed to have the collection available to the public for further study and enjoyment via the library's website and online access system.

Working with the library staff, Photo Friends, the Library Foundation of Los Angeles and all the project partners, we are committed to the long-term success of the Valley Times project and will work in whatever supportive way is possible to bring this impressive and expansive collection to our fellow Angelenos, Californians, and the world at large. Thank you for your consideration and we encourage you to provide the full funding requested in the grant application that will allow us to meet the critical needs of the project in the next year.

Sincerely,

Amy Inouye (handwritten signature)

Amy Inouye
President, Photo Friends LAPL

Visit us online:
photofriends.org
lapl.org (click on "Photo Collection")
http://events.lapl.org (for LAPL events, including Photo Friends)
Photo Collection Facebook Page: facebook.com/photoslapl

Photo Friends is a 501(c)(3) organization, Federal ID #4335423. Your contribution may be considered a charitable donation for your tax purposes. Consult your tax advisor for the actual deductibility of any charitable contribution.



Sherman Oaks Women's Club members work to restore the bells along El Camino Real, 1965.



"Valley 'Bowl"—Composer-arranger John Green, upper right, conducts Valley Symphony Orchestra as actor Edward G. Robinson prepares to narrate "Nutcracker Suite" at rehearsal of outdoor concert to be presented tomorrow night at Fashion Square," 1965.



First four to tee off on recent Lakeside Country Club Bob Hope International were, from left to right, Bones Hamilton, Phil Harris, Hope, Jack Hennessey, Jr., 1965.



Patty O'Haver, 4, concentrates on words spoken by teacher, Mrs. Connie A. (Mary) Tidwell, during a John Tracy Clinic demonstration given for the clinic's Northridge guild, 1964.

Founded in 1990, Photo Friends of the Los Angeles Public Library is a 501(c)(3) nonprofit support group for the Los Angeles Public Library's photograph collection and History & Genealogy Department. Our mission is to promote the collection as a resource and to promote Los Angeles photography and photographers in general.

May 14, 2015

LSTA Grants – Statewide Grant
California State Library
Library Development Services
P.O. Box 942837
Sacramento, CA 94237-0001

To whom it may concern,

It is my great pleasure to write a letter in support of the "Processing, Preserving & Digitizing the Social Clubs Seen in the Valley Times Newspaper Photographs" project being submitted to the LSTA Statewide Grants Program of the California State Library by the Photo Collection at the Central Branch of the Los Angeles Public Library.

The adult residents of the San Fernando Valley in the postwar era covered by the *Valley Times* archive were part of the "long civic generation" - an unusually politically and civically engaged cohort that profoundly shaped civic and community life in the United States throughout the twentieth century. Contrary to commonsense understandings of the suburbs as a place where families became isolated in cul-de-sacs while community life declined, the photographs in the collection reveal a vibrant civic landscape where women, especially, found avenues for participation in voluntary associations and community organizations. The photographs and records of club life in the collection, then, are a singularly valuable resource for understanding civic networks, social capital, and community life at the peak of suburbanization.

This collection would be of interest to scholars and documentarians in the fields of history, sociology, political science, gender studies, media & communications, social network analysis, and urban studies. Substantively, this collection offers valuable insights and unique sources of data not only for students of California and Southern California, but also for researchers interested in American civic engagement, suburbanization, family and social life, and elite social networks.

In conclusion, I fully support the efforts of the Los Angeles Public Library's *Valley Times* project and strongly urge you to fund this important project via a LSTA grant.

Sincerely,

C. Brady Potts, PhD
Department of Sociology
University of Southern California

