



FLORIDA PUBLIC ARCHAEOLOGY NETWORK

WWW.FLPUBLICARCHAEOLOGY.ORG

North Central Region
Quarterly Report- July/August/September 2010
Barbara A. Hines, Outreach Coordinator

This quarter the North Central Region has begun to establish itself within the area. At the beginning of the quarter letters were sent out to local governments, educational centers and schools, civic organizations, state parks and other potentially interested organizations within the North Central Region. The purpose of these letters was to inform these organizations that the Florida Public Archaeology Network now had staff available locally within the region to assist them with their public archaeology needs. I created a marketing packet that consists of a listing of presentations and activities that I offer, along with a biography about myself and a brief history of the Florida Public Archaeology Network. This packet also contains a brochure and a business card. I then began to visit organizations in my region that I thought might be interested in our services and was able to present them the marketing packet so they would have all the necessary information. The majority of these organizations had already received a letter in the mail as well. This method, using the marketing packets, has been very successful in the counties that I have used it in so far and has resulted in a lot of presentations and events at various venues within the North Central Region.

In July the North Central Region attended the BLAST Teachers Open House at the Challenger Learning Center in Tallahassee. This event gave teachers the opportunity to learn about what type of outreach programs were available to them. FPAN's attendance at this event resulted in three classroom visits, with more scheduled in the near future. There is also a great interest in teacher workshops. I am currently working on contacting the appropriate school district staff members to organize workshops in this region. I visited with the FPAN staff in Tampa to assist in the classroom and gain experience. I spent two days with Cassandra Rae Harper at a local high school learning the Mystery Cemetery, Cookie Excavation and Atlatl Antics activities. On the way back to Tallahassee I purchased some atlatls, darts and replica artifacts for my own use in the North Central Region.

In addition to classroom visits, I have been working on several other youth programs and activities for this region. The LeRoy Collins Public Library in Tallahassee has agreed to partner with FPAN for three monthly youth activities. We named these events "Kids Dig Archaeology!". Each month (September, October and December) children will be invited to come and

participate in some of our hands-on activities from *Beyond Artifacts*. In September the children excavated chocolate chip cookies and in October they will be learning about Rock Art. The Dixie County Public Library has also agreed to partner with me for a “Kids Dig Archaeology!” event in October. I have also been working with both the Girl Scout Council of the Florida Panhandle and Mission San Luis to organize some activities for the local Girl Scout troops. I have also met with Barry Burch, the Park Manager of several Florida State Parks to start planning some activities in the region for the future.

Two major FPAN meetings took place this quarter that I was able to participate in. The first was the Outreach Coordinators Retreat in Fort Lauderdale which took place in August. This was a wonderful opportunity to meet the rest of the Outreach Staff and learn how they conduct their regional activities and events. The second big meeting was the first annual FPAN/DHR meeting in Tallahassee. This meeting was held in late September. Dr. Ryan Wheeler and I put together an agenda for this two-day meeting, which included a guided tour of Mission San Luis. It was a wonderful chance for all of the FPAN staff to get together and for all of us to learn about the role of various DHR staff and how we can better assist them.

I, with the assistance of Dr. Rachel Wentz, Director of the East Central Region, have been assisting the Wakulla County Historical Society with issues pertaining to their recently opened museum. We have made recommendations about accessioning their artifacts and documents. Addition, I have been working with them to plan a Public Archaeology Day at their museum on October 16. Members from the FSU Archaeology Club and the Panhandle Archaeological Society at Tallahassee will be volunteering at this event. Earlier this month WFSU-TV and WFSU-FM interviewed me, inquiring about both the Public Archaeology Day and general information about the Florida Public Archaeology Network. This interview aired on the WFSU-TV program, “Dimensions”.

In September I met with the Florida Green Guide Association to discuss how they, as ecotourism guides, could incorporate heritage tourism in their activities. There was a great deal of interest from the group, and hopefully they will become partners in some future events and activities. In order to promote local tourism I have set up a blog, entitled “Archaeology Gone Public”. This blog will be utilized to highlight heritage tourism destinations within the North region. So far I have highlighted Mission San Luis, the Crooked River Lighthouse and Letchworth-Love Mounds. I will also be highlighting a site in the North Central Region’s quarterly newsletter. Our first newsletter highlighted the Crooked River Lighthouse located in Carrabelle.

In September I was invited by Dr. Lees to attend a meeting to discuss ways to improve Florida Archaeology Month. I volunteered to research Archaeology Month activities in other states and to find out if any of these states have conducted a survey to gather information about participants’ satisfaction. This project is ongoing, but so far I have been unable to find a state that has done any type of survey of participants, but many have expressed interest in our findings if and when we conduct our own survey. I have been compiling all of this information in a report that I will present at a meeting on this subject in Gainesville in November.

Type of Activity/Event	# of Events/Presentations/Activities	# of Attendees
Public Presentations	2	75
Public Events	1	91
Professional Presentations (conferences, etc)		
Professional Events attended (conferences, etc)		
Adult Training/Workshops		
School/Youth Programs/Worshops	4	220
Radio/TV Presentations/Interviews	2	
Volunteer Programs		
Meetings attended-Government, Schools, Administration	20	
Printed Articles-Magazine, Newspaper	1-Community Magazine (Wakulla Area Times)	
Printed Media produced- Brochures, Booklets, Guides, Maps		
Electronic Media produced- Blog, Podcasts, Mass Emails	1 mass emailing FPAN Facebook FPAN Twitter "Archaeology Gone Public" Blog	7 107 fans 59 followers 3 followers
Major Publications- Book, Chapter, Journal Article		
TOTAL	65	402*

*Total number of attendees does not include number of followers on Twitter or blog, nor does it include the number of fans on Facebook.

Public Outreach

Info Booths:

- BLAST Teacher Open House, Tallahassee – 91 attendees

Public Lectures/Presentations/Tours:

- Panhandle Archaeological Society at Tallahassee (local FAS Chapter) Annual Kick-Off, Tallahassee - brief introduction of FPAN – 65 attendees

- Florida Green Guide Association - Heritage Tourism, Wakulla County – 10 attendees

Media Events:

- WFSU-TV interview on “Dimensions”
 - Topic: Wakulla Public Archaeology Day on October 16, general information about the Florida Public Archaeology Network
- WFSU-FM interview with Tom Flannigan
 - Topic: Wakulla Public Archaeology Day on October 16, general information about the Florida Public Archaeology Network, area archaeology

Youth Event/Presentation:

- Hartsfield Elementary, 21st Century After School Program, Leon County – Intro to Archaeology Program and Cookie Excavation - 54 students
- Fairview Middle School, Leon County – Intro to Archaeology and Cookie Excavation – 87 students
- LeRoy Collins Public Library, Leon County – Kids Dig Archaeology! – 5 attendees
- Holy Comforter Episcopal School, Leon County – Florida Prehistory presentation – 74 students

Publications:

- *Wakulla Area Times* – monthly community magazine sent to all residents of Wakulla County
 - Topic: The Florida Public Archaeology Network Opens Regional Office in Tallahassee

Aiding/Advising Local Governments

Wakulla County

- Crawfordville Town Plan – Attended two public meetings to discuss the Crawfordville Town Plan and provide recommendations on the preservation of the historic portions of the town.

Assisting DHR

- Met with Susanne Hunt to discuss how FPAN can assist with and get involved in activities relating to the 150th Anniversary of the Civil War.
- Attended and helped to organize the first annual DHR/FPAN meeting in Tallahassee.
- Met with K.C. Smith and other Florida History Museum staff members to discuss how FPAN can assist with an upcoming exhibit, *La Florida*.
- Attended reception at the Florida History Museum for visiting archaeologist from Spain.
- Met with Mission San Luis education and outreach staff to develop a working relationship.
- Attended DHR staff meetings when available.

- Attended the Department of State employee appreciation lunch in order to meet staff.

Other

- St. Marks Wildlife Refuge, Wakulla County – Met with Education Coordinator to develop working relationship.
- Met with the Florida Park Service to discuss potential collaborative projects and form a working relationship.
- Visited the staff at the Southeastern Archaeological Center in Tallahassee where I was giving copies of some of their educational material.
- Met with the Wakulla County Historical Society's Cemetery Committee to identify cemeteries in need of preservation work and discuss the potential for a Cemetery Workshop during the winter months.
- Attended the Outreach Coordinator Retreat in Fort Lauderdale.
- Visited Torreya State Park to participate in fieldwork as part of Brian Mabelitini's thesis research.
- Joined the Panhandle Archaeological Society at Tallahassee and was invited to be a member of the board.
- Continue to be an active board member for the Wakulla County Historical Society
- Continue to assist the Wakulla County Historical Society Museum and Archives along with Dr. Rachel Wentz.
- Delivered FPAN "Marketing Packets" to museums, school districts, libraries and other potential partners in Leon, Wakulla, Franklin, Taylor and Dixie counties so far (letters have been mailed to potential partners in all 15 counties).
- Attended meetings to help organize a Senior Citizens Learning Extravaganza Week for the Tallahassee Senior Center.
- Met with Patricia Madison of the Girl Scout Council to form a working relationship.