

END OF FUNDING PERIOD REPORT

LAUC Statewide Grants, Research & Professional Development Committee

Primary Applicant(s): Scott Stone

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TITLE OF PROJECT: "A Music Librarian's guide to Tumblr: Connecting Hidden Collection with a Curious World" : Poster Presentation at International Association of Music Libraries

Time Period of Grant: June, 2015

Amount of Award Received: \$315

Original Abstract as Submitted: The abstract for this accepted poster is: "Special collections have found a welcome community in which to promote and showcase books and other documents on Tumblr, the short form blogging platform. This popular social media tool allows librarians to highlight less-discoverable materials through the display of large photos accompanied by brief textual descriptions. Because Tumblr's environment is largely non-academic, it widens exposure of special collections items through engagement with unorthodox user communities. Specific topics examined will include why archives and special collections gravitate to Tumblr, the types of user communities that thrive on the platform, advantages and disadvantages of the interface, and what Tumblr has to offer music libraries and librarians.

Tumblarians from ritabentonmusiclibrary (University of Iowa) and uciarchives (University of California, Irvine) will be on hand to share their experiences to date, having both started Tumblr biogs in Fall 2014. They will focus on reaching different fandoms or user groups in Tumblr and varying collaborative methods for managing posts and blog interactions."

I. ACCOMPLISHMENTS and EVALUATION

The poster was presented as anticipated during one of the poster sessions at the IAML/IMS conference (see http://www.iaml.info/sites/default/files/pdf/2015-06-20_iaml_ims_new-york_programme.pdf for online program).

II. IS YOUR PROJECT COMPLETED? Yes X No

III. FINANCIAL STATEMENT

Funds received were put towards general travel for this conference. Because the cost to attend this conference in downtown Manhattan during the summer was so high, the \$315 presentation grant helped cover travel costs, but didn't come close to covering everything.

Original Budget Request:

Registration: \$250

Estimated Airfare: \$550

Estimated Conference hotel: \$300/night x 5 nights= \$1500

Estimated Ground transportation (e.g., taxi and subway): \$200

Meals: \$71/day x 6 days = \$426

Total: \$2926

Funding already secured through librarian professional development fund: \$1000

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Librarian will cover amount over \$1000

Total requested from LAUC: \$750

IV. SHARING YOUR PRODUCT/RESULTS

None. This poster was publicized on my colleague's Tumblr page during the conference:
<http://ritabentonmusiclibrary.tumblr.com/post/122251911778/the-rita-benton-music-library-is-having-such-a>

V. NOTE

Information included in this report may be reprinted or posted on the web for dissemination to UCOP, other UC Libraries, and future potential LAUC grant applicants.