University of Louisville

From the SelectedWorks of Elizabeth Reilly

April 26, 2014

Preserving the Louisville sound: outreach and donor relations

Elizabeth E. Reilly, University of Louisville
Heather Fox, University of Louisville

This work is licensed under a Creative Commons CC_BY-ND International License.

Available at: http://works.bepress.com/elizabeth-reilly/10/
Preserving the Louisville Sound:
Donor Relations & Outreach

Don’t Knock the Rock / Midwest Archives Conference, Kansas City, 2014

University of Louisville

Elizabeth Reilly - Curator, Photographic Archives
Heather Fox - Archivist for Metadata and Scholarly Communication
Photographs by Bill Carner
2012 Fanzine Donations
Mission:
To document and preserve the history and culture of the Louisville underground rock/indie/punk/hardcore music scene from the 1970’s to the present.

Goals:
- Address the gap in the historical record related to independent and underground music culture in Louisville.
- Collect oral histories, show recordings, set lists, photographs, zines, posters, flyers, correspondence, business records, t-shirts, ephemera, and early web history related to the music scene.
- Process, preserve, and provide access to the research collection.
- Use collection materials to curate exhibits and programs designed to engage the community on Louisville music history and the ongoing role and value of the UofL Archives and Special Collections in the preservation of local history.
Advisory Board:

- Link us to our targeted community
- Champion the project
- Act as ambassadors or connectors to community members with relevant collections
- Advise on the path and scope of the project
- Give feedback and ensure that we do not overlook anyone or anything
- Hold us accountable to project timeline
In a long-term of events, I have donated my entire local music flyer and zine collection, along with the collections of several others. I have collected to the U of L Library Archives. I had started a local music archive about 6 years ago in the basement of the library as an intern, but it never really ever took off. Now the archives staff are doing the whole deal, calling it LUMA, the Louisville Underground Music Archive. Sarah Jane Poindexter and Elizabeth Reilly came by the warehouse this afternoon and liberated me of these old things. If you have stuff to donate, hit them up. It's sounding like there will eventually and you will be able to go see the archive center.

Katie Meehan Nathan Salzburg Mike Harpring J.}

William Bryan Rayland This rule: I have a collection of stuff. 7 hours ago · Like · 5
Nathan Salzburg Great move, buddy. 7 hours ago · Like · 3
Jae Grady I might have a few I did. Glad to donate! 7 hours ago · Like · 3
Andrew Marsh Sean a. Garrison, interested? 7 hours ago · Like
Larry Hoverkamp Yeah, Aron, see if there are any local posters from the 1980's and 90's. Those are priceless! 7 hours ago · Like · 1
Aron Conaway That would be great william! You too; Jar and shell arrange a time for you guys to drop stuff off, or be more than happy to do a pickup. I could even receive a prefer that. Message me, if so! 7 hours ago · Like · 2
Aron Conaway Also you can talk to Heather Fox about it. 7 hours ago · Like · 2
Katherine Faust Enjoy! 7 hours ago · Like
Halle Jones Do you think they would be interested in the electronic music scene as well? It was definitely a part of Louisville's underground music history. Lots of old party flyers out there... 7 hours ago · Like · 1
Ketti Tonnemacher Awesome! I heard about this and have some to donate as well! 7 hours ago · Like · 5
Rachel King I've got fliers for shows + some rare badges. Halle Jones 😊 7 hours ago · Like · 3
Kimberly Stetler Clark Jason Clark 16 hours ago via mobile · Like
Aron Conaway Yeah, surely electronic music was underground and within the parameters of this project. We were discussing their inclusion of art event flyers, cards etc, photographs, 3D stuff as well... will find out more in the coming months. 16 hours ago via mobile · Like
Kimberly Stetler Clark Jason was also in several popular bands during the early 90's. 16 hours ago via mobile · Like
Daisy Caplen Shit, I boxed up a bunch of stuff 7 years ago to give you for this... I'll have to drop it off next time I'm in town. 16 hours ago · Like · 4
Jacqueline Pallesen Dang, I have a mess of stuff at my parent's house! 16 hours ago via mobile · Like
Connor Bell Is this the collection I donated stuff to? Great news! 15 hours ago · Like · 2
Aron Conaway Yes, Connor, it is. You gave all those Burt's; right? Sorry I forgot to tag ya, man! 15 hours ago via mobile · Like
Jacqueline Pallesen But Forever! 15 hours ago via mobile · Like
Zakary Kendall Cool as, Aron. 15 hours ago via mobile · Like
Aron Conaway These plans have been in about 4 different places since I was asked to remove them a few years ago. All of them were still pretty well organized. 15 hours ago via mobile · Like · 0
Michael Tackett one erikdelirium sticker and plenty of flyers 14 hours ago · Like
Aron Conaway Yeah, oh. Most of the erikdelirium stuff. 14 hours ago via mobile · Like
Mike Harpring Aron, this is great news. I've always wished there was an archive to preserve the ephemera of the music scene there. I have so much more in boxes that I'll have to donate. 12 hours ago · Like
Mike Harpring Oh yeah, and a big portion of the stuff I gave you was Scott Ritcher's, if I recall, which he had dropped off at the library a few years ago. 11 hours ago · Like · 0
Sarah Jane Poindexter Hi all. If you would like to donate materials to the LUMA project, or talk with an archivist for more info, send an email to lumalouisville.edu. The UofL Archives & Special Collections is actively building a research collection documenting the history. See More 2 hours ago · Like · 7
Steve Smith History in action. Thanks, Sarah-Jane! 1 hour ago · Like
Nathan Salzburg about an hour ago · Like
David Buschermann Tom and I remember correctly that you told us you had like the entire run of Hard Times in your basement? This sounds like a great way to preserve those. 45 minutes ago · Like
Louisville Underground Music Archive Project

LLMA (Louisville Underground Music Archive) is a project to document & preserve the history & culture of the local music scene from the 1970s to now.
Meet up with UofL's LUMA Project

There's a somewhat new archival endeavor over at the University of Louisville that some of you may have heard of, and others may want to take note of. The LUMA Project (email | FB) is seeking to do much of what this site did when it was more active — archive Louisville's Punk, Hardcore, and Indie Rock history. To further that, they're setting up several events where you can meet the team, contribute first-hand stories, donate materials if you are so inclined, and maybe view some of the archive. First up will be a booth at the March 2014 Flea Off Market (March 8th/9th). Second will be an event at UofL's Chao Auditorium on March 19th, 3pm.

Buzz | LUMA wants your '80s ticket stubs

Mar. 5, 2014 | 4 Comments

Dig out your old Slint, Squirrel Bait or The Binders records and memorabilia. Archivists from University of Louisville's LUMA Project are seeking the sights and sounds of the Louisville rock music scene to fill out their latest collection.

Specifically the history and culture of Louisville’s rock/punk/kindie

The Binders, 1981, at the Windmill (formerly 100 block of East Main Street) / University of Louisville Archives and Special Coll.

Dig out your old Slint, Squirrel Bait or The Binders records and memorabilia. Archivists from University of Louisville's LUMA Project are seeking the sights and sounds of the Louisville rock music scene to fill out their latest collection.

Specifically the history and culture of Louisville’s rock/punk/kindie

UofL Archive Seeks Louisville’s Punk Music Scene Materials

By JOSEPH LORIN

Louisville’s punk music scene has kept an interest in preserving its history. Next month, the University of Louisville will collect materials from the city’s punk music (and related genres) for the Louisville Underground Music Archive.

Faculty from the UofL Libraries’ Archive and Special Collections will be at the Flea Off Market on March 8-9 to collect materials—recordings, photos, zines, flyers, T-shirts, etc., UofL said in a news release.

The team would also take oral histories from fans or artists.

“Records of this kind of pop culture are underrepresented in archives and that history is at risk of being lost,” said Archives and Special Collections director Carrie Daniels in the news release.
LUMA Donation Days

March 8th & 9th, 2014
Future plans for the LUMA project

- Identification days
  Ask community to assist in identifying dates, people, bands
- Benefit concert
  Raise money for cost of reformatting and archival supplies
- Oral history project
  Interview various people from the local music scene
- Exhibitions
  Regularly display a wide variety of selected materials
GLAMOURS, SON
I CAN TELL YR Mom
MARICONE
HEAVY HITTER
CASABA
FRANK FRAZETTA
HALF RETARDED
VICIOUS

Tony Bailey, R.I.P.

by Nick | September 27, 2010

Tony Bailey, one of Louisville’s greatest drummers and an all around great guy has left us too soon at the age of 31 (via Louisville Hardcore forum). Tony was incredibly influential in the Louisville music scene. Just look at the bands that he has been apart of:

“More bands than anyone else in Louisville – EVER.”

Bands:
- Indeed
- Berg
- Kill
- Puppy Truk
Well, how DO bands end up on the label?
We work with bands through a rather organic process. We do not work with contracts so our relationship with our bands is based on friendship and trust. New bands come into the fold when they have made a mark within our community and there is mutual agreement that we would be a good fit for each other. We do not purport to represent the entire scene in Washington, DC. Dischord is one of several independent labels who work collectively make up the DC underground.
Fall 2013

As many of you probably know, our dear brother Jason Bingham Noble passed away on August 3rd, 2012, after a three-year battle with cancer. We miss him every day and honor his memory always. Fortunately we shared a lot of amazing experiences that keep his spirit with us: songs we played, trips we took, movies we watched, and jokes he told.

About a year ago we spent a couple of days at Jason and Kristin’s house on Woodbine Street in Louisville clearing out the Rachel’s stuff so the house could be sold. In addition to instruments, tape machines, microphones, and various toys, we uncovered boxes of album posters, stacks of show flyers and assorted other memorabilia from 10 years of albums and touring. The idea for ’An Envelope of Long Goodbyes’ was born at that time, but we couldn’t deal with it then, so we put everything in storage. Now, a year later, we’d like to offer it to you. LINK

Lots of love from Rachel’s
This website might catalog as much of the Louisville scene as possible through contributions, but A has in his possession the largest archive of Louisville underground music ever assembled, BY FAR. This extends from early 80s flyers to the master tapes of various bands. He's the guy to go to if you want to learn more about the early pre-Slamdek/Self Destruct scene if you can't find Sean Garrison or Mark Abromavage running around (or even if you can).
seldom returning to a riff once stated. SSD music has hit or miss nature, but when it's on, especially live,

** Necros-"Conquest For Death" (touch & go)  
Not nearly as hot as their ep but, it ain't bad. This time they go for a more metal approach rather than the speed that prevailed on the ep. This stuff sounds alot better live, but I guess thats life. Check it out. j.a.  

** Big Boys- "Intricacies Help the Brain Grow" (Riot)  
Well, here it is! And its pretty good. Actually its not that impressive at first, because the guitar is not way out front and the lyrics are stupid, very stupid. The Big Boys do nothing completely out of the ordinary, but they do it all, mostly pretty well and sometimes occasionally great. They are ambitious, and some of the arrangements are strained, and uninspired, like when they try to be sort of lush romantics; they end up over lush. But their forte is funky soul and they have some really cooking originals here. (not as good as the songs they covered on Fun, Fun, Fun..., but good.) They trash out well with a very original sound and interesting progressions etc. What I get really tired of is their punk rock 'n' roll ravedowns. A little bit cute but really its just tired. Anyways I'm not exactly jumping out of my britches about this but its really good, I will listen to it a lot the music is generally excellent and exciting and the lyrics suck. wolf  

** Suicidal Tendencies- same (frontier)  
The Big Boys lyrics might suck but not as much as on this. Here they jerk tears of embarrassment and pity for the idiot who sings them. The music is usually fast. Thats all it is. Its all the same old heavy metal that's like really thrashed out and radical, like" Institutionalised" is a really good song. You should tape that song and forget about the rest of this because it is bad. wolf
I would rather give UofL anything to archive than a potentially biased third party. Ostensibly UofL is indifferent due to the university's somewhat relaxed attitude to the web, and therein lies the problem. If UofL has control, the web will be controlled. A Dump

I'm totally putting these people in my will. I've built a lot of these kinds of things don't get broken and lost over time. In a few years, 50 years, or how long, there's the stuff of this world that's going to matter. That's the stuff...the material will be digitized only on-demand. Meaning, yea, that Slint bootleg might make the transition...sorry Dump Gang demo! And thus subjectivity rules! gets to raise its ugly head.

Archiving is about preservation. And magnetic tape is winding down its lifespan. Particularly the crappy blank commercial cassettes that're home to a ton of really great music.
Paul Priest
This makes me very happy.
Like · Comment · November 14, 2013 at 12:19pm

Club El Rancho
So excited about this!
Like · Comment · November 14, 2013 at 11:21am

Mark Forman
This is an incredible idea.
Like · Comment · November 14, 2013 at 8:12pm near Louisville, KY

Andrew Sellers
This seems cool
Like · Comment · November 14, 2013 at 7:03pm

Sean Bailey
Loving this idea! Very nice work to those involved with the Louisville Underground Music Archive Project!
Louisville Underground Music Archive a Scholarly Home For City's Punk Rock Past

By ERIN KEANE

A few vintage show flyers from Thommy Browne's files.
Credit Erin Keane / WFPL News
Thank you.

luma@louisville.edu
elizabeth.reilly@louisville.edu
heather.fox@louisville.edu
Preserving the Louisville Sound: Outreach & Donor Relations

Elizabeth Reilly & Heather Fox
Midwest Archives Conference, 4/26/14

SLIDE 1: [Intro]
In the summer of 2013, the Archives and Special Collections library of the University of Louisville launched the Louisville Underground Music Archive Project with the mission to document and preserve the history and culture of the Louisville rock music scene.

Today I will provide you a brief overview of our process for putting together this project and highlight a few of our outreach initiatives. Then, Heather Fox will discuss issues regarding donor relations as well as some challenges the project currently faces.

SLIDE 2: [Louisville punk]
So, why are we collecting around Louisville Music? Louisville saw the birth of a vibrant independent music scene in the late 1970s with a number of punk and new wave bands, including the Babylon Dance Band, the Endtables, and the Blinders. By 1980 the scene received national recognition with a cover story in the Village Voice. Author Tom Carson wrote: "I can only say that what I saw in Louisville meant more to me - in terms of pleasure, spontaneity, freedom and also talent - than anything I've seen in New York in a year.” By the late 1980s many of the early Louisville underground bands had come and gone, but there were always more on the horizon.

SLIDE 3: [Louisville Sound]
It was in the early to mid-1990s that a “Louisville Sound” began to be identified by people outside of the region. Starting with the highly influential band Slint, followed by indie bands like Rodan, June of 44, The Rachel’s, and Will Oldham’s various acts, Louisville’s reputation as an incubator for something special gained a national and international attention. While Louisville’s underground music culture is still alive and kicking today, still independent and distinctive, and featuring many of the same players from its’ early days, locals talk proudly of the time when these seminal bands were emerging, and many have held on to mementos of the scene.

SLIDE 4: [Fanzines]
Which brings us to how the Louisville Underground Music Archive Project started. The need for a project like LUMA had been informally discussed for a few years prior to the official launch. In 2012 the archive received a donation of the local music zines “Hard Times” and “Burt: the official Burt the
This donation, followed by the untimely passing of three significant contributors to the Louisville music scene in 2012 and 2013, compelled us to officially launch the project.

**SLIDE 5: [LUMA mission]**

Our mission was straightforward – to document and preserve the history and culture of the Louisville rock, indie, punk, and hardcore music scene, and make it freely available to the public.

Generally speaking, records of popular culture of this type are underrepresented in archives, putting this history at risk for loss. We seek to address the gap in the historical record related to independent and underground music culture in Louisville, by collecting, organizing and preserving a wide variety of material from a diverse community of bands and musicians, venue and store owners, recording studios and label managers, and fans - in order to maintain the whole story from many perspectives.

I should note that we encountered no pushback from our institution in moving forward with this project. In fact, one member of our core LUMA project team is the Director of Archives and Special Collections, and the Dean of University Libraries fully supports our endeavor.

**SLIDE 6: [Advisory Board]**

We wanted to gather a group of people to assist us in this undertaking – to guide us, provide advice, and use their positions within the community to be advocates for the project. So we invited a number of local musicians, business owners, academics, and other integral members of the Louisville music scene to sit on an Advisory Board.

The Advisory Board’s role to link us to our targeted community, advise us, and provide feedback has proven instrumental in the success we have had thus far. The Board has already helped us identify the parameters of what the project aims to collect, expanding our scope to Louisville underground music from the late 1970s to the present. The Board also helped us decide on a name for the project, finalize the logo, make important contacts, and some members have already donated their own materials.

**SLIDE 7: [Aron Conaway donation]**

Last Fall, Louisville artist and curator Aron Conaway contacted us to talk about his earlier work to compile an archive of local music material. After meeting with us, Conaway decided that LUMA was the best place for his collection. As we were hauling off the items from his space, he hesitated and asked us to snap a photo of him. Later that evening he posted the photo to Facebook announcing his donation.
to the LUMA project. Quickly his posted attracted a lot of positive comments. People were excited to hear about the project. And they wanted to know more about it. Admittedly, we were unprepared as we had not yet created a web page for LUMA, and realized we needed somewhere for people to go to learn about it. The next morning we slapped together a Facebook page.

**SLIDE 8: [Facebook page]**
That first day we watched excitedly as the “Likes” for the page grew. By the end of the day we had nearly 400 likes and within a week we had over 700. All of this positive support gave us confirmation that the LUMA project was needed in the community, and that people were excited about it.

**SLIDE 9: [Current Facebook page]**
Today our Facebook page is still our primary vehicle for LUMA outreach. We work to keep it dynamic by regularly adding links, posting calls for donations, announcing events, and adding images from the collections. Now with over 1000 Likes, we are confident that word is spreading through this social media; Facebook cannot be underestimated for its effective use in promotion and outreach.

**SLIDE 10: [Promotion]**
We’ve also promoted LUMA through other web outlets such as the University Libraries blog and Twitter accounts, as well as traditional media like newspaper and radio. But more importantly, we have received great support from other local organizations with related interests in Louisville music. The organizations shown here have all endorsed the LUMA project, thereby sharing their established audiences with our new project.

**SLIDE 11: [LUMA Donation Days]**
We wanted to get creative with our outreach as a way to publicize the project and garner donations, and presented the idea of a community donation day to the Advisory Board. They recommended that we do it off campus at a location more accessible to the public.

**SLIDE 12: [FLEA OFF]**
The Flea Off Market was an obvious choice. Held one weekend a month, the Flea is a popular event frequented by many different people. Advance notice of our presence at the Flea was essential, so we sent out a press release to local media outlets and announced the “LUMA Donation Days” on our Facebook page. For both days of the March Flea, we set up a booth and hoped that anyone would bring a donation. Thankfully, the experiment was a success as we received a variety of materials from 10 people, and spoke about the project to many others. We came prepared with deeds of gift for the donors
to sign and offered LUMA stickers and buttons as a thank you. We also met with a few people who, knowing that we would be at the event, visited us particularly to find out more about the project, and ask questions about specific concerns they were having about donating to LUMA.

Bringing ourselves and the LUMA project out of the library and into the community allowed us to interact directly with the public, promote the project beyond social and traditional media, and made ourselves more accessible to receive donations. We are planning to do this again in the near future.

**SLIDE 13: [Future plans]**

We have many plans for the LUMA project that will continue our outreach efforts:

- Once we have received and processed a large number of donations, we plan to invite the community to provide information that we may not have. For example most show fliers don’t include a year, so we will ask others to provide that information if they have it. They can also help us identify people or bands in photographs, recordings, etc.

- Fundraising will be necessary for the LUMA project, as the cost of organizing and preserving a collection that is so varied in its materials, is quite high. We have learned from the limited discussions we’ve already had about fundraising, that public perception is that the University already has a lot of money. So whenever we do attempt to raise funds, we will need to clearly illustrate the costs involved in maintaining this archive, primarily with converting analog media to digital. – And we think a benefit concert of Louisville bands would be a great fundraiser.

- We also plan for an oral history component to the project, to preserve memories and observations of past events from key members of the scene. Interviews like these can provide information that may not be reflected in the physical items of the collection, or at least fill some gaps, from various perspectives.

- And, the wide variety of aurally and visually exciting material we have already collected for the project promises for some great exhibitions. We’ll utilize our capabilities and gallery spaces to mount regular exhibitions of material from the collections, as well as develop programming such as presentations and panel discussions featuring members of the local music community. Our first LUMA exhibit will happen in 2015.

Needless to say, the LUMA project is just getting started…

Now Heather Fox will talk more about the LUMA Project and donor relations.