

Making a MediaNOLA History

To compose and plot a history for the MediaNOLA project, follow these steps:

Basic Research

In the digital age, basic research can be conducted online but can also be supplemented with local archival data. The Historical Newspapers database for Louisiana can be accessed from home or school. It contains keyword and key phrase searching capabilities. http://libguides.tulane.edu/la_info

Special collections in the city can be accessed through various curated portals. The information in these sites are verified as accurate and thus appropriate for a historical narrative. Some examples include:

- Louisiana Digital Libraries <http://louisdl.louislibraries.org/> for images of documents, places, cultural life in the city
- The New Orleans Carnival Collection <http://larc.tulane.edu/exhibits/carnival>
- The New Orleans Public Library House History Guide <http://neworleanspubliclibrary.org/~nopl/house2/contents.htm>
- New Orleans Pamphlets <http://neworleanspubliclibrary.org/~nopl/spec/pamphlets/pamphlets.htm>
- Newcomb scrapbooks, oral histories, publications <http://tulane.edu/newcomb/archives-exhibits.cfm>
- The Frank Moore Photo Collection http://www.louisianadigitallibrary.org/cdm4/index_FBM.php?CISOROOT=/FBM
- Jazz on Riverboats <http://jazz.tulane.edu/exhibits/riverboats>

Finally, students have access to all of the archives of the city either on campus or a short trip away. Archives have ephemera, such as postcards, playbills, posters, scrapbooks, as well as city directories, which can give the location for a person or business by year. Information about the archives around the city is laid out in the Media Histories Resource Guide.

Composing a History

A clear history will have the following parts:

- a. Summary Paragraph

Introduce the history with three- to six- sentence paragraph outlining the significance of your topic. Explain why this person, place, event, etc., is important. The summary paragraph gives readers a preview of an entry's subject matter, so he or she can either delve deeper or go to a more appropriate entry.

- b. Other Paragraphs

Explain the historical significance of this place within Louisiana, the nation, and, when appropriate, the world. Discuss any relevant geographical, cultural, and/or historical boundaries. If your place includes built structures, consider its architectural style and details. Identify people, groups, events, movements, etc., linked with this place. Mention any pertinent demographic and/or geographic information and include noteworthy features. If the place no longer exists, explain how that came to be.

c. Cross References:

If you cite something that already exists in MediaNOLA, insert links to those pages. If you think a new site should be developed, make links that go to new pages.

d. Authorship:

Sign your piece with your name, affiliation, month and year.

e. Citations:

The Chicago Manual of Style – on reserve at the Howard Tilton. You can also find quick guides on-line. – Go with the bibliography citation style, not endnotes

Writing Style and Technique

- a. Write in a clear, accessible style, avoiding jargon and technical terms whenever possible. If you must use technical terms, define them immediately.
- b. Avoid long, complex sentences and long paragraphs
 - o Tip: The average paragraph should be no more than six to eight sentences long.
- c. If particular issues are controversial, present both sides while doing your best to stay objective.
 - o Avoid claims such as: The Grunewald was the best hotel in the city.
- d. Provide information that represents the current state of scholarship and avoid relying on outdated sources. – It's better to cite the source as a dated item.
 - o Example: According to a 1921 article in *The Daily Picayune*, [...]
- e. Avoid the passive voice and write in the third-person perspective. Use gender-neutral language as much as possible.
 - o Examples: Regular attendees could purchase season tickets at Werleins Music Store,
NOT: Season tickets were available if they went to Werleins Music Store.
- f. Cut unnecessary words.
 - o Example: opened v. was opened
 - o Example: important v. very important

- g. Remember capitalization and italics for proper titles of books, albums, plays. Quotes are used for songs, movements in a play, or articles
 - o Example: *Aida* receives italics, but vaudeville is not capitalized.
- h. Avoid the use of lengthy block quotations (longer than 100 words) within your entry as you may put them in quote boxes.

Walker Saussy Advertising

Once among the largest advertising agency in the south, Walker Saussy Advertising was a large figure in both the business world and community of New Orleans. Founded by [Charles Walker Saussy Jr.](#), it opened with the goal of changing the marketing world but also served as a vehicle for Charles's community projects which included leading bond drives and managing a political campaign for Louisiana's governmental elections in 1939. As a business it had its ups and downs, acquiring and being acquired through the years so that at various times it was known as "Saussy and Sewell Advertising," "Compton Saussy Advertising," and finally, "Henderson Saussy Advertising." Though its name was in constant flux, its legacy lives on through the awards it won and the effect it had on the larger community.

Walker Saussy Advertising

Site	Walker Saussy Advertising
Location	1820 St. Charles Ave. New Orleans, LA
Category	Advertising Agencies
Time Range	1932-1966

Contents [hide]

- 1 Starting Up
- 2 Campaigns and Customers
- 3 Hiring
- 4 Awards
- 5 Merging and a New Beginning
- 6 Contributors
- 7 Works Cited

Starting Up

Records show that recovery is proceeding 25% faster in New Orleans than in cities in other parts of the country...

—Charles Walker Saussy, Jr. to the Lions Club at the Roosevelt. Quoted in the Times-Picayune. January 13, 1937.

Compose a WIKI

Be sure to Login first. Then:

Adding a New Page

Search in MediaNOLA for the page. When it does not appear, you have the option to start a new page. This becomes your site and will be listed under the name you give it.

The easiest way to learn how to do a wiki is to find a site you like, cut and past the formatting from the edit page and paste into your own site. Be sure not to alter the page you copy!

Save and preview the page often. You don't want to lose your work!

Wikitext Formatting

italics	<i>''italics''</i>
bold	'''bold'''
bold italics	<i>''''bold italics''''</i>
Section headings	<p>==Section Heading==</p> <p>===Subsection Heading=== etc</p>
indent	<p>:indents a line</p> <p>::indents twice</p>
Unordered lists	<p>* bulleted list</p> <p>**deeper level ...and so on</p>
Ordered lists	<p>#numbered list</p> <p>##starts numbering in a sub-level list ...</p>
Signatures	<p>~~~username only</p> <p>~~~~usernam plus date</p> <p>~~~~~date time only</p>
Citations	<p>According to scientists, the Sun is pretty big.<ref>E. Miller, <i>The Sun</i>, (New York: Academic Press, 2005), 23-5.</ref></p> <p>The Moon, however, is not so big.<ref>R. Smith, "Size of the Moon", <i>Scientific American</i>, 46 (April 1978): 44-6.</ref></p> <p>==Notes==</p> <p><references/></p>
Internal Links	<p>[[Name of page]]</p> <p>[[Name of page Text to display]]</p> <p>If no such page New Page (red) link appears.</p>

Link to subsection	[[Name of page#Name of Section]]
External Links	[http://www.example.org Text to display] [http://www.example.org] http://www.example.org
Images	[[Image:File.jpg]] [[Image:File.png alt text]]

How to Revert in History:

- Go to the page, click on "history" at the top ("Page history" in some skins), and click on the **time and date** of the earlier version to which you wish to revert.
- When that page comes up, you'll see something like "Revision as of 22:19 Aug 15, 2002" below the title, with the username of the editor who saved that version.
- Verify that you have selected the correct version, and click to edit the page, as you would normally. **Important:** in the case of vandalism, take the time to make sure that you are reverting to the last version without the vandalism; there may be multiple consecutive vandal edits, sometimes interspersed with constructive edits.
- You will get a warning, above the edit box, about editing an out-of-date revision.
- Ignore the warning and save the page. Be sure to add the word "revert" and a brief explanation for the revert to the [edit summary](#). Some editors abbreviate "revert" as "rv". It is possible to wikilink the usernames associated with the versions you are reverting from and to. For example, an edit summary when reverting vandalism could be

rv edits by [127.0.0.1](#) to last version by [Example](#)