

The Promise of Freedom: The Legacy of the Civil War

PROPOSAL

Draft: 3-31-08

2009 – America on the Eve of the Civil War

Focus: The situation of the United States in what turned out to be the eve of the Civil War, focusing on the central events and changes of the late antebellum era.

Proposed Location: University of Richmond

Proposed Program:

The program would be conducted in an interactive format with speakers from varied perspectives. The format would have the participants discussing recent events and what effect they may have, limiting themselves to what is known in 1859. They would analyze the facts and predict outcomes. The format would be akin to “Face the Nation” or “Meet the Press.”

Possible topics would be

John Brown’s Raid

The State of the Nation: The Census of 1859

Virginia and the Booming South

Predictions for the Election of 1860.

Speakers for these topics would represent a diverse range of intellectual, cultural, economic, and historical perspectives. Dr. Edward Ayers would provide opening comments, setting the context for the day’s topics and discussion, and would serve as moderator throughout the day-long conference.

Conference Schedule:

Wednesday, April 29, 2009

The day-long conference will be held on the University of Richmond campus. Camp Concert Hall in the Booker Hall of Music (part of the Modlin Center for the Arts complex) will serve as the presentation venue. Camp Concert Hall will accommodate 597 people, plus an area in which 8-10 wheelchairs can be accommodated. If cameras for videotaping need to be positioned in key area of the hall, some seating may be lost.

An outline of the day is as follows:

7:30-8:30 a.m. Breakfast provided for all members of the Sesquicentennial Commission, Conference speakers and participants, and special Guests

Venue: To be determined
 Participants: Approximately 125
 Budget: \$15 per person x 125 = \$1,875

8:00-8:45 a.m. Coffee / juice / water provided for all conference participants
 Venue: Booth Lobby, Modlin Center for the Arts
 Participants: Approximately 600
 Budget: \$5 per person = \$3,000

9:00 a.m. Conference Participants Assemble
 Welcome by Sesquicentennial Commission representative
 Welcome and Comments by President Ayers
 Venue: Camp Concert Hall, Modlin Center for the Arts
 Participants: Approximately 600

A professional firm will be engaged to get a quality audio and video recording of the proceedings, which will be used for further production requirements. The estimated cost is \$15,000.

9:15-10:15 a.m. First presentation
 Speakers
 Topic

10:15 – 10:30 a.m. Break

10:30 – 11:30 a.m. Second presentation
 Speakers
 Topic

11:45 a.m.-
 1:00 p.m. Lunch break
 Attendees will be invited to have lunch in the Heilman Dining Center on campus and provided with list of nearby eating establishments
 Lunch expense will be at attendees' expense

Commission members, speakers and participants, and invited guests will be provided lunch

Venue: To be determined
 Budget: 125 guests x \$20 = \$2,000

1:15 p.m. Conference program resumes

1:15-2:15 p.m. Third presentation
 Speakers

	Topic
2:15-2:30 p.m.	Break
2:30-3:30 p.m.	Fourth presentation Speakers Topic
3:30-3:45 p.m.	Break
3:45 -4:45 p.m.	Question and Answer session (Questions are submitted in writing throughout the day; the four presentation groups will be on stage to respond to questions raised and provide an interactive response)
4:45-5:45 p.m.	Books offered for sale and signed by presenters Venue: To be determined Contractor for book sale segment: To be determined
6:00 p.m.	Reception followed by dinner at 7:00 p.m. Guests: Members of the Sesquicentennial Commission, speakers and presenters, donors and other invited guests Venue: Jepson Alumni Center Budget: \$50 per person x 125 = \$6,250 The Chairman of the Commission and Dr. Ayers would make summary remarks during the evening but no formal program with electronic presentations are anticipated.

Presenter /Speaker Summary:

Approximately \$25,000 will need to be allocated for talent. This conference could have 20 historians (4 historians per presentation plus the moderator). Included in this figure would be travel expenses (air travel/train/mileage, overnite accommodations, meals), which will vary by speaker.

\$1,000 for 16 speakers	\$16,000
\$1,000 travel for 15 speakers	\$15,000

Speakers/presenters will be invited to a social gathering on Tuesday. If speakers/presenters have graduate students in the area and/or attending the conference, they would be encouraged to invite their graduate students to this event. A private room in a local restaurant would be reserved for the evening.

Event budget:	
50 guests x \$60	\$3,000

The Commission is interested in having the proceedings from each of the six conferences produced in print and DVD format. Segments could be edited for classroom distribution, which would require that they meet SOL requirements. The format of the 2009 conference would require that an edited transcription be produced after the conference. Approximately \$5,000 should be allocated for this part of the project.

Budget Summary:

- Wednesday: breakfast for Commission members, speakers/presenters, guests (125 x \$15) \$1,875
- Wednesday: coffee for conference attendees (600 x \$5 each) \$3,000
- Wednesday: lunch for Commission members, speakers And presenters and guests (125 x \$20) \$2,000
- Wednesday: reception and dinner for Commission Members, speakers, presenters, and guests (125 x \$50) \$6,250
- Materials packet for conference attendees \$?

- Speakers/presenters expenses \$35,000
 - Tuesday evening reception (50 x \$60 each= \$3,000)
 - Honoraria for speakers/presenters (\$16,000)
 - Travel expenses (approximately \$15,000)

- Professional audio and video recording for production of an edited transcript and DVD (estimated cost) \$15,000
- Development of edited transcript (print) \$5,000
- Development of television segments \$?
- Print materials \$?
- Website development and upload \$?

Logistics:

Registration

Will be completed through the Sesquicentennial Commission's website

Registration packet would include

Hang tag identifying the person as attending the conference

Temporary parking hang tag

Agenda

Campus map

Resource materials for ordering proceedings, texts and materials referred to in the conference, etc.

Print Materials

Marketing materials for the 2009 Conference

- Who develops them?
- Who sends them out?

Parking and Security:

Attendees will not have to pay to park; it is not anticipated that traffic control or security will be required for this event.

Overnight accommodations:

The University of Richmond can provide a list of area hotels near the campus for ease in registration. This information can be linked from the conference website to the University website.

Resource Room:

Books will be offered for sale. A book signing opportunity will be provided at the conclusion of the conference. The Commission will contract with a partner organization or provider for this activity.

Press Releases

Press releases will be developed by the Commission and jointly released, where practical, with the University of Richmond.

Simulcasting

The University will provide adjacent space so a simulcast of the conference can be offered to those who register after all seats in the venue have been filled.

Marketing the Conference:

Ideas for marketing the conference include inviting Virginia historical associations, museums, and interpretive centers to contribute ideas and share the program through their resources (website, listserve, event calendars, and newsletters). The Virginia Tourism Bureau will serve as the lead organization for marketing this and subsequent conferences. Possible partners in marketing the program locally and nationally:

- a. The Pamplin Historical Park
- b. The American Civil War Center
- c. The Museum of the Confederacy
- d. The Virginia Historical Society
- e. The Library of Virginia
- f. The Valentine Museum
- g. The Maggie Walker National Historic Site
- h. The National Slavery Museum
- i. National Archives
- j. National Battlefields in Virginia

Recording and Distribution

The University of Richmond will work with the professional video/audio company selected to record the proceedings of this conference.

Cheryl Jackson is pursuing further distribution of the program through the secondary education system and via educational television.

Publication of the Proceedings

Cheryl Jackson has received a proposal from Dick Holway from the UVA Press outlining a plan for publishing the proceedings from each year's conference.

3/31/08:m