

Sharing innovative ideas through case studies

In addition to publicizing history-related events and organizations to those looking for something interesting to do in their community, or as part of planning a trip in their region or to another region across the country, The History List publishes case studies to inspire and inform volunteers, staff, and leaders across the country.

These brief case studies are submitted by leaders at history organizations who wish to share what they've learned with others.

Completing a case study outline take no longer than 10 minutes. An outline and case study example are shown on the following pages.

All submissions are reviewed and edited, and while there is no guarantee that a submission will be published, to-date, nearly all have been.

If you are interested in sharing your innovative approach to engaging an audience, please complete the attached outline and submit it to Editors@TheHistoryList.com. Please contact us if you have questions.

Background on The History List

The goal of The History List (www.TheHistoryList.com) is to increase interest in history by raising awareness of the many great history-related events, historic sites, and history organizations across the country. We believe that bringing people "face to face" with history can spur an interest in history that goes far beyond what many may remember from their days in school.

Today the History List is the largest directory of history-related events taking place across the country. History organizations of all types and sizes add their events at no cost. (If your organization doesn't already participate, [read more and get started here.](#))

In addition to The History List, we have created a campaign for history organizations and historic sites at the holidays called "[Make this holiday historic!](#)" to get more people out to events and gift shops. And our [Guide to Summer Camps and Programs at Historic Sites and Institutions](#) is the only directory of its kind for parents looking to find a stimulating and educational summer program for their child. As with the other listings, there is no cost to list your organization, programs, and events.



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Example of a case study for The History List

Title: "This Day in History" video clips from The Freedom Trail Foundation

[View this case study online here.](#)

Description: Daily video clips, about one minute in length, with a costumed interpreter describing an important event that took place that day in Revolutionary era New England.

View an example on the [Foundation's YouTube channel](#)

Objective: Raise awareness of and generate interest in taking one of The Freedom Trail Organization's tours. Since the National Park Service offers a free tour, the organization wanted to bring to life the fact that costumed interpreters lead the tours for The Freedom Trail Foundation and give people a sense of that experience. In addition, this would also create content that could be distributed on their Facebook page.

Implementation: Videotaped by in-house staff using standard consumer-grade video equipment. The organization already had "the talent" in each of their guides. The material was in the public domain, but had to be selected and then edited for length. Music was contributed in return for a credit and link to the performer's site.

Funding: Sponsored by the Massachusetts Teachers Association (2012), Blue Cross/Blue Shield of Massachusetts (2011), and WBUR (2011)

Results: While the videos varied in quality and suffered a bit early on from an in-house learning curve, each day's videos generally receive 25 - 200 views and have been well-received by both sponsors and viewers. The resource has also been helpful for schools in both giving their kids a different delivery of historical content and for choosing guides for their future tours.

[Facebook](#) (started 2/2010): 6,082 Likes

[Twitter](#) (@TheFreedomTrail) (started 2/2010): 906 followers

[YouTube channel](#) (started 6/2010): 395 videos and 67 subscribers

Lessons learned: Generally, the more lead time for production, the better. Most errors and production problems could have been avoided with more time on the production end.

Institution: [The Freedom Trail Foundation](#)

Created and implemented by: [Matt Wilding](#), Media and Content Manager for [The Freedom Trail Foundation](#), and a former interpreter.

Case study date: February 24, 2012

[Includes photo of the person or persons responsible for the effort]

Outline for a case study to be published on The History List

Note: Copy these and paste into an e-mail message or Word document

Title: [name of program or initiative] from [name of institution or organization]

Description: [brief]

View: [send along or link to photos, web pages, or videos]

Objective:

Implementation: [the nuts and bolts of how this program was created]

Funding: [sources, with overall budget if you are willing to share that information]

Results: [the numbers behind what happened, such as viewers or attendees, which might include social media]

Lessons learned: [include what you would have done differently if you were starting all over, or what you're changing going forward]

Institution: [name of organization and link to site]

Created and implemented by: [name, title, relevant background, and link to e-mail address]

Case study date: [date]

[Includes photo of the person or persons responsible for the effort]