

14 January 2013

Stanford University Libraries Advisory Council
Stanford University
Stanford, CA 94305

Dear Council Members,

I am writing to you on behalf of the membership of LA as Subject in support of the University of Southern California Libraries' application for the Stanford Prize for Innovation in Research Libraries.

LA as Subject is a research alliance of more than 230 collections dedicated to collecting, preserving and improving access to the history and culture of Los Angeles and Southern California.

We support those who curate a diverse array of collections, both large and small, with opportunities to engage their users and potential users, share best practices, learn new technologies, and otherwise continue their professional development.

The University of Southern California Libraries plays an invaluable role as our host institution. Although LA as Subject has always operated as an independent network of libraries, archives, museums, historical societies, independent collections and individual collectors, the University has provided us critical support over many years.

The University Libraries host our web presence and play a key role in our social media outreach and other communications. They have been instrumental in facilitating countless meetings and our annual Archives Bazaar for the past seven years.

More recently, the University has launched new endeavors which help our organization reach out to many across Southern California and beyond who are curious about our local history and ask themselves (and us, and each other), "What is L.A.?"

I want to share with you our excitement about these projects. Over the past two years, the University Libraries have worked in conjunction with local public television station KCET to write and disseminate a weekly story for the network's website.

After more than one hundred high-interest articles pointing to items found throughout our collections, this ongoing project continues to draw upon our rich local archival resources to illustrate numerous facets of our shared heritage.

It is my understanding that the LA as Subject/KCET collaboration routinely draws some of the highest traffic to the station's website. Furthermore, the quality and



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engaging writing style suits them for repurposing elsewhere via traditional and social media, strengthening their impact far beyond their initial publication.

LA as Subject members are extremely appreciative of the University Libraries' support and welcome other collaborations on our behalf which are in the works. We look forward to partnering with them well into the future to collect, protect and share the stories of Los Angeles and Southern California far and wide.

Perhaps most importantly, the unwavering support of the University of Southern California has inspired our organization to revisit our own goals and activities in order to maximize the benefits of our relationship. We recently completed a three-year strategic plan which will engage our numerous members in further strengthening our partnerships with the University.

Some of the strategic directions outlined in our planning document include online exhibits, coordinated digitization, robust social media platforms and development of a research portal providing increased access to our collections' primary resources.

We are so grateful to the University of Southern California Libraries for their dedication of resources and creativity in making history come alive in our media partnerships and in looking forward with us toward an exciting future.

From my vantage point, the University Libraries have done much more than demonstrate creativity in user outreach for one library. They have done so on behalf of hundreds of local collections and we are confident they will continue to do so well down the road.

I wholeheartedly support their consideration for the Stanford Prize for Innovation in Research Libraries.

Sincerely,

A handwritten signature in black ink, appearing to read "KBicknell", written in a cursive style.

Kenn Bicknell
Executive Committee Chair, LA as Subject

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