Southern California history comes alive in exhibits from more than 70 historical collections and archives—including L.A.-area universities, libraries, museums, and community organizations. Browse rare collections, consult with experts, and learn about researching L.A. history, online tools, preserving your personal history collections, and many other topics. Presented by L.A. as SUBJECT, the bazaar offers a wealth of resources for exploring the stories of Los Angeles.

L.A. as SUBJECT—an association of archives and collections hosted by the USC Libraries—is dedicated to improving the visibility, access, and preservation of archives and documenting the rich history of the Los Angeles region. Educational programs, discussions about history with local authors, and documentary films about the hidden histories of Los Angeles communities are scheduled throughout the day.

SPECIAL GUEST SPEAKER

PATT MORRISON

89.3 KPCC Host and L.A. Times Columnist
PROGRAMMING HIGHLIGHTS

EXTRA! EXTRA! READ ALL ABOUT IT!
Today, that iconic newspaper hawk on the street corner is only a memory. When will the newspaper and the newsstand disappear from our city? What will replace them? Join a panel of newspapers and newspaper archivists who will discuss the past, present, and future of the newspaper industry in Southern California.

BLOGGING L.A.
In recent years, blogs have become an indispensable source of news and information about Los Angeles. But what is their role in promoting Los Angeles history and investigating the city’s identity? Join three Southern California bloggers as they discuss how blogs can interpret the region’s past, present, and future.

UNCOVERING THE LEGACY OF DAVID ALFARO SIQUEIROS
Join John DeFterios and Mike Davis for a conversation about the groundbreaking work of Mexican mural artist David Alfaro Siqueiros (1896-1974). In 1932, Siqueiros traveled to Los Angeles and painted three murals, which were met with resistance—see an undamaged section of the mural after its creation. Despite the efforts to censor his artistic vision, his work has inspired artists from the 1930s to the present day and contributed to the development of the modern mural movement in Los Angeles and beyond.

L.A. TAKES FLIGHT
From aviation pioneer Orville Wright to the world’s first test pilot Charles L. “Wrong Stuff” Lindbergh, and Bix Beiderbecke of the Happy Bottom Riding Club, it became the epicenter of the aviation world during the early Jet Age. Since then, Pancho herself has become something of a notorious—hangout for test pilots and movie stars. Known as the Happy Bottom Riding Club, it became a detailed overview of how and where to start, including researching basics useful for anyone working with primary and secondary source materials. Topics will include researching from home, visiting the archives, the ins and outs of writing rooms, and more.

PRIVATE PASSION—PUBLIC RESOURCE
A personal fascination and individual zeal can create a collection that has value to the wider world. Such focus can illuminate details and connections that more general collections might miss. Local collectors will share their personal stories and archives.

DOHENY MEMORIAL LIBRARY
University of Southern California
3550 Trousdale Parkway
Los Angeles, CA 90089

FREE ADMISSION
Parking is available at Parking Structure D for $8. Enter campus through Gate 4 at Royal Street. Royal Street is between Figueroa and Hoover on Jefferson Boulevard. For maps of the campus, go to www.usc.edu/maps.

CONTACT
For questions, contact Tyson Gaskill at (213) 740-2070 or gaskill@usc.edu.

SPECIAL GUEST SPEAKER PATT MORRISON
On the air and in print, Patt Morrison is one of the keenest observers of Los Angeles. Celebrate the 5th anniversary of the Archives Bazaar with the Los Angeles Times columnist and 89.3 KCET radio host as he discourses how libraries and historical archives have informed her work. Morrison was a member of two Los Angeles Times reporting teams that won Pulitzer Prizes for coverage of the 1992 riots and the city’s 1994 earthquake. Her 2001 book, L.A. Tales, Tales from the Los Angeles River, is a lively account of the City of Angels and its part-time river, spent six weeks on the best-seller list and was ranked as one of the year’s best in the Los Angeles Times’ Book Review.

Los Angeles Archives Bazaar
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L.A. as SUBJECT
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Saturday, October 23, 2010
9:00 a.m. to 5:00 p.m.

Los Angeles County citrus
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