Hello! My name is Callie Coward (and I’m Erica Rau) and today we wanted to talk a little bit about a taste-testing event we put on called Vintage Viands
In 2013, we began digitizing items in the Home Economics and Household Collection housed in Special Collections at UNCG. Currently, there are 708 scanned items with hopes of more being added in the future. *Callie*

While I was assisting with the digitization process I started to think about making some of the recipes, because I love to cook, and they didn’t turn out too bad. So then I began to wonder how we might let people know we had these all these pamphlets and started to form some ideas, one of them being a taste-testing exhibit, which we thought would be fun for the campus community. *Erica*

It helped publicize it to the community and increase the usage of the collection. - Erica
*Callie*

Erica’s idea was a wonderful idea so decided to take the idea to the library administration. They gave us guidance on what we needed to do to make the event a success while staying with rules governing food.

Once we got clearance from library administration, we decided to put out an all call to all the wonderful library faculty and staff to help us make some recipes since we knew we couldn’t do everything ourselves. All the recipes had to come from one’s the library held considering we were promoting the collection. In order to get people involved, we did offer prizes. We asked people to fill out a participation form so that we could ensure that no duplication occurred.

By the second event, a special collections representative, Carolyn Shankle, became ingrained in our team and she created this awesome LibGuide to help promote the event and the collection while giving key information to the people participants including links to the online collection and to the participation form.
To get the word out I created posters for each of the events. The first one was more broad and people could choose any recipe they wanted, but the second event was more focused and people were asked to choose recipes from the 1940s. The posters were in both physical and digital formats, which we placed around campus; including most campus buildings; in student newsletter that is put out by the Campus Activities Board, as well as the faculty/staff newsletter; and we also promoted Vintage Viands on our social media accounts like Facebook, Twitter, and the SCUA Tumblr; and by word of mouth. *Erica*
*Callie*

So here are a few photographs from the first two events. These two were from the first event and this one was from the second. As you can see, we put out recipe cards at both events that showed all ingredients so that people could avoid foods that they may be allergic to.

Carolyn brought down some pamphlets and made facsimiles of others from the digitized images so that patrons could view some samples of the collection and hopefully get excited about it and actually use it.
This is a sampling of some dishes. On the bottom left we have a Turkey Aspic Ring from 1945, which won the first year for worst recipe. In the top center we have a Meat and Potato Ring from 1949, which won the second year for best recipe. These were actually made by the same person, so they’re disqualified from winning next year. And on the bottom right we have a Jellied Florida Ring Mold, which was made by Callie. *Erica*
*Callie*

In the aftermath of the second event we got some good publicity, mainly because John Newsom from the News and Record, Greensboro’s local newspaper came and covered the event as you can see from this photograph. Springer picked up the News and Record article and shared it. The university relations people came to the event after seeing it on social media. They posted photographs and videos interviewing the students which was really fun to hear. American Libraries also picked up the poster of the event, probably from social media as well since that’s where it was advertised.
These are some pictures of us at the first and second events, and as you can see we played dress-up the second time around for our 1940s theme. And the third event, which we’re hoping will now be an annual event, will be held September 23, 2016, and will be 1920s themed, so maybe we’ll need to hunt down some flapper dresses. *Erica*
Thank you so much for listening to our quick presentation. If you have any questions please hold them until the end.