The Living New Deal:
Project Submission and Style Guide

Evan Kalish, May 2015

This document is meant as a reference for the submission of site information for New Deal public works projects to The Living New Deal. As the number of sites in our database and map has grown, so, too, has the need for consistency. The primary purpose for this guide to establish standards for our Research Assistants & Associates, and the level of detail may appear daunting to anyone new to our system. We do not expect perfection from volunteer contributors! But as one grows more comfortable with our submission form and system, the need to clarify specific points will become evident.

Thanks to all our contributors and please send any comments about (or suggest changes to) this document to evankalish@yahoo.com.

Anatomy of a Living New Deal Entry

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Anatomy of a Living New Deal Entry

New Jersey » Trenton — *State and City*

Trent House Restoration – Trenton NJ — *Project Title*

Featured Image

Trent House restored by WPA, 1936
Public domain — *Photo caption*

Project type: Historical Restoration, New Deal Work Site, Sidewalks and Stairs — *New Deal Category*

New Deal Agencies: Civil Works Administration (CWA), Federal Emergency Relief Administration (FERA), Works Progress Administration (WPA) — *New Deal Agency*

Started: 1934
Completed: 1936 — *Additional fields (Dates, artist/designer/contractor, etc.)*
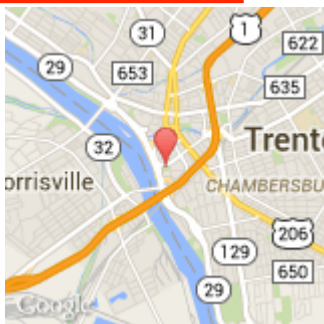
Description

Multiple New Deal agencies: the CWA, FERA, and WPA, worked to restore the historic Trent House in Trenton, New Jersey between 1934 and 1936.

Source Notes

"The Dawn," a New Jersey WPA publication; October 1936 issue, page 8.

Project originally submitted by Evan Kalish on January 12, 2015. — *Contributor*

Location Info

15 Market St.
Trenton, NJ 08611 — *Address (Includes as much information as available)*

Coordinates: 40.213228, -74.766145 — *Geocoded coordinates (Latitude and longitude)*

A. States and Cities

Every Living New Deal entry must have its location identified by at least one city <u>and</u> one state.

Once a project is published you can confirm that at least two Cities and States checkboxes have been applied to the project by examining either:

- The States and Cities column on the New Deal Projects administrative / edit page. Both a city and state should be listed. (It does not matter which is shown first; they are presented alphabetically).

- The States and Cities box on the Edit Project page. The applicable checkboxes will appear at the top once the project draft has been saved or published. The city should appear indented with respect to the state. →

If you discover that only one name appears, you can check the other appropriate box either in the *States and Cities* box of the Edit Project page or through the *Quick Edit* tab on the full New Deal Projects admin page.

Note: Projects in rural areas may be difficult to define in this way. Occasionally counties or even entities such as national forests can replace a city name.

Note: More than one city or even more than one state may apply to some projects.

Adding Cities

If a city does not appear under a state in the dropdown menu, you need to type that city into the box below. Once the city is manually inputted, you will need to also include the state, as provided in the dropdown menu.

B. Project Titles

Associates and Editors should endeavor to keep Living New Deal project titles simple while specifically defining the project in question. Several naming conventions are in place for the sake of consistency.

Project titles should identify the project location/name first, and then define the work (e.g. "Improvements"; "Paving"; "Addition") if necessary.

Proper names and words should be capitalized as one would do for a standard book title. Clarifications should be written **after** the project name, in parenthesis and without caps, e.g. "(former)", "(demolished)"; and before work clarifications (e.g. "Improvements," "Addition").

It is standard Living New Deal convention (though, to be fair, no one really knows why), to finish every project title with " – City ST".
[Project title][space][hyphen][space][city] [state abbr.]

Our servers automatically convert the hyphen *between two spaces* into an *en dash*. We apply no comma between the city and state name. Only one hyphen should appear in such a capacity per project title.

No	Yes	Why?
Willard Post Office – Willard, OH	Post Office – Willard OH	Redundancy; there is only one post office in Willard, Ohio.
Seldovia Water Supply System – Seldovia AK	Water System – Seldovia AK	Redundancy
Improvements to Veterans Park – Bayonne, NJ	Veterans Park Improvements – Bayonne NJ	Identify Veterans Park first
Magnolia Avenue **paving** – Tampa FL	Magnolia Avenue **Paving** – Tampa FL	Capitalize words as you would in a book title
Bridge across Gastineau Channel between Juneau and Douglas	Juneau-Douglas Bridge – Juneau AK	Conciseness / simplicity
Howard University **–** Landscaping Project – Washington DC	Howard University Landscaping – Washington DC	Conciseness / simplicity
Baca County Courthouse **–** Painting – Springfield CO	Baca County Courthouse Painting – Springfield CO	Only one dash per project title
Emmons County **Courthouse–** Linton ND	Emmons County **Courthouse –** Linton ND	Apply spaces before and after the (single) hyphen in the entry title
(Former) Post Office – Venice CA	Post Office **(former)** – Venice CA	Punctuation should never appear at the beginning of a project title
Old West Millbury School Improvements – Millbury MA	West Millbury School **(former)** Improvements – Millbury MA	Convention

Repurposed or Renamed New Deal Sites

Many public buildings constructed during the New Deal have served multiple roles over their lifetimes, and sites have changed names since the 1930s.

If a New Deal building has been repurposed for a new public/civic use, it is preferable to identify the facility by its current public purpose in the title. Identify the original purpose for the construction in parentheses in the project title (if reasonably short), or at the beginning of the project's description; e.g. for the City Hall in Tillamook OR, write: "The historic City Hall building in Tillamook, Oregon was originally constructed as the city's post office in 1942."

For former public buildings that are now privately owned (as is the case with many New Deal-era post offices), title the building by its former purpose and then a parenthetical clarification: "Post Office (former)." Privately managed properties are likely to change ownership, and it is not necessary to identify the specific private entity occupying a formerly public building, though we must note that the building is privately owned.

For colleges and universities that have had their names changed, use its current name in the title and identify the former name for the institution in the Description text.

No	Yes	Why?
Cabinets Unlimited building – Plaquemine LA	Post Office (former) – Plaquemine LA	Identify a privately owned New Deal building by its original purpose
Post Office (former) – Tillamook OR	City Hall – Tillamook OR [or:] City Hall (Former Post Office) – Tillamook OR	Identify a building under civic reuse by its present purpose in the title
Shippensburg State Teachers College (former) – Shippensburg PA	Shippensburg University – Shippensburg PA	Use current name in title; specify former name in Description

Attempt to be consistent with past Living New Deal project naming conventions.

Artwork

Do not include the full title of a work of art in the project title. Rather, title the projects as follows: [Housing Institution] [Type of Artwork] – City ST.

No	Yes	Why?
Post Office Bas Relief "Wild Life" – Rockwood TN	Post Office Bas Relief– Rockwood TN	Do not include artwork title in project title
Post Office Mural: "Landscape near Wayne – 1876" (missing) – Wayne MI	Post Office Mural (missing) – Wayne MI	Do not include artwork title in project title

Information about the project—title, artist, etc. —will be included in the project Description and other applicable fields (see below, page 9). Consider that some New Deal artwork titles are rather lengthy, such as "Pioneers – Tilling the Soil and Building Log Cabin" (Carthage, IL), or "Captain Alezur Holyoke's Exploring Party on the Connecticut River" (Holyoke, MA).

Some buildings house multiple examples of New Deal artwork, particularly in the instances of federal buildings in Washington, DC: the Department of Health and Human Services Building, Department of Justice, etc. In such instances, treat all artwork created by one artist under a single commission as one project. E.g.:

Projects: Department of the Interior: Beal Murals – Washington DC
      Department of the Interior: Jamieson Mural – Washington DC
      Department of the Interior: Sheets Murals – Washington DC
      Department of the Interior: Stackpole Bas Relief – Washington DC
      Department of the Interior: Gilbertson Bas Reliefs – Washington DC   …

Multiple-project sites

For university campuses, state and National Parks, and other institutions for which Living New Deal has numerous project listings and/or multiple individual building projects listed, the preferred naming convention is Institution: Building – City ST. However, the convention Building (Univ.) – City ST may also be used, particularly when the institution's name is long and has an established acronym. (See *University of South Carolina* example in **D. Locations**.)

For *larger projects with multiple sites a summary marker for the institution* can also be created.

See **D. Locations** for more on working with multiple-site projects.

C. Description

Describe every Living New Deal project using one or more complete sentences. Summarize the project and its connection to the New Deal, even if much of the information is otherwise included by virtue of other fields, including the project title, New Deal Category, and/or New Deal Agency sections. Those fields do not replace the project Description. Even if this appears repetitive, it fills in the entry nicely.

For instance: "In 1934, Frank Long completed two murals, entitled 'Labor' and 'Recreation,' for the browsing room of the University of Kentucky library, with funding from the Public Works of Art Project (PWAP)."

Background information about a project, such as the history of a park or building beyond its relation to the New Deal, should be kept to a minimal length. Quotes from other sources can be included in the Project Description, but provide a parenthetical citation that corresponds to the source list (see page 15).

Please avoid repeating verbiage from tourist guides or other promotional materials that go beyond the purely factual. The Living New Deal only highlights projects' specific connections to the New Deal. You can always provide links to outside sources by saying, "For further information, visit [link]".

D. Locations

Not to be confused with Location Information (Section **J**), which pertains to the address and geographic coordinates of a project. Use **Locations** to cross-reference New Deal projects that (a) occupy the same site; or (b) are part of a larger collection of projects. Locations are similar to project titles in terms of naming conventions, i.e.: "City Hall – Gloucester MA". Identify the location and include the city and state name as you would for a project title.

It is best to demonstrate some common examples of Locations in practice.

- **Post offices**: there are hundreds of post offices buildings constructed during the New Deal replete with New Deal artwork, which were created under separate contracts. Cross-reference these sites with a Location.
  e.g. "Post Office – Bloomsburg PA"

- **College / university campuses**: Many higher education institutions feature multiple buildings constructed with funding or labor provided by one or more New Deal institutions. Each of these may constitute its own project; cross-reference each in the set of buildings or projects at a given campus using a Location.
  e.g. "New Mexico State University – Las Cruces NM"

- **Multiple-site projects**: Many New Deal projects cannot be ascribed to a single point on a map, for example: highways, subway lines, and state or national parks. In such instances there may be many contributing structures located at different points. This could include the individual subway stations constructed as part of a larger New Deal subway construction project, or individual cabins, shelters, or other projects built by the CCC or WPA during the development of a park.

Location: IND Fulton Street Subway – Brooklyn NY

Projects: Franklin Avenue Subway Station – Brooklyn NY
        Lafayette Avenue Subway Station – Brooklyn NY
        Ralph Avenue Subway Station – Brooklyn NY
        Utica Avenue Subway Station – Brooklyn NY   …

Location: Pokagon State Park – Angola IN

Projects: Pokagon State Park: Gatehouse – Angola IN
        Pokagon State Park: Potawatomi Inn Bath House – Angola IN
        Pokagon State Park: Saddle Building – Angola IN
        Pokagon State Park: Service Building – Angola IN   …

Apply project titles consistently to all individual projects at a given Location.

In all such multiple-structure instances, a *general project marker for the overall site* may be published in addition to individual site markers.

Location: University of South Carolina – Columbia SC (10 Projects)

Projects: University of South Carolina – Columbia SC
        Rutledge College (USC) Improvements – Columbia SC
        Davis College (USC) Improvements – Columbia SC
        Maxcy College (USC) – Columbia SC
        Preston College (USC) – Columbia SC   …

Do not create a location marker for any standalone project not 'connected' to any other Living New Deal project.

E. New Deal Categories

Every Living New Deal project page must include at least one New Deal Category. There are dozens of categories available; most fall into larger aggregated project groups. "**Parent**" categories (and some example subgroups) include:

- **Art** (Murals; Sculptures; Art Centers, etc.)
- **Education** (Colleges and Universities; Libraries; Museums; Schools)
- **Military**
- **Parks and Recreation** (Fairgrounds; Golf Courses; Stadiums; Winter Sports, etc.)
- **Public Buildings** (City Halls; Courthouses; Post Offices; Public Housing, etc.)
- **Utilities and Infrastructure** (Airports; Roads/highways/ bridges; Water supply, etc.)
- **Information Needed**
- **No Longer Extant**
- **Other** (if all else fails!)

Multiple New Deal categories could apply to a given project. In fact, for most projects at least two categories will apply—the parent category *and* sub-category. Check both! For some projects multiple parent categories apply. For example, athletic facilities located at educational institutions can fall under both Parks and Recreation and Education.

Note: Art projects created for public buildings (for example, post office murals) belong only to the Art category; do *not* apply categories descriptive of the institution that houses the artwork. Likewise, do not apply Art categories to building projects. Different project pages shall be created for each respective project as appropriate and linked using Locations (Section **D**).

Apply New Deal Categories descriptive of a New Deal project's *original role*, when such facility is now privately owned; or its *original **and** present* role if it has adapted for civic reuse. For example, the City Hall in Tillamook, Oregon, originally constructed as a post office, should be categorized: *Public Buildings; City Halls; Post Offices*. The former courthouse and post office (combined federal building) in Jackson Mississippi, now privately owned, should be categorized: *Public Buildings; Courthouses; Post Offices*.

Check Information Needed for a project when there is: (a) no precise location information known for specific building construction projects (as opposed to often-less-well-locatable projects such as municipal sewer construction); (b) an unknown New Deal Agency.

Check No Longer Extant to any construction project that has been demolished, destroyed, or otherwise no longer exists. Do **not** apply this to any facility that is still standing, even if it is abandoned or has been repurposed; unless the building is in an exceptional state of disrepair.

F. New Deal Agencies

Every Living New Deal project marker must be assigned at least one New Deal Agency. The most commonly used agencies on the Living New Deal site are, at present:

1. Works Progress Administration (WPA)
2. Public Works Administration (PWA)
3. Treasury Section of Fine Arts
4. Civilian Conservation Corps (CCC)

For many projects more than one agency applies. For example, a New Deal project might have been started by the Civil Works Administration (CWA) in 1933, continued by the Federal Emergency Relief Administration (FERA), and completed by the Works Progress Administration (WPA) in 1935-6. Check all agencies that apply to a given New Deal project.

If the New Deal agency responsible for a given project cannot be determined based on the available information, check <u>Unknown</u>. Be sure to apply "Information Needed" as a New Deal Category in such instances.

Note that each New Deal Agency, by virtue of its mechanisms of operation, equates well with certain action verbs when describing the work accomplished by said agency. For example:

- The <u>Treasury Department</u> **funded** the construction of the Bloomsburg, PA post office. The Treasury Department did not actively engage in construction.
- The <u>Treasury Section of Fine Arts</u> **commissioned** the artwork installed in the lobby of said post office.
- The <u>Public Works Administration</u> (PWA) **financed** the development of the water system in Martin, South Dakota. The PWA did not actively engage in construction; rather, it supplied the loans and grants that enabled projects to proceed.
- The <u>Works Progress Administration</u> (WPA) actively engaged in construction projects. The WPA **developed** parks. The WPA **constructed** sewer lines. The WPA **paved** roads. The WPA did provide grants as well.
- The <u>Civilian Conservation Corps</u> (CCC) actively engaged in construction projects.

G. Additional Fields

These project fields are optional, but can be very useful to researchers, preservationists and the public.

Start Years / Completion Years: Include one or both of these fields only if an <u>exact</u> year is known. Include <u>only</u> the year, even if more precise information is known. Do not include approximate dates.

No	Yes
March 1936	1936
ca. 1935	[Leave blank]

Status: Marked/Unmarked. 'Marked' means that a New Deal project features a stamp or plaque crediting a New Deal agency. Photos of such plaques are highly desirable. Alas, many, if not most, New Deal sites bear no such markers. Unfortunately, this field has been applied on a sporadic basis to past Living New Deal entries.

Artists, Contractors, Designers: Architects should be included with Designers. Note: <u>Do not include commas</u> within an individual or company name; the system treats commas as separators. For example: "Louis A. Simon, Architect" would register as two separate Designers: "Architect" and "Louis A. Simon." There are untold instances of irrelevant name 'fragments' in our databases. Include just the name of the person or company, without commas, for any of these fields.

No	Yes	Why?
Louis A. Simon, Architect	Louis A. Simon	"Architect" will register as a separate entry
Louis A. Simon – Supervising Architect	Louis A. Simon	
Thomas H. Johnson, Jr.	Thomas H. Johnson Jr.	"Jr." will register as a separate entry
The New England General Contracting Co., New Haven, CT	The New England General Contracting Co.	"New Haven" and "CT" will register as separate entries

Tags: This is a largely obsolete feature that has not been historically been applied on a consistent basis. Don't stress over Tags.

Survival: Indicates the present status of the project: *Extant, No Longer Extant, or Unknown*. This is a relatively new field that has not been thoroughly applied to past projects, but should be included with all new submissions.

Quality of Information: *Minimal, Moderate, Very Good, or Unknown*. This is a somewhat ambiguous and relatively new field that has not been thoroughly applied to past projects. Use your discretion in designating one of those categories.

H. Sources

Due to matters of credibility and overall helpfulness it is imperative that source information be supplied for each Living New Deal project. Primary sources, which can include physical markers, are most preferable: building dedication plaques, cornerstones, and archival documents. Of course, books, newspaper articles, websites, personal interviews and local knowledge sources are perfectly acceptable. Note, however, that each of these latter sources (including the occasional National Register of Historic Places nomination!) can sometimes prove fallible, even if they were written during the Depression. Many sources are known to have confused the WPA and PWA. (Wikipedia does this on a frequent basis.)
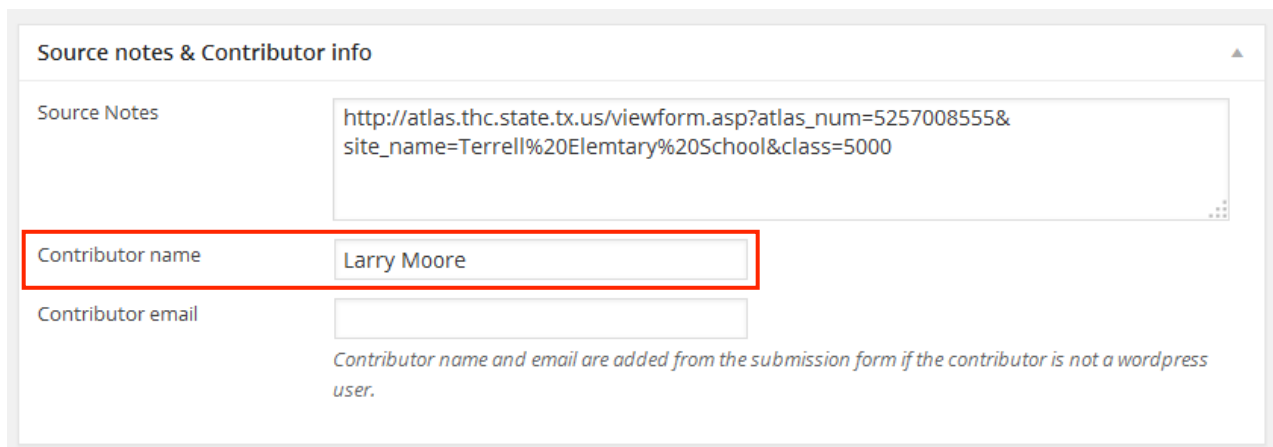
Sources an entered into the box labeled "Source Notes." They should include as much information as you have.

- Print sources example: District of Columbia Works Progress Administration, "Twilight of Alley Slums," *Work: A Journal of Progress*, Vol. 1, No. 2, Oct. 1936, p. 25-28
- Sources from websites should also include URL addressed and date accessed.

In order to make a source link live, embed the URL in this html code: href="linkgoeshere">"Source title here"

I. Contributor

It is important to give credit where credit is due! When Living New Deal project information is submitted through the site's online form, the contributor's information is not automatically included on the project's page. To add your name or the name of a past Contributor, insert it manually. Do not include the contributor's email address.

For projects contributed in 2015 or later, the contributor's information can be found on the following tabs on the Edit Project page: Contributor First Name, Contributor Last name, and Contributor Email.

For projects submitted prior to 2015, you can determine the contributor as follows:

1. Access the Forms tab in the left-side Dashboard menu. → → →
2. Find the Select Form pull-down menu to the top-right. ⤵
   Select "Submit New Deal Site Information." This will bring up recent projects submitted via the public form.
3. Find the appropriate project and note the contributor's first and last name.
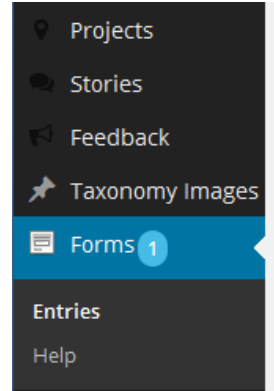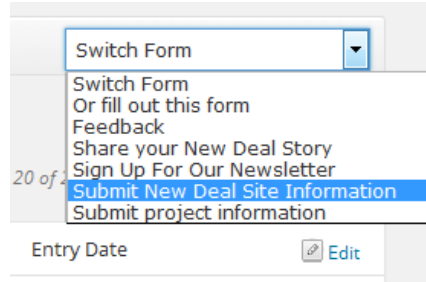
A screenshot of the Forms tab illustrates the steps:

Contribution dates are applied automatically.
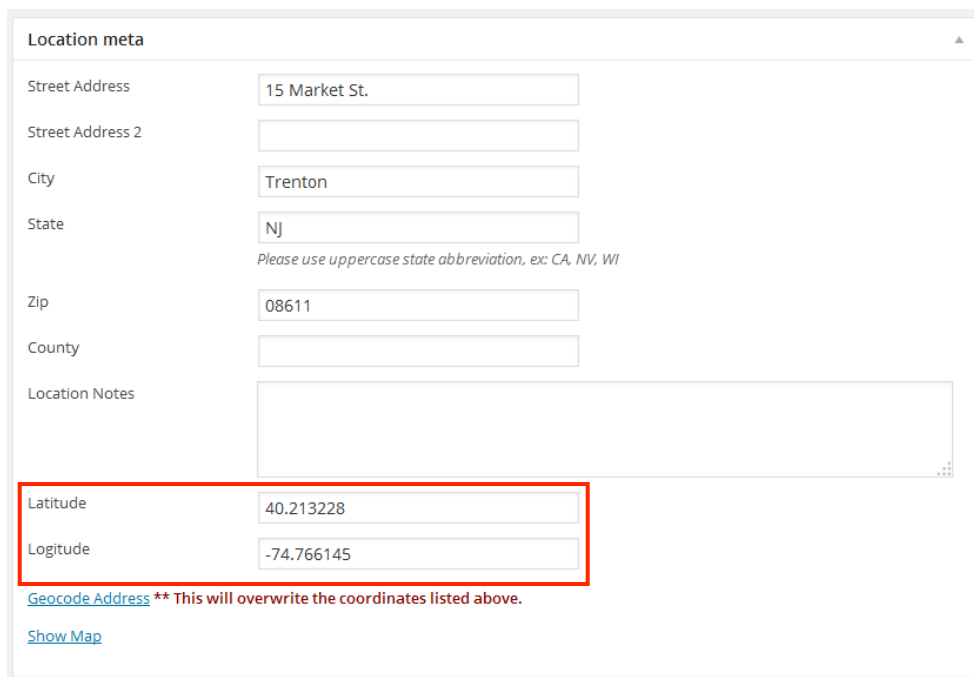
J. Location Information

Not to be confused with Locations (section **D**). Contributors should endeavor to include as much location information as possible: a city and state at minimum, and ideally a full street address. Every Living New Deal project, upon publication, must include geocoded coordinates (i.e. a latitude and longitude) so that the project can appear on the primary Living New Deal project map.
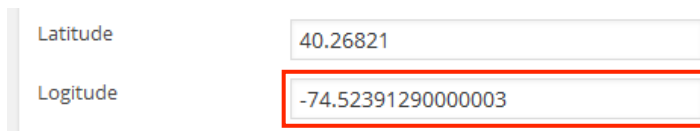
Project editors are responsible for ensuring that every project is geocoded (supplied both a latitude and longitude). Latitudes will be positive, generally between 25 and 50 degrees for projects within the Lower 48 states. Longitudes will be negative, generally between -67 and -125 degrees for projects within the Lower 48 states. Once a project is geocoded coordinates will appear in the "Location meta" tab for Latitude and Longitude. If one of the fields is blank, the project will not appear properly on the Living New Deal map.

The coordinates for a project can be included by clicking *Geocode Address* (see below). Google's Geocode Address is generally accurate for urban locations with exact street addresses, though its results can be sporadic. Alternatively, coordinates can be inserted manually.



Google's geocoding can yield oddly "precise" coordinates.

In such instances coordinates can be truncated (rounded) to six digits beyond the decimal point (-74.523913). Six significant digits are enough to define a point on the surface of the Earth to a resolution of about three feet.

An effective way of manually determining coordinates of a known point is by clicking on the point on Google Maps. Clicking on the highlighted point causes the boxed coordinates to appear. The coordinates can be selected, copied, and pasted. It can help to engage Google's satellite view or other tools to ensure you're clicking the correct spot.
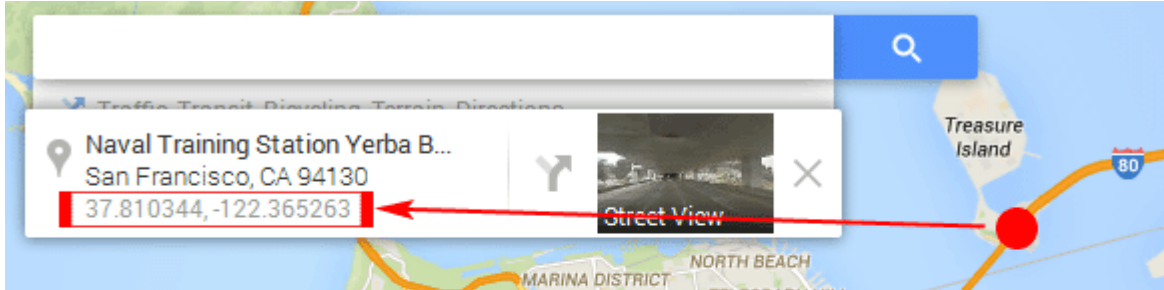
Alternatively, on the Edit Project page, when the map is shown, you can also drag the marker to its proper location. Be sure to truncate the coordinates afterward!

Upon publication a map thumbnail will appear with the location information on the project page. A successful geocode will result in a detailed map (see left, below). A project with no geographic coordinates will appear as a blank blue square (right, below) and will not appear on the Living New Deal map. Rectify this situation as best as you can, even if exact coordinates are not known.
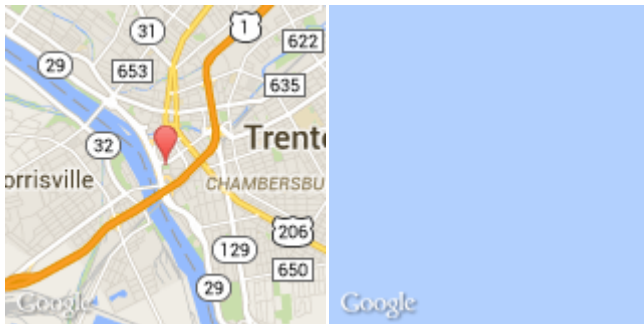

Yes!   No.

When the exact address or coordinates of a project are unknown, specify a note such as "Approximate location" or "General location marker" for Location Notes.

K. Images

1. To add a photo that has not already been added to the media library by the submitter, *do not* upload it directly to the post. Instead hover over Media at the far left above Projects, then when the sub-menu opens click Add New. (Note: if you right-click Add New, it will open a new tab in your browser, depending on your settings, so you don't have to abandon the project you are composing.)
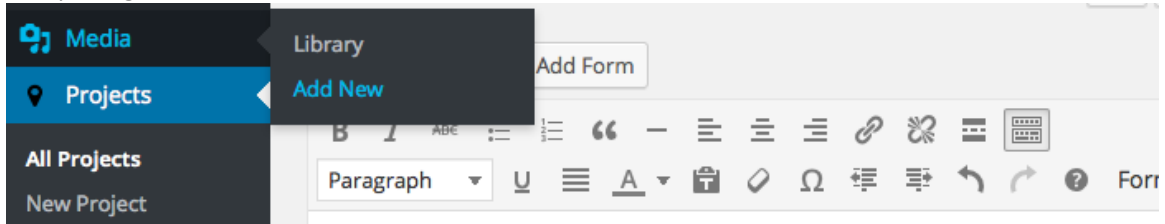

2. This should take you to this screen, where you can add multiple images to the master library.
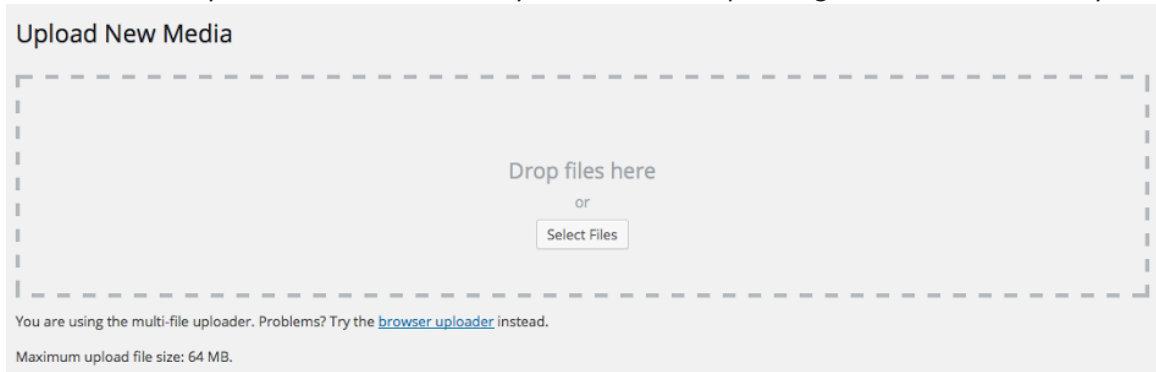

3. If there is only one photo for the entry you are creating, go back to that entry and use Set Featured Image at the bottom to make that the main photo for the entry.
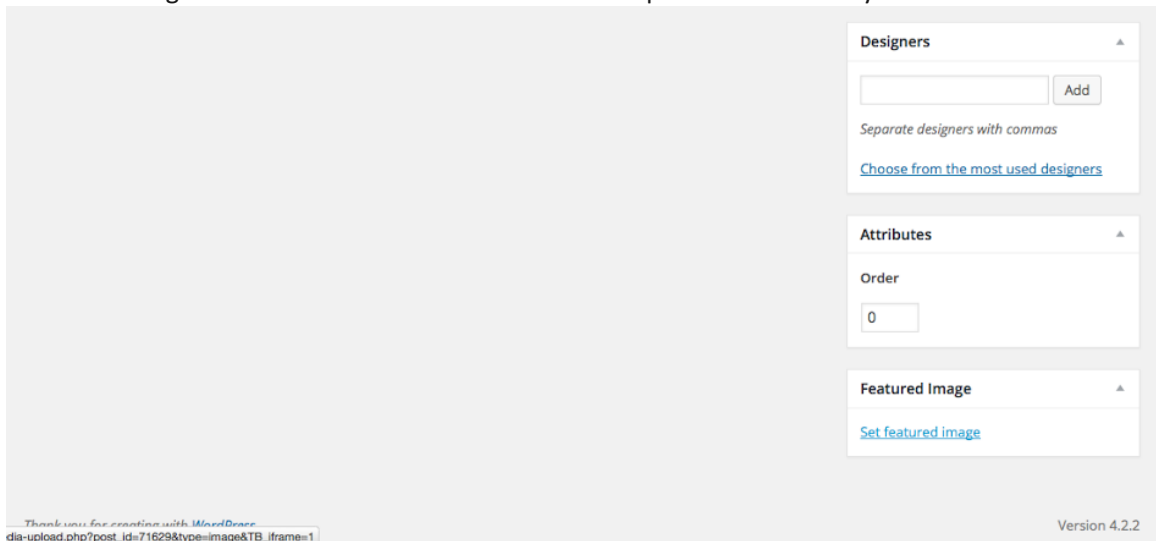
4. If there are more photos, again *do not* upload them directly to the post. Put the cursor at the end of your text, and then go to Add Media again, or if you've already added them go to the Add Media button **that is in the text style section of the composer**.
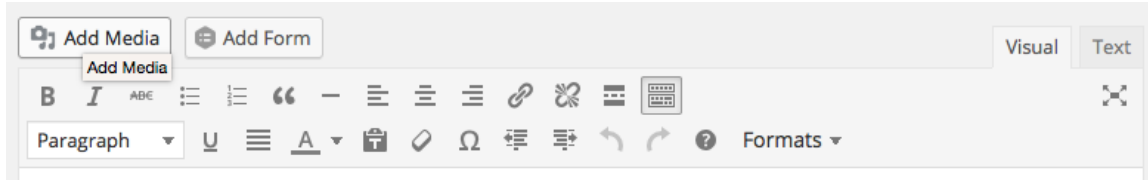
5. That will open a pop-up screen. There, select Create Gallery (not Insert Media), and select the Media Library tab. You should see the photos you just uploaded there. If not, repeat step 1, or search for the file names of the photos if you know them. Each photo you click will be added to the gallery (at the bottom you can see thumbnails of the photos to be added). For each photo, fill in the Photo title, Caption (can be same as title), Photo Source URL (if applicable), Photographer Name (if known), Copyright, and Year (if known/applicable). Note: the cursor is known to leap out of certain fields randomly, so don't be alarmed if that happens.

6. After you click Create a New Gallery, you will be taken to a screen where you select how many columns you would like the gallery to be.
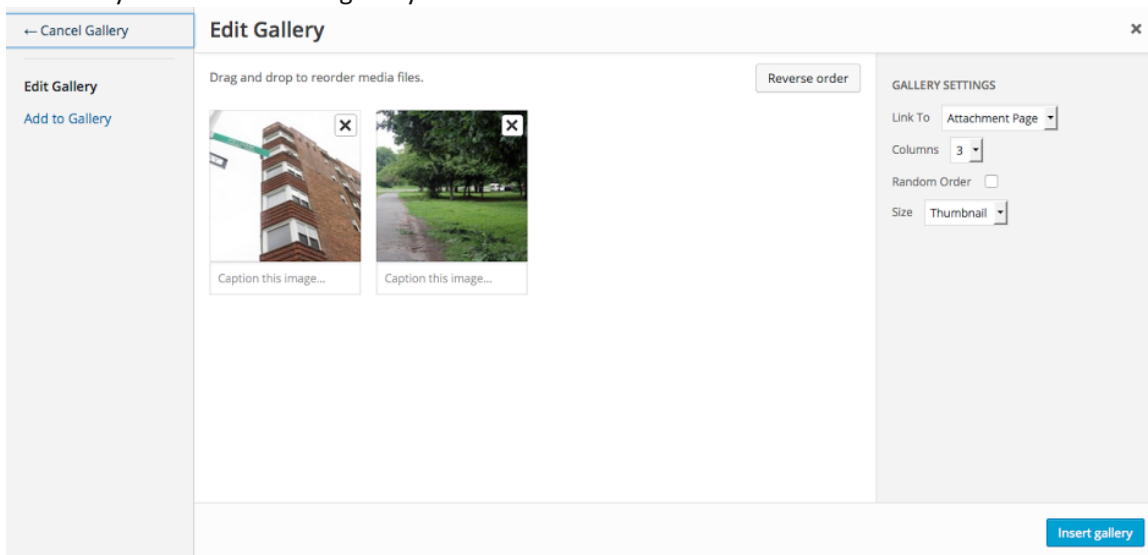
If you have only one photo for the gallery (different from Featured Image), set Columns to 1 and Size to Medium. If you have more than one photo, set columns to a maximum of 4. Use your judgment in setting the column number so that photos are not left hanging. For instance, for 4 photos use 2 columns (2+2) rather than 3 (3+1). For 7 photos, use 4 columns (4+3) rather than 3 (3+3+1). Click Insert Gallery to place the gallery in your post. You can edit it afterwards by clicking on the pencil icon at the top of the gray box that holds the photos in the composer.

Please note, If you're doing a gallery, if you accidentally do "Insert Into Post" instead of "Create Gallery," even if you erase the photos before you even publish the project, they are permanently attached, "'till death do us part."