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  - randy-rumery@uiowa.edu

### Editor

- **Kristi Bontrager**
  - Public Relations Manager
  - 319-335-5960

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Cover image: Martina Morado Vallejo as a teenager

*Florence Vallejo Terronez papers, Iowa Women's Archives, The University of Iowa Libraries, Iowa City*

http://collguides.lib.uiowa.edu/IWA0577

In 2007, Martina Morado’s daughter Florence donated a copy of her mother’s memoir to the Iowa Women’s Archives along with several family photographs and oral history interviews recorded for the Mujeres Latinas project.

— *Janet Weaver, Assistant Curator, Iowa Women's Archives*
I have never been one to spend much time thinking about the “good old days.” But as I approach my retirement this July, my mind occasionally fills with images of the past. There have been so many changes in libraries over the last forty years, and I thought I would share just a few observations.

Of course, card catalogs with individual cards for each book by author, title and subject headings were the primary search tool, and journal articles had a wholly different index system from the books. All these collections were physically located in the library and owned by the library, making the library building largely a book depository. And, if a book could not be found in the stacks, library staff would check through an extensive card file organized by call number to find the book’s check-out status. Only a few research libraries had automated circulation through the use of mainframe computers and key punch cards.

While librarians were eager to help those who needed help, students had to come into the library and seek that help. Students primarily learned to use the catalog and indexes through one-on-one tutoring at the reference desk. While librarians would occasionally visit a class to talk about pertinent resources to the whole group, course related library instruction was in its infancy.

Interlibrary loan service was generally not available for undergraduate students; it was considered a special service for researchers. Archives and special collections were rarely used by anyone other than serious researchers. Preservation focused solely on ensuring the print would be available for posterity. In many ways, the research libraries of the early 1970s were not much different from those of the 1920s.

Now this all seems so antiquated. Online discovery tools are powerful information engines. Students can now search both books and journals, learn if the book is checked out, request delivery of an article all from their computer.

Collections are increasingly digital and can be accessed from anywhere. In many cases, the digital text of the book or article can be accessed from a distance. Given a choice, libraries usually choose the digital version over the printed one. Fewer people are needed to order and catalog books, because most of the process is done electronically. Long term preservation of digital information is proving even more challenging than paper preservation. Food services, once forbidden in libraries, are now commonplace.

Librarians partner with faculty to teach students how to find the information resources pertinent for their courses. The ability to locate and use information resources is a recognized skill critical for all graduates in a society so dependent on information so librarians spend a lot of their time teaching. Many of our librarians consult with faculty and students in their academic departments about their research needs, and assist faculty in the development of digital projects for research or teaching. Librarians are a key instructional partner for many courses, demonstrating electronic resources and offering advice to entire classes of students. Help is still available at the service desk, but for many libraries, more reference assistance is provided via email, twitter, and other social networking tools than in person.

Continued on page 20
One-stop Academic Shop in the Works
Learning Commons in the Main Library
Nicole Riehl, Information Technology Services

In the fall of 2013, University of Iowa students will discover a tech-infused, 24-hour, comfy study space and one-stop academic help center...with good coffee.

“The Learning Commons is focused, first and foremost, on furthering the academic success of students,” says Nancy Baker, university librarian. “The staff will provide students with a one-stop experience. They’ll answer common academic, library, and technology questions and point students to the resources they need to succeed, like help with their research, writing, or tutoring.”

“Our design team spent a lot of time watching how students study, and particularly noticed how much they leveraged technology in their daily work habits,” says Chris Clark, ITS learning spaces director. “This space, with its multimedia resources, collaboration technologies, and wall-to-wall wireless, reflects the way today’s students integrate technology into their lives.”

The design team also considered students’ stomachs, because students can't concentrate on their studies when they're hungry. The Food for Thought café will offer an expanded menu that includes hot panini sandwiches, fruit smoothies, and other snacks, as well as espresso and gourmet coffees.

“We want to create an ambiance that welcomes students,” Clark says.

According to Beth Ingram, associate provost for undergraduate education, the most important feature of the space is its flexibility.

“With technology, information, and expertise combined in one location, it’s a space where students can study with a group or by themselves; where they can have a coffee with friends and then go to a workshop on stress management; where they know they can get answers to questions about information resources, technology, or tutoring services.”

Of course, part of the challenge in creating such a massive space for students is minimizing the impact the construction process will have on daily student life. Dave Martin, interim associate university librarian, says the impact on current study spaces will be minimal, since the area being remodeled was office space.

“This will really be a fantastic resource for University of Iowa students,” Ingram says. “We're excited to see the project come to completion so students can start making the most of the new space.”
University of Iowa students soon can find even more ways to communicate and collaborate, thanks to a new Learning Commons that currently is under construction in a renovated section of the Main Library.

This tech-focused academic help center and study space—a joint effort among the Provost’s Office, Information Technology, and the UI Libraries—will be open 24 hours a day, five days a week, and will feature everything from student-friendly study spaces to fresh coffee in the Food for Thought café.

Designed with significant student input, the new Learning Commons will provide an “intellectual hub” with room for 500-plus students.

Highlights of the 37,000-square-foot facility will include 18 group study spaces, 100 desktop and laptop computers, a 45-seat TILE (Transform, Interact, Learn, Engage) classroom with glass walls and sliding doors, printers and scanners, TVs and projectors, and multimedia resources.

Knowing that even the latest technology can quickly become outdated—and anticipating the need for additional enhancements to the Learning Commons—we have established the UI Libraries Student Success Fund and group study room naming opportunities to provide adequate resources for these important initiatives.

This fund—and the new Learning Commons—will help ensure a bright academic future for new generations of UI students and Libraries users.

For additional information about how private support benefits the UI Libraries, please contact Randy Rumery, UI Libraries liaison for the UI Foundation, at randy-rumery@uiowa.edu or at 319-335-3305 or 800-648-6973. You also may visit www.uifoundation.org/libraries.
Tracing the Evolution of Modern Polling

The Papers of George Gallup Sr. and the Gallup Poll now at the UI Libraries

Megan Dial, University of Iowa Foundation

The complete work of one of the University of Iowa’s famous alumni has found its home in the University of Iowa Special Collections and University Archives. The papers of the late George Gallup Sr. (1923 B.A., 1925 M.A., 1928 Ph.D.), founder of the Gallup Poll, now live within UI Special Collections after being generously donated by the Gallup family.

“This gift from the Gallup family is an incredible resource for the university, and one that will be eagerly sought after by researchers and scholars,” says Greg Prickman, head of UI Special Collections and University Archives. “The development of polling in the United States is a story with great historical significance, and these papers will open up that history for the first time.”

George Gallup Sr.—born in Jefferson, Iowa, in 1901—earned three degrees from the UI: a bachelor’s degree in political science, a master’s degree in psychology, and a Ph.D. in psychology. He also played football for the university; was editor of The Daily Iowan; founded Quill and Scroll International Honorary Society for High School Journalists; and met his wife, Ophelia, while pursuing his studies. In 1984, the same year he died, George Gallup Sr. was honored with a Distinguished Alumni Award from the university.

With such a clear affinity for the university, Alison Gallup, the granddaughter of George Gallup Sr. and daughter of George Gallup Jr., says Iowa was the clear choice for the Gallup papers’ final resting place.

“It was a no-brainer as to where the collection should go. We all knew it should go to Iowa and our dad clearly wanted it to go to Iowa. After all, it all began at the University of Iowa,” she says. “My grandfather’s heart was in Iowa his whole life. In fact, his friends were amused when, in the 1930s, he bought a farm just outside of Princeton, N. J., that could have been plucked right out of Iowa. Despite international recognition, he was rooted to the farm his entire life.”

The gift, made through the UI Foundation, consists of approximately 200 boxes filled with items such as ballots, polls, questionnaires, letters, political cartoons, and notes. Gallup seemed to write down and keep everything, even his own thoughts about people he interacted with. He also kept the thoughts others had of him, including “crank letters,” according to Alison Gallup.

“There are letters asking things like ‘Who do you think you are Dr. Gallup?’ and telling him he would never amount to anything,” she says.

George Gallup Sr. began his first polling organization in 1935: the American Institute of Public Opinion, which would eventually become The Gallup Organization. The next year he correctly predicted Franklin D. Roosevelt’s
win over Alf Landon, against the opinions of all other pollsters, marking the beginning of scientific opinion polling. Documents from this time period are some of the most fascinating in the collection.

“I remember chills running up my spine when I opened a box containing polling documents from the 1936 presidential election, which was of critical importance in establishing the accuracy of George Gallup’s polling method. Handling documents like these, that depict a vanished age in our history, is a real honor,” Prickman says.

Prickman’s reverence and excitement about the documents reignited a spark of passion for the papers within Alison Gallup as well.

“Greg Prickman reminded me that this is American history. I can sometimes take it all for granted, having grown up with it, and he reminded me of the enormity of it. This is precious data and totally unique. This is the birth of the science; it’s innovation; it’s the foundation of all polling done today,” she says. “My great desire would be that many people in the years to come benefit from this collection.”

The boxes and papers are more organized than they used to be, thanks to the work of George Gallup Jr. In the last year of his life, he organized the more than 200 boxes while doing research for a biography he was writing about his father. Unfortunately, he was unable to complete the book before his death in 2011. Alison Gallup said it was because of the organizing her father did that the gift was so well preserved.

The preservation of the Gallup collection will allow researchers, students, professors, and anyone with an interest in the evolution of modern polling to learn from the work of George Gallup Sr. Prickman said the papers will not only become a significant portion of the political and sociological material in Special Collections, it will also add to the film history collections because of the material from the time during which Gallup conducted research polls for major Hollywood studios.

“This gift from the Gallups allows us to continue to build interesting and dynamic resources that support our mission,” Prickman says. He also expressed his immense gratitude for the Gallup family in making the decision to send the collection to Iowa.

“The Gallup family has been wonderful to work with. They are the kind of people that you want to sit around a table with and just listen to the stories they tell, and what to them are stories of their parents and grandparents are to us, of course, descriptions of people who affected the course of history,” he says.
Calves head hash, dandelion wine, election cake, and West Indies-dressed turtle are just a few of the recipes from the University of Iowa Libraries’ new Szathmary Culinary Manuscripts and Cookbooks digital collection: http://digital.lib.uiowa.edu/cookbooks. Containing thousands of pages and spanning the 1600s through the 1960s, the handwritten cookbooks document culinary history in America and Europe, and how tastes have changed over the years. The do-it-yourself spirit of the housewives, cooks, winemakers, and Girl Scouts who wrote out and compiled the recipes makes the Szathmary collection an appropriate choice to help launch DIY History – http://diyhistory.lib.uiowa.edu – the Libraries’ new initiative that lets users contribute to the historical record by transcribing and tagging primary source documents online.

DIY History is an expansion of the Libraries’ earlier experiment with crowdsourcing, or outsourcing large tasks to the public via the Web: the Civil War Diaries and Letters Transcription Project. Operating for just over a year, the site was a resounding success, with thousands of volunteers all over the world transcribing more than 16,000 handwritten pages. With the original Civil War materials nearly completed, the Libraries created a new crowdsourcing site with additional handwritten content needing transcription: cookbooks, correspondence and diaries belonging to legendary Iowa football star Nile Kinnick, a 40 year-run of diaries from the Iowa Women’s Archives, and newly acquired Civil War documents from donors drawn by the crowdsourcing initiative. DIY History also features tagging and commenting functionality through Flickr for thousands of historic photographs and yearbook pages. The goal of the site is both to enhance digitized artifacts with added text to make them easier to find and use, and to engage the public to interact with historic materials in new ways.

“We’re opening up these collections to anyone who is interested in them,” says Greg Prickman, Head of Special Collections. “We are asking people to take an active part in improving the usefulness of the material we offer, and to participate in the process of describing what we hold.”
To complement the cookbooks and civil war-era materials, the following collections have been added to the site to help provide researchers with a fuller picture of American life in the mid- to late 19th century:

**DIY History: Building the Transcontinental Railroad**

Business correspondence and financial papers belonging to railroad baron Thomas Durant, documenting the construction of the transcontinental line that transformed the nation. A colorful and unscrupulous figure best known for the Crédit Mobilier financial scandal of 1872, Durant holds a place in current pop culture as a character in the AMC television series “Hell on Wheels.” Typical of his high-pressure style is this note to chief engineer Peter Dey (former owner of University of Iowa’s Dey House), who eventually quit the railroad when asked to pad his estimates for work:

“Want preliminary survey at once to make location of starting point. Delay is ruinous. Everything waits for you.”
Thomas Durant letter, 1863

**DIY History: Iowa Women’s Lives**

Diaries, letters, and other documents of Iowa women. Currently featured are the papers of Ellen Mowrer Miller (1848-1922), wife of a Civil War veteran and farmer, who recorded her thoughts on a variety of topics including women’s suffrage:

“[A neighbor] is very hard against woman voting, ‘because, because’ was the only argument he could put forth. Was a little tickled at him in the evening, when it was a raining he said, ‘Well, Miss Mowrer, now how would you like to be out in the rain at a woman’s rights convention.’ ‘O,’ I said, ‘the rain is pure, it comes down from heaven you know, refreshes and serves all things.’”
Ellen Mowrer diary entry, 1869

DIY History is the latest public engagement initiative from the University of Iowa Libraries, a staunch supporter of new forms of scholarly publishing, digital humanities, data curation, and open/linked data.
They Came to Iowa

Twenty years of stories from the Iowa Women’s Archives

Janet Weaver, Assistant Curator, Iowa Women’s Archives

On a sunny October day twenty years ago, the Iowa Women’s Archives celebrated its opening with a symposium on Iowa women in political life featuring IWA founders Louise Noun and Mary Louise Smith. En route to the symposium, Smith stopped on the Pentacrest to speak at a rally in support of the Equal Rights Amendment, which was on the ballot in Iowa the following week. Despite her rousing speech, the ERA went down to defeat that year. But the Iowa Women’s Archives was off to a great start.

Since 1992 the Iowa Women’s Archives has gathered documents, photos, and oral histories that illuminate the lives of diverse Iowa women. Through the day-to-day work of the Archives and projects to preserve Latina, African-American, and rural women’s history, the Archives has opened up new avenues of research and laid the foundation for a more complete history of Iowa, the Midwest, and the nation. Today the archives holds 1,100 rich collections representing diverse Iowa women.

Last fall we created an exhibition, Pathways to Iowa: Migration Stories from the Iowa Women’s Archives which explored a theme common to many of the collections: migration. Women came to Iowa in covered wagons, by trains and planes, in cars or in the backs of pickup trucks, from the southern and eastern United States, from Mexico, from Europe, from Asia. Their journeys took them through other states—Kansas, Missouri, Ohio—where they stayed for a time before moving on to Iowa. They came alone or with families, as children and as adults, seeking work, education, or other opportunities. Their stories are recorded in oral histories and memoirs, in photographs and documents preserved in the Iowa Women’s Archives.

Helen Tylee gathering eggs on her family farm

Magdalena “Helen” Tylee papers, Iowa Women’s Archives, The University of Iowa Libraries, Iowa City

http://collguides.lib.uiowa.edu/?IWA0471
Matilda Stevens Dandridge and her husband at their home in Iowa, ca. 1900.

Virginia Harper papers and Lois H. Eichacker papers, Iowa Women's Archives, The University of Iowa Libraries, Iowa City.

http://collguides.lib.uiowa.edu/?IWA0199 and http://collguides.lib.uiowa.edu/?IWA0255
Get to know... Giselle Simon

A conversation with the UI Libraries’ new conservator

Christopher Clair, University Communication and Marketing

As conservator for the University Libraries, it is my job to oversee all the physical repair and stabilization of library collections so that they may be used by the university community and other institutions. This includes anything from mending tears in a map, chemically treating paper to prolong its life, cleaning mold from a waterlogged book, or creating a new binding for a book when its original sewing and covers have failed. One might not expect it, but when an item goes on display in an exhibit, it receives more handling than usual, undergoing different kinds of physical stress. I repair, stabilize, and prepare materials for exhibit, and consider all the environmental factors.

In conservation we also craft all kinds of enclosures, which could be some form of book box, portfolio, or special folder or sleeve, depending on the item. We monitor temperature and humidity levels in all areas that collections are stored, working closely with staff to ensure that materials are housed in an environment that slows the rate of degradation. The conservation unit is part of the Preservation Department, which is involved in every aspect of caring for and preserving the library’s collections. This may include such things as digitization projects, reformatting, and commercial binding. Were there to be another flood that affects library materials, preservation staff would provide guidance, recovery, and treatment if needed.

What do you enjoy most about working in a higher education setting?

Like many here, I'm sure, I enjoy the energy that comes from interacting with colleagues, students, and faculty who are excited about what they are doing. Things are in constant motion. Someone is always bringing a new project to the table, a new exhibit goes up, or a student wants to learn something different for a class. I have no doubt that I'll learn and do more than I ever expected in a place where it's all about the work…and I mean that in a good way.

Take us through your most memorable day at the university.

I don’t have too many days to compare, as I a little less than a year ago, but I would say collectively I’ve enjoyed seeing all the different special collections throughout the libraries and meeting with the librarians, archivists, and curators who are excited about what we have here and genuinely want to share it. There are so many amazing materials in our collections, so many hidden gems.
someone who is interested in holding the artifact in my hand, seeing and feeling the texture of the paper or leather, or cloth (I could go on here!) this is a great place to be.

What’s the biggest risk you’ve ever taken—and did it pay off?

Probably leaving the Newberry Library in Chicago, where I had been for the last 11 years and placing my bet on the University of Iowa and Iowa City. I would say so far, so good!

If you could spend a day with anyone, from any era, who would it be and why?

I think I would be too star-struck to meet with a celebrity, favorite artist, or musician. Case in point when I simply babbled senselessly upon meeting Lou Reed at a book signing. I probably would choose my father, who passed away too soon in life. I believe he gave me a love of art, music, and nature, all things that have shaped me and my career in conservation.

If you could have a song written about you, who would perform it, and what would it be called?

I'm happy to say I have had a song written about me by my musician/artist/photographer husband. How romantic is that? The song is called “Postcard” and it was performed by his band from long ago, the Coctails.

If you could get rid of one invention in the world, what would you choose?

That’s a tough one. High fructose corn syrup?
Middle schoolers check out careers in the health sciences

Tiffany Hung, University Communications and Marketing

A group of middle school students stands in the Simulation Lab in the Hardin Library for the Health Sciences with their fingers pressed against their necks to find their own pulse. At the same time, Amy Blevins, clinical education librarian at Hardin is asking them to compare their pulse to “Harvey’s” to see how well he is doing. Harvey is a patient simulator at Hardin.

This activity was one of 10 planned as part of the UI College of Education’s Project HOPE (Healthcare, Occupations, Preparation, and Exploration), a career education–bridging program that allows the exploration of health science professions for eighth-grade students in rural Iowa middle schools with large populations of Mexican immigrants.

Seventy-plus students from Columbus Community Middle School in Columbus Junction, Iowa, took a field trip to the UI campus for a day of learning. UI graduate students, faculty, and staff from various health care professions coordinated specific activities to introduce their field of expertise. Saba Ali, a College of Education associate professor and admission coordinator for the counseling psychology department, created and directs Project HOPE.

“Project HOPE brings together many valuable resources on the campus community to help expose underrepresented students to possible careers in the health sciences,” said Ali.

Students were broken up into five groups that rotated to different activities on the UI campus. Other opportunities included a pharmacy scavenger hunt and a forensics demonstration.
These efforts were made possible through a fund from the Carver Charitable Trust and the sponsorship of many groups on campus, including the Hardin Library for the Health Sciences, the State Hygienic Laboratory at the UI, UI Health Care, the Campus Recreation and Wellness Center, the Carver College of Medicine, and the Colleges of Education, Pharmacy, Nursing, Dentistry, Public Health, and Engineering.

Ali says this collaborative effort makes Project HOPE a very unique program because it promotes those careers less prominent, such as psychology, public health, health sciences librarianship and biomedical engineering, rather than focusing only on roles often portrayed in the media such as doctors and nurses.
The University of Iowa Libraries
Honor Roll of Contributors

This honor roll gratefully recognizes alumni, faculty, and friends who contributed $100 or more from July 1, 2011, through June 30, 2012, to the University of Iowa Libraries through the UI Foundation, the preferred channel for private support of all areas of the University.

The UI Libraries appreciates all its contributors, whose generosity helps ensure that Libraries resources distinguish The University of Iowa and the educational opportunities it provides.

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Renovated Staff Space in Main Library

It has been nearly a year since Main Library staff in the Administrative Office, technical services and preservation departments moved to newly renovated space on the fifth floor. Prompted by the Learning Commons construction, the new staff space is more efficient and provides many collaborative opportunities.

The Preservation department workspace is now adjacent to the Conservation lab (previously it had been separated by a floor). And the new digital preservation librarians are physically located next to the Libraries Information Technology staff.
New Staff: Leo Agnew

Leo Agnew joined the Libraries as Director, HR & Diversity Programs. He has 23 years of work in human resources and a Masters of Public Administration from the University of Missouri Harry S Truman School of Public Affairs with an emphasis in organizational analysis and change.

A native Midwesterner, Leo has felt right at home in Iowa City and been impressed by all the activities that the community has to offer. Outside of the Libraries, Leo likes to play softball and spend time with his family. He sees his role in the Libraries as making it an even better place for people to work.
Jennifer DeBerg wins Reference Services Award

Jennifer DeBerg is recipient of the Arthur Benton Excellence in Reference Services Professional Development Award. Jen was nominated by Patricia Clinton, Clinical Professor and Assistant Dean in the College of Nursing, who notes that she is "eager to work with nurses and took the lead in a recent publication that will assist practicing nurses search for best practices. This is critical if nurses are contributing to better health outcomes for patients. Indeed the confidence one gains from standing solidly on the evidence cannot be stressed enough."

Students value her "willingness to communicate and make herself available to the needs of students [which] far exceeded my expectations." Andy Whitters, College of Nursing student also commented that she helped him “build many meaningful and statistically valid resources for many assignments. Her knowledge of infomatics, data retrieval and library science are outstanding.”

Jen also has worked extensively with Clinical Associate Professor Tess Judge-Ellis. “Jen’s involvement goes above and beyond. Her assistance and commitment to [our] objectives has made the experience really memorable for the students.”

Clinton also noted that “library orientations have been known to be dry and perhaps a little boring? Not Jen’s orientation! She makes the library warm and welcoming and just the place to find the answers you are looking for. Each request for help receives the same high standard of service. This is clearly her passion and not just a job.”
Dr. Edward Miner Earns the African Studies Faculty of the Year Award

Last fall, Dr. Edward Miner, African Studies Bibliographer in the UI Libraries was awarded the faculty member of the year award by the department.

“Dr. Miner’s positive engagement in Africa for over 20 years has been a shining example of internationalization, multi-culturalism and intellectual diversity,” said Lyome Eko, PhD., Co-Director, African Studies Program.
A Dramatic Transformation (continued from page 1)

Librarians are members of departmental and college-wide curriculum committees, and many have offices in the academic departments so they can be available to help students and faculty where they actually work and access library collections – in their departments.

Interlibrary Loans arrive more quickly than in the past and frequently undergraduate classes use manuscripts and special collections. Services have become more proactive and outreach to users is the norm. Library buildings, once used solely for quiet study research, also offer collaborative spaces for student to learn from each other.

This is just a fraction of the many, many changes in libraries during the last 40 years. Some aspects of the 1970s library are still with us and will likely be with us for a long time, but more has changed than has stayed the same. Libraries have had to merge the traditional and the innovative. If anyone had told me that first day that I would experience so much change or learn so many new skills during my career, I would never have believed them. Few other professions have been transformed so dramatically over four decades as librarianship.
Iowa City Book Festival

Transitions to a fall program in 2013

Last summer, the UI Libraries presented the fourth annual Iowa City Book Festival in downtown Iowa City. Renovation in the Main Library required us to move “up the hill” to the Pentacrest. Through a partnership with the Pentacrest Museums, ICBF offered programming in the Old Capitol Museum as well as a science track of writers in the Museum of Natural History.

While Iowa Citians have many opportunities to hear authors read throughout the year, the Iowa City Book Festival provides more avenues for readers and writers to interact. The Festival is another place for parents to share the joy of reading and writing with their children. Small group discussions about larger civic issues drawn from a literary work, writers talking about the process of reflecting and writing and glimpses inside the natural world that we take for granted bring writers and readers onto the same page. Writing and writers are still removed from the average person’s everyday experience, but the ICBF programming tried to demonstrate how in this world-famous community of writers, we are all writers.

The 2012 festival was the last year for the UI Libraries to serve as the primary sponsor and driving organization of the Iowa City Book Festival. We have turned the project over to the Iowa City UNESCO City of Literature organization where it can grow to be an even more comprehensive community project. The date for the 2013 Iowa City Book Festival has been set for October 11-13, 2013. Mark your calendars and plan to attend.
Exhibits

Gallup: The Poll and the Pollster

June – November 2013

Recently the Gallup family donated the papers of George Gallup to the University Libraries. Though much of the collection has yet to be processed, this exhibit provides a first peek into this amazing collection. In the late 1920s George Gallup began conducting polls for newspapers. As his methods became more sophisticated, he began his own company, The American Institute of Public Opinion. The Institute conducted surveys and issued public opinion polls which soon became known worldwide as The Gallup Poll.

Files containing polls and information from the 1940 presidential election

Photo by Jill Tobin