The Labriola Center and the role in

The Simon Ortiz and Labriola Center Lecture

on Indigenous Land, Culture, and Community

Professor Simon Ortiz
Joyce Martin
Matthew Harp
Professor Simon Ortiz
Department of American Indian Studies
Department of English
Joyce Martin
Labriola National Native American Data Center

Structure of the day
Maximize interaction with speaker
Labriola Center’s role
Dr. Ned Blackhawk informal lecture in the Labriola Center
Wilma Mankiller lunch with the speaker series committee
formal lecture at Heard Museum
book signings
collaboration

ASU Co Sponsors

ASU School of Social Transformation

ASU American Indian Policy Institute

ASU College of Liberal Arts & Sciences
  Department of English

ASU School of Historical, Philosophical & Religious Studies

Community Partner

Heard Museum
collaboration

shifting event co-sponsors

• increase audience
• decrease financial burden

Fluid Structure
Organization and coordination

Committee
  – Representative from each co-sponsor
  – Led by Professor Ortiz

In-person committee meetings and email

Timing
  – Moving around campus
ASU Libraries
Informatics and Cyberinfrastructure Services

producing

the videos

Record, archive and distribution Goals
production cycle

1. Plan
2. Record
3. Edit
4. Distribute
plan

schedule crew
coordinate with museum
determine equipment needs
a month in advance
record
archive &
preserve
on location
no rehearsals
expect anything
edit
combine camera
add graphics
mix soundtrack
content remains intact
finally... export

Convert the project file to multiple transport formats and add metadata.

- compress
- describe metadata
- archive HD master
- platform optimized (Windows Media, Quicktime, Flash, etc)
- mobile ready
- DVD

and distribute
distribute
bring to our users
discover
share

the library channel
news events announcements
An Evening with Leslie Marmon Silko

by ASU Libraries

11 months ago

Internationally acclaimed author Leslie Marmon Silko, Laguna Pueblo, delivers the fall Simon Ortiz and Labriola Center Lecture on Indigenous Land, Culture, and Community, at Phoenix’s Heard Museum. This semi-annual lecture series is held through a partnership between the Heard Museum and Arizona State University.

Silko delivers a relaxed, informal presentation as she reads from her forthcoming memoir, Turquoise Ledge.

Silko is best known for her universally-praised novel Ceremony, which was first published in 1977 to rave reviews. It continues to be the American Indian novel most often set on college and university syllabi, and is one of the few individual works by any Native author to have received book-length critical assessments. Ceremony’s message of healing and reconciliation between races and people resonates with both Native and non-Native readers to this day.
Promoting the lectures

Ned Blackhawk
Wilma Mankiller
Gerald Taiaiake Alfred

Click images to view
what’s next?
transcriptions and captions

Closed captioning not only meets ASU’s mandate for accessible content but enhances discovery and opens the door to a wider audience of non-english speakers.

YouTube auto translation
Joyce Martin

enhancing the series

Dialog Publicizing Aggregation Context Description
Posted comments on Wilma Mankiller’s lecture "Challenges Facing 21st Century Indigenous People"

"Language revitalization (survival) is another big challenge"

"Mankiller, talked about the diversity and uniqueness of the world's indigenous population, as well as the common, shared sense of duty to conserve and protect the natural world."
library involvement enhances a speaker series

Provide a place to aggregate the content
- DVDs
- The Library Channel
- iTunes U

Metadata creation makes content discoverable
- Catalog Records - listed as series in Marc
- World Catalog

Provide a physical location for events
Library involvement enhances a speaker series

Provides publicity for events
  organizational media outlets
  List serves
  public or electronic bulletin boards
  web pages
  social media

Provides a means to record events
lecture series speakers 2008 - 2010
click image to launch video
watch past lectures and find out about upcoming speakers

http://lib.asu.edu/librarychannel/tag/american-indians/

http://english.asu.edu/indigenous
Future Speakers

March 24, 2011: Dr. LEROY LITTLE BEAR (Blackfoot), Professor Emeritus

October 6, 2011: ARLINDA LOCKLEAR (Lumbee), Attorney

March 2012: BOB HAOZOUS (Apache), Sculptor

October 2012: OFELIA ZEPEDA (Tohono O'odham), Poet and Regents' Professor of Linguistics

March 2013: JAMES LUNA (Luiseño), Performance Artist

October 2013: BUFFY SAINTE-MARIE (Cree), Musician, Winnipeg, MB, Canada
Thank you

Contact the Labriola Center or the ASU Foundation to provide support