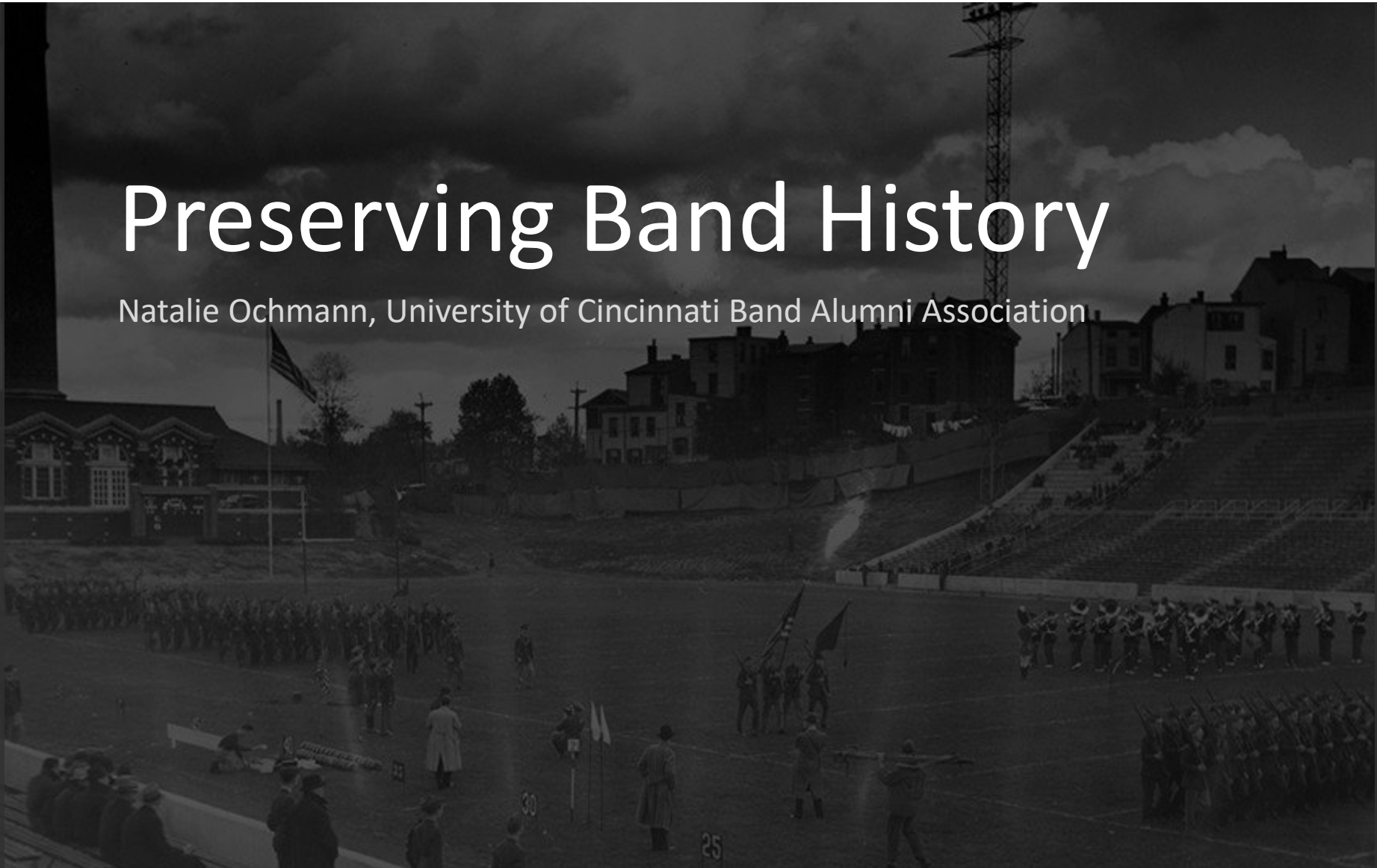


Preserving Band History

Natalie Ochmann, University of Cincinnati Band Alumni Association



Background

- In anticipation of the UC Bearcat Bands centennial (2020), a group of students and alumni started meeting in ~2016 to develop a yearlong celebration.
- Out of those conversations (and a strategic plan known as TUCBIDG 2020) arose the idea for a coffee table book on the band's history.
- Over the next five years, I created that book.

THY LOYAL CHILDREN



A HISTORY OF THE UNIVERSITY OF CINCINNATI
BEARCAT BANDS
WRITTEN BY NATALIE OCHMANN





Who should be involved?

- Alumni band
- Band directors and staff
- Student leadership (historian)
- University administration
- University archives
- Publisher
- Trademarks & Licensing
- Foundation and/or Alumni Association



Who takes ownership?

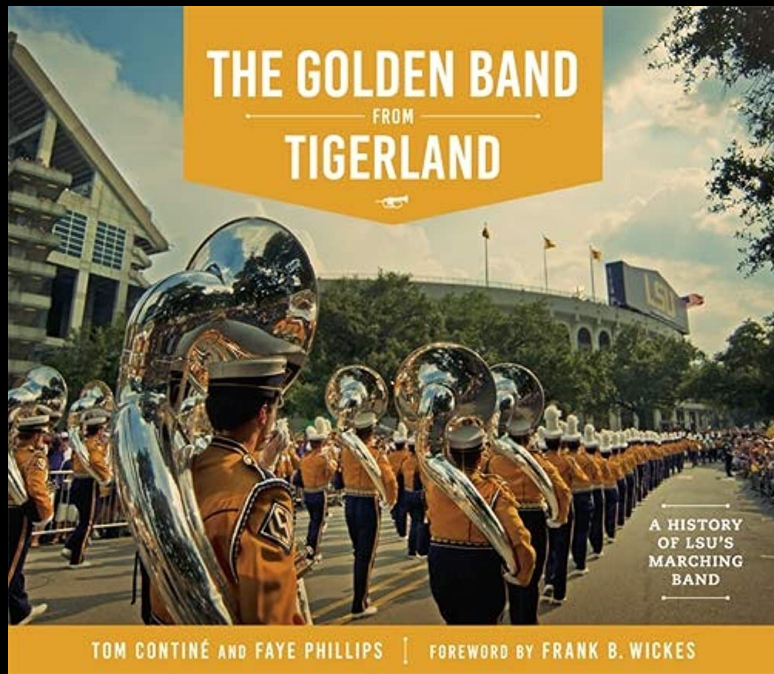
- At first, I tried to co-own the project with the student historian, but changes in leadership year over year made it difficult for a long-term historical project.
- Requires dedicated volunteers who are committed to following through over the course of years.



Why me?

- Member of the alumni band board and centennial committee
- Former student publications editor for the band
- Worked in publishing (Halftime Magazine)
- Experience writing historical piece for MA capstone
- Works at university in writing and graphic design

Inspiration





What we started with



How do you publish this thing?

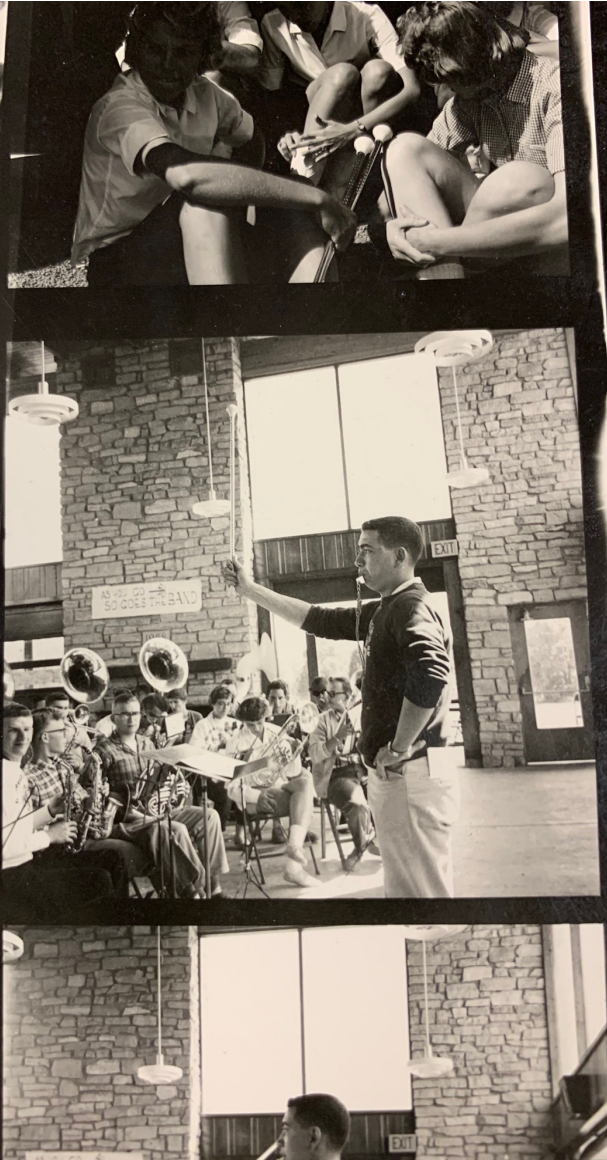
- Start with your goal and your limitations.
 - Are you trying to make money or just cover costs?
 - Is this a commemorative item?
 - Can you publish outside the university? (Are there T&L considerations?)
 - What is your timeline?
 - What price is your audience willing to pay?
- Then explore and narrow down your best option:
 - Third-party publishing
 - University press
 - Self-publishing
 - Digital storytelling

What format does it take?

- Coffee table book
- [Digital archive](#)
- Permanent archive with digital copies
- [Historical webpage\(s\)](#)

What did I need to create the book?

- Archival materials from university, band, and personal collections
 - University publications
 - Band publications
 - Photos
 - Videos
 - Recordings
- Newspapers.com
- Interviews with alumni, directors, and current students
- Good editor(s)



What did my timeline look like?

Year 1: surveying alumni, friends + family; contacting stakeholders; shopping out publishers

Year 2: continuing to shop out publishers; conducting interviews; scanning archival material

Year 3: outlining, conducting more interviews, researching through archives and other means, beginning to write, picking publisher

Year 4: writing, revising, editing, organizing, repeat

Year 5: final editing, fact-checking, layout, publishing, promoting (TBD)

- It does not need to take this long.

My limitations:

- Had a baby
- Working full-time
- Pandemic
- Major home renovation
- 100-year celebration
- Becoming president
- Band issues
- Publisher issues

Where does the stuff go?

- Utilize a shared drive to collaborate and send files—accessible by staff, students, and alumni
- Digitize records and properly label files for historical accuracy and context
- Store physical items in the best place you can (preferably university archives)



The history and the future

- Focusing on a future-forward history
 - Capturing student stories before they graduate
 - Transitioning materials to our university archives
 - Strengthening historical education programming
 - Beefing up the digital archive and actively maintaining those records
- Firming up our own alumni band history
- Working collaboratively between the alumni and undergraduate band program