

Colleagues,

I came across a photographer who shoots historically important places across the US south. We had an interesting conversation about his work.

This made me think about other ways to make the work of the markers more public. This made me think about publishing in Wisconsin History Magazine... or producing a Coffee table book, similar to “let’s talk about it” the book following BLM movement protests in Madison.

I asked him about his process, and he shared the following and I share this with you, FYI. Perhaps it will inspire new ways to advertise / amplifying our current work, possibly leveraging private resources using the public resources already dedicated. BTW, he’d be happy to join a future meeting, depending on our interest.

Thanks,
Alfonso

Dane County Historical Archive

- Site Selection: Choose the landmark buildings and historic sites you’d like to feature.
- On-Site Shoots: Coordinate multiple days to capture:
 1. Architectural exteriors & interiors
 2. Landmark landscape photos
 3. Detail shots
 4. Unique features within each space
- Core Deliverables:
 - Full set of high-resolution images
 - Curated print portfolio for archives or display with a local historic foundation
 - Digital archive organized for educational use, grant writing, or other marketing objectives

This work could be developed alongside the efforts of a local historian, who can assist in shaping the depth of each historical site.

Building on This Work

We can layer on:

- Photo-Driven Travel Guides & Itineraries (for history enthusiasts)
- Brochures & Booklets for tourism boards and visitor centers
- Large-Format Prints for museum galleries, civic buildings, or public art installations
- Rotating Mini-Exhibits in libraries, cafés, or community centers to reach new audiences
- Online Interactive Galleries with downloadable resources for educators and the public
- Documentary-Style Photo Essays that spotlight preservation efforts and historic narratives