



Turning “views” into “visits”: how online exhibits can encourage collection awareness and usage

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EDIT METADATA EDIT BEHAVIORS PUBLIC ITEM VIEW WORK HISTORY MANAGE FILES

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Gereḥtiḡḡayt = Justice

CITATION THUMBNAILS PAGE IMAGE ZOOMABLE PRINT SEND ADD SHARE

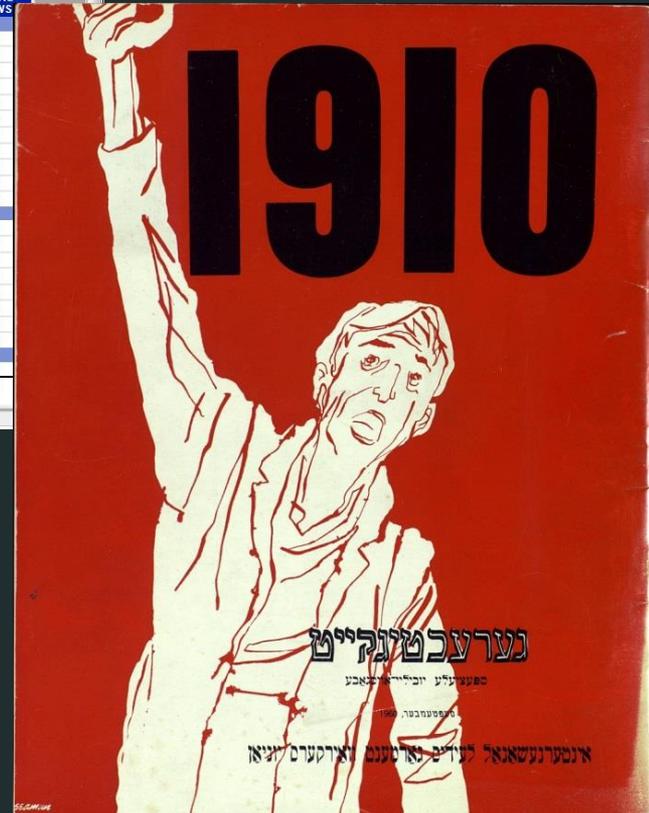
STANDARD VIEW MARC VIEW METADATA USAGE STATISTICS

This item has been viewed 1430 times within 449 visits. Below are the details for overall usage for this item within this library.
For definitions of these terms, see the definitions on the main statistics page.

DATE	VIEWS	VISITS	JPEG VIEWS	ZOOMABLE VIEWS	CITATION VIEWS	THUMBNAIL VIEWS	TEXT SEARCHES	FLASH VIEWS	MAP VIEWS	DOWNLOAD VIEWS	STATIC VIEWS
2011 STATISTICS											
February 2011	20	4	0	0	2	2	0	0	0	0	0
March 2011	50	7	3	31	4	3	0	0	0	0	0
April 2011	15	5	0	0	0	5	0	0	0	0	0
May 2011	8	5	1	0	1	1	0	0	0	0	0
June 2011	86	30	11	49	2	6	0	0	0	0	0
July 2011	77	31	1	68	2	1	0	0	0	0	0
August 2011	216	38	5	140	12	3	0	0	0	0	0
September 2011	142	46	1	104	0	7	0	0	0	0	0
October 2011	123	65	5	104	2	2	0	0	0	0	0
November 2011	74	24	2	64	2	2	0	0	0	0	0
December 2011	43	28	0	43	0	0	0	0	0	0	0
2012 STATISTICS											
January 2012	45	24	1	41	1	1	0	0	0	0	0
February 2012	217	38	5	150	5	3	0	0	0	0	0
March 2012	225	61	8	144	9	5	0	0	0	0	0
April 2012	63	34	0	63	0	0	0	0	0	0	0
May 2012	1	1	0	1	0	0	0	0	0	0	0
August 2012	6	2	5	0	0	0	0	0	0	0	0
September 2012	8	1	4	0	0	1	0	0	0	0	0
December 2012	2	1	0	0	0	0	0	0	0	0	0
2013 STATISTICS											
February 2013	9	4	5	0	1	0	0	0	0	0	0
TOTAL	1430	449	42	1002	43	42	0	0	0	0	0

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The University of Florida Digital Collections (UFDC) employ internally designed software (SobekCM) to maintain monthly usage statistics for the digital collections. Content managers are able to monitor the number of times a digital item is viewed (“hit”) and how many viewers have visited the site.



Gereḥtiḡḡayt (= Justice), 50th anniversary of the Great Revolt, 1910, International Ladies' Garment Workers' Union, New York, 1960.

Rare un-cataloged periodicals held in the Isser and Rae Price Library of Judaica in need of preservation digitization and cataloging. At present, scholars are unaware that such a rich, primary resource exists at the University of Florida.



Gemeindeblatt der Jüdischen Gemeinde zu Berlin, Berlin, 1932



Jüdische Schulzeitung, Mannheim, 1935



Rabbinatsbezirk Landau/Pfalz, 1936

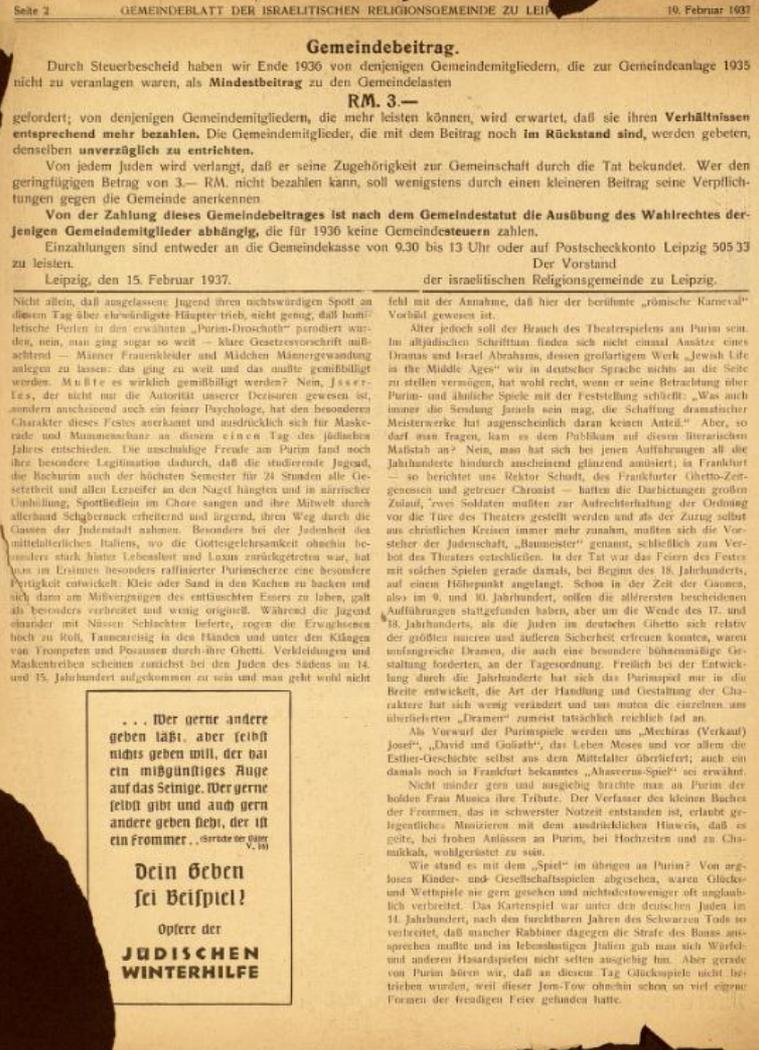


Gezunthayt-Kalendars, Veselibas Kalendars "OZE", Riga, 1939

Online exhibitions are more than a marketing tool: they are another way to grant users access to unique and/or hidden collections. Many academic institutions are already providing access through curated digital collections, yet this is often insufficient. Curated digital collections do not provide the interpretation or background necessary to further understand an object.

Why this unappealing-looking, torn and yellowed page is important!

This leaf from a Leipzig Jewish community newsletter actually tells us a great deal about Jewish life under the Nuremberg Laws. The section at the top is a reminder to the community to assist their community dues to assist the general welfare, and the text in the box is asking for charitable donations to the Winter fund for the many Jewish people struggling to pay their fuel bills.



... Wer gerne andere geben läßt, aber selbst nichts geben will, der hat ein mißgünstiges Auge auf das Seinige. Wer gerne selbst gibt und auch gern andere geben laßt, der ist ein Frommer. ... (Sprache der guten, 10)

Dein Geben
sei Beispiel!
Opfere der
**JÜDISCHEN
WINTERHILFE**

Gemeindeblatt der Israelitischen Religionsgemeinde zu Leipzig, Leipzig, 1937.



THE GATHERING STORM

JEWISH LIFE IN GERMANY AND EASTERN EUROPE IN THE 1930S

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Exhibits >> The Gathering Storm >> Home

Only available online, *The Gathering Storm: Jewish Life in Germany and Eastern Europe in the 1930s* features items produced by or pertaining to European Jewry before the advent of the Second World War. While the subject of Jewish experience during the war has been widely explored, life for Jewish people in the period immediately before the war is less well known and demand for relevant resources is increasing. Showcased here are rare German and Yiddish newspapers and periodicals, as well as ephemeral publications such as calendars, yearbooks and other communally inspired commemorative works. The selected materials form part of a much larger hidden collection of un-cataloged works held in the Isser and Rae Price Library of Judaica. *The Gathering Storm* also serves as a prelude to the upcoming exhibition *Testimony* featuring primary sources relating to the Holocaust.

See the [complete list of included works](#)

Curated by Rebecca Jefferson

Designed by Lourdes Santamaria-Wheeler

The home page for *The Gathering Storm* exhibition. A short introduction describes the exhibit; a link to the complete list of included works is provided. Viewers move through the exhibition by clicking the tab labels in the grey bar.

The Gathering Storm online exhibition: <http://exhibits.uflib.ufl.edu/gatheringstorm/>

THE GATHERING STORM

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Exhibits >> The Gathering Storm >> Germany, early 1930s



Click on each item to learn more

Jewish Life in Germany in the early 1930s

The scarce materials gathered here from early 1930s Germany cover some of the major centers of Jewish life before the Second World War, including Berlin, Frankfurt, Bonn, Dresden, Chemnitz and Plauen. Displayed here are two Jewish community newsletters from Berlin and Frankfurt, a community festschrift from Bonn and a community yearbook covering Dresden, Chemnitz and Plauen. These items are not only of immense importance for their contents (which include articles by leading Jewish figures, historical accounts, photographs, lists and statistics), they are also of great interest as objects in their own right. Both the festschrift and yearbook were items that survived Nazi destruction and were distributed to the United States through the Offenbach Archival Depot. The Berlin newsletter was once owned or used by Bertha Falkenberg — a well-known advocate of women's rights, and a great supporter and welfare provider to the beleaguered Jewish community during the Second World War.

Section one: Jewish Life in Germany in the early 1930s

THE GATHERING STORM

JEWISH LIFE IN GERMANY AND EASTERN EUROPE IN THE 1930s

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Exhibits >> The Gathering Storm >> Germany, early 1930s >> Frankfurter israelitisches Gemeindeblatt



VIEW LARGER

NEXT ITEM

Frankfurter israelitisches Gemeindeblatt
(Trans. Frankfurt Israelite community newsletter)
1930
Frankfurt
From the Isser and Rae Price Library of Judaica

The "Frankfurt Israelite community newsletter" was published from 1929 to 1938 before it was closed down by the Nazis. This monthly journal was the official organ of the Frankfurt Jewish community, and it was set-up in response to the growing secularization of German Jewry and the decline in community memberships. The journal provided articles emphasizing the importance of Jewish traditions, details of Jewish holidays and reports on the activities of the various Jewish institutions, organizations and synagogues. In this issue from 1930, noted scholars and rabbis, such as Leo Baeck (1873-1956), pay tribute to the leader of Liberal Judaism in Germany, Caesar Seligman (1890-1950) in honor of his 70th birthday. Also of interest in this paper is the regular column dedicated to detailing community statistics which, when viewed across the issues, can be useful for analyzing the historical make-up of the Jewish community of Frankfurt before the Second World War. In addition, the commercial section of the journal shows the range of Jewish businesses in 1930's Frankfurt, and the large ad placements reveal how well the community was thriving (not so when compared to the 1938 editions which display reduced advertising space and a massive increase in room rental advertisements).

Each item has a four-page display, an object label and a descriptive label

Section one: Jewish Life in Germany in the early 1930s

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Click on each item to learn more

Jewish Life in Nazi Germany, 1933-1935

This section of *The Gathering Storm* features items that were published in Germany following the rise of Hitler and the National Socialist Party in 1933. Of the six journals featured: four are from Berlin; two from Mainz and Mannheim. The April 1933 edition of the *Jüdische Rundschau* deals directly with the political situation and contains the editor's most famous contribution to the paper in which he called upon the Jewish people of Germany to *Tragt ihn mit Stolz, den gelben Fleck!* ("wear it with pride, the yellow badge"). The other Berlin journal from 1933, *Orden Bne Briss*, is dedicated to articles by leading Jewish writers on the theme of the Jewish diaspora. Many of these writers would later perish in the Holocaust. Three of the newspapers from 1935 celebrate the 800th anniversary of the birth of the great Jewish philosopher, Moses Maimonides. Underlying this theme, one senses the tension of a people under threat and accused of racial inferiority. The *Israelit* celebrates the life of Maimonides together with articles dealing with growing anti-Semitism in Europe. The *Gemeindeblatt zu Berlin* produces a lavish edition in honor of Maimonides, emphasizing the Jewish intellectual contribution to the world. The *Schild* places the celebration of Maimonides alongside a commemoration of Bach in an attempt to demonstrate a synergy and to demonstrate their German patriotism. All of the papers featured here contain a wealth of information about Jewish life in this period. Many are scarcely available in libraries today.

Section two: Jewish Life in Nazi Germany, 1933-1935

THE GATHERING STORM

JEWISH LIFE IN GERMANY AND EASTERN EUROPE IN THE 1930S

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[Exhibits >> The Gathering Storm >> Jewish Life in Germany under the Nuremberg Laws](#)



[Click on each item to learn more](#)

Jewish Life in Nazi Germany under the Nuremberg Laws

The scarce pieces included in this section come from Speyer, Leipzig, Mannheim and Landau. They all show evidence of Jewish communities under increasing economic and social pressure due to the hardships inflicted by the Nuremberg Laws. A special issue of a community newsletter celebrating Jewish Mannheim in 1936 contains a wealth of information about the community, including disturbing statistics relating to the fall in births and rise in deaths. In that same year, a newsletter from Landau features an article discussing the current situation at a time when Jewish firms and Jewish investments were all under boycott. A rare issue of the Leipzig community newsletter from February 1937 betrays, through its notices and announcements, the harsh financial conditions facing the community, particularly through the winter months. A festschrift from Speyer, also from 1937, celebrates 100 years of the Jewish synagogue (later destroyed) as well as Jewish life in that city. The celebration ends on a sad note as the editor laments the dispersion of community members as the result of Nazi terror, and he hopes that former members will use the commemoration of the synagogue to connect spiritually through space and time. The commemorative work foreshadows the subsequent destruction of Speyer Jewry.

THE GATHERING STORM

JEWISH LIFE IN GERMANY AND EASTERN EUROPE IN THE 1930S

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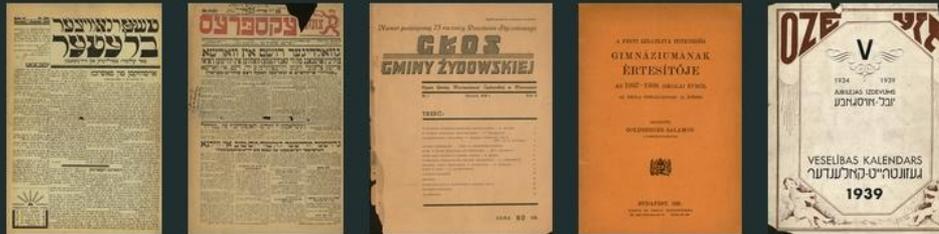
Germany, early 1930s

Germany, 1933-1935

Germany, Nuremberg Laws

Eastern Europe, 1935-1939

Exhibits >> The Gathering Storm >> Jewish Life in Eastern Europe before the Second World War, 1935-1939



Click on each item to learn more

Jewish Life in Eastern Europe before the Second World War, 1935-1939

The materials displayed in this section all originate from Eastern Europe in the late 1930s, including Romania, Poland, Hungary and Latvia, and comprise three journals, a calendar and a yearbook. The Romanian Yiddish newspaper, the Tchernovitzer Bleter, is represented by an edition from 1934 commemorating the 200th issue, and by an edition from 1935 celebrating 60 years of the Yiddish theater, which was born in Romania. The thriving intellectual and social environment of pre-war Czernowitz would soon be shattered by the destruction of its entire community. The Polish Yiddish newspaper, Unzer Express, extremely popular in its day (now scarcely available) is represented by an issue from 1935 which celebrates the 70th birthday of the great Yiddishist, Chaim Zhitlovsky. A commemorative issue of the Polish periodical the "Jewish Community Voice" celebrates 75 years from the Polish Uprising in January 1863 and the part played by Jews in supporting their countrymen. A piece that no doubt served to emphasize Jewish loyalty to Poland during a time of rising anti-Semitism. A school yearbook from Budapest in 1938 provides a snapshot of communal life and the Jewish school system one year before the advent of the Second World War which would see the destruction of around 100,000 Hungarian Jews. A calendar from Riga in 1939 celebrates the OZE (Society for the Protection of Jewish Health) which was founded in Latvia in 1922. Photographs, articles and lists from Riga provide important information about a community that would soon disappear.

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 [VIEW LARGER](#)

[NEXT ITEM](#)

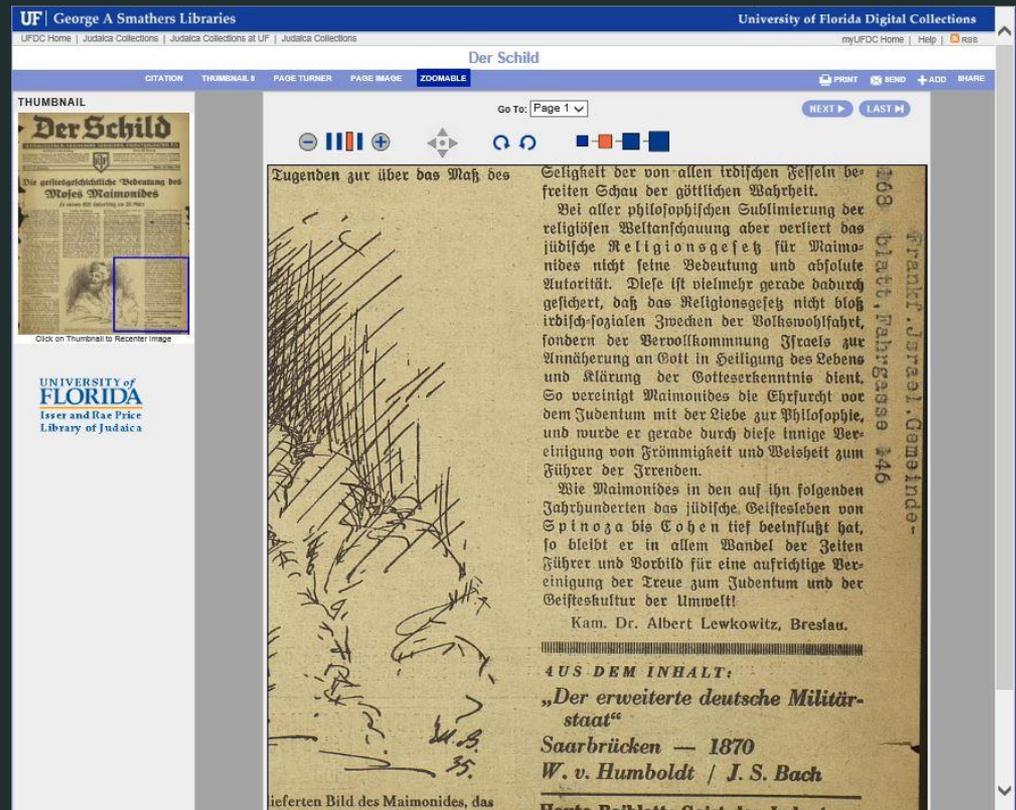
Most online exhibitions present a static, partial display of the selected materials. By linking to the fully digitized item, an exhibit can provide a portal to a realm of greater discovery for the viewer and increase overall collection awareness. In this exhibit, each individual page, and the “view larger” button, links to and opens up the digital object in the UFDC.





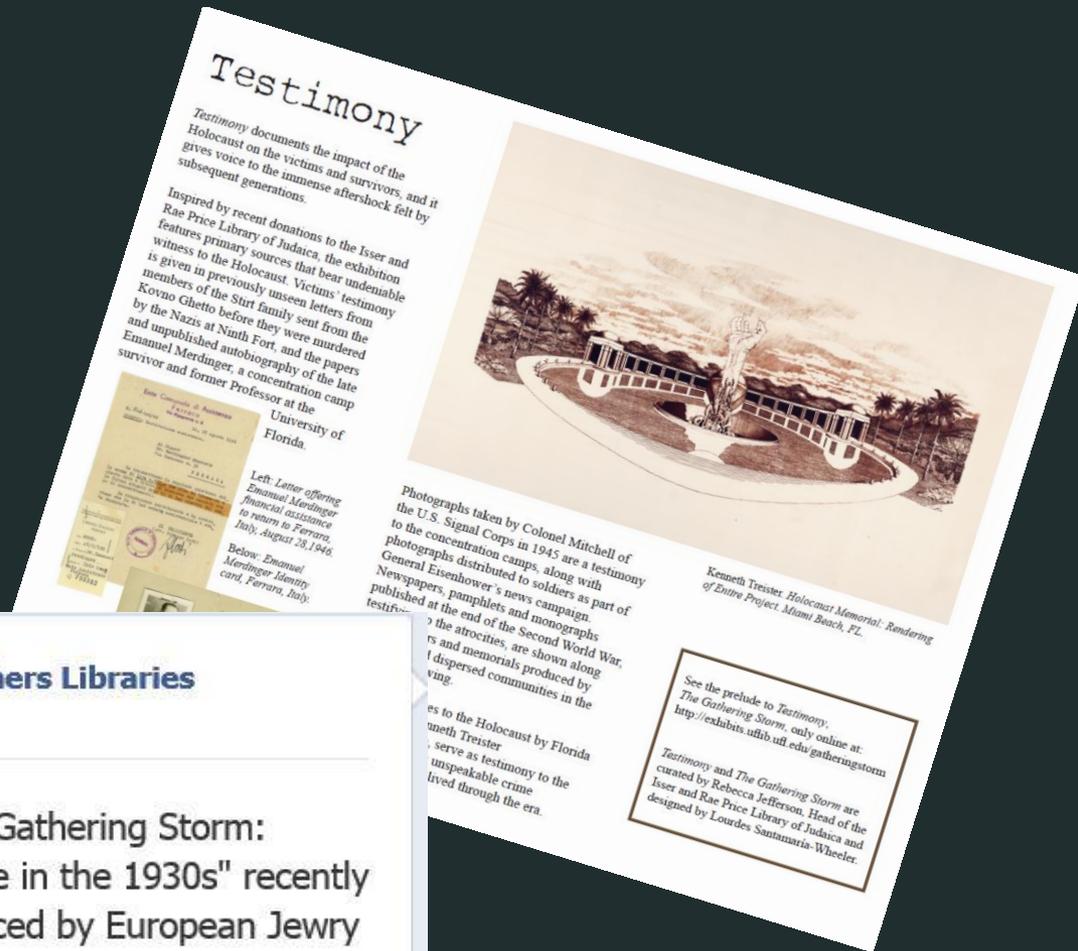
Items in the UFDC are word searchable; each item can be viewed as a set of thumbnail images, or as a single page; each page has enlarge and zoom functions; the item can also be read as a book using the “page turner” software. Images can be downloaded or pages printed. All items are uploaded with full metadata: the citation can be viewed as a “standard view” or in MARC.

The George A. Smathers Libraries strive to ensure that works are accessible, preserved, findable and integrated within the larger scholarly communications landscape rather than existing as separate silo projects.



See “Der Schild” at: <http://ufdc.ufl.edu/AA00013421/00001>

The exhibition was announced on the Libraries' websites, Facebook pages, and to various media outlets. A link to the exhibition was included in various Wikipedia pages, in the Smithsonian Library and Archival Collections on the Web list, and to all the publicity materials created for the Library's physical exhibit, *Testimony* (April 1- June 14, 2013).



University of Florida George A. Smathers Libraries

February 22

A new online only exhibition entitled "The Gathering Storm: Jewish Life in Germany and Eastern Europe in the 1930s" recently debuted featuring rarely seen items produced by European Jewry before the advent of the Second World War.

<http://exhibits.uflib.ufl.edu/gatheringstorm/>

Like · Comment

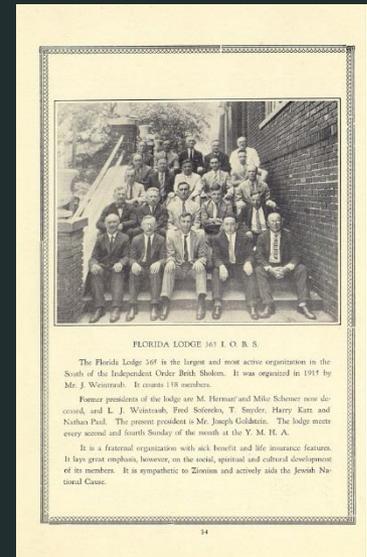
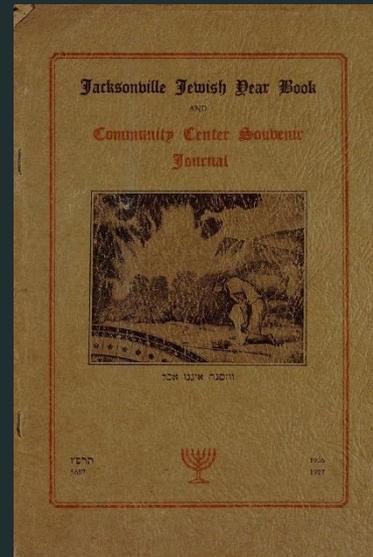


This scarce festschrift from Germany survived the Nazi destruction of books and came to the U.S. through the Offenbach Archival Depot. Its interesting story, as told in the online exhibition, may be why this item shows a significant rise in views (“hits”) from 127 when it was first mounted in January, 2013 to 622 when the online exhibition was launched a month later in February.

This item has been viewed 789 times within 55 visits. Below are the details for overall usage for this item within this library.

For definitions of these terms, see the [definitions on the main statistics page](#).

DATE	VIEWS	VISITS	JPEG VIEWS	ZOOMABLE VIEWS	CITATION VIEWS	THUMBNAIL VIEWS	TEXT SEARCHES	FLASH VIEWS
2013 STATISTICS								
January 2013	127	13	87	5	2	5	0	0
February 2013	662	42	447	40	8	56	0	0
TOTAL	789	55	61	45	10	61	0	0



The online exhibition *Jewish Jacksonville* resulted in an increased number of queries to the Digital Library Center about materials relating to this subject in the Jewish Jacksonville Digital Collections and in the Price Library of Judaica. This scarce community souvenir from the 1920s has been since been viewed 1401 times within 187 visits.

See Jewish Jacksonville: <http://exhibits.uflib.ufl.edu/jewishjacksonville/>

Usage statistics for the Judaica Digital Collections show significant increases during periods when the Price Library of Judaica is displaying and publicizing its online exhibitions.

Awareness of the Price Library holdings has significantly increased. Five visits to the Judaica Digital Collections were recorded in November 2010; less than three years later and the number has risen to 346 visits. Much needed funding for endangered items is just around the corner ...!

Work History of Collection-Level Usage

Usage history for this collection is displayed below. This history includes just the top-level views of the collection.

The Definitions page provides more details about the statistics and words used below.

DATE	TOTAL VIEWS	VISITS	MAIN PAGES	BROWSES	SEARCH RESULTS	TITLE VIEWS	ITEM VIEWS
2010 STATISTICS							
June 2010	0	2	3	0	0	0	0
July 2010	0	1	1	0	0	0	0
August 2010	0	2	3	0	0	0	0
November 2010	0	5	7	0	0	0	0
2011 STATISTICS							
January 2011	100	0	0	0	0	54	46
February 2011	324	2	2	0	0	6	316
March 2011	6890	148	203	114	56	396	6121
April 2011	7490	166	241	115	51	259	6824
May 2011	7857	254	296	125	32	502	6902
June 2011	7823	235	322	174	61	1017	6249
July 2011	7176	253	329	193	89	771	5794
August 2011	7611	289	510	242	15	618	6226
September 2011	7379	413	525	273	33	977	5571
October 2011	10123	461	461	416	71	1363	7812
November 2011	10957	408	511	357	71	1278	8740
December 2011	9037	167	262	92	39	464	8180
2012 STATISTICS							
January 2012	9604	137	199	61	28	357	9159
February 2012	9667	239	829	114	71	486	8167
March 2012	12624	352	677	238	80	496	11133
April 2012	11316	210	579	219	73	850	9595
May 2012	8791	271	427	87	27	529	7721
June 2012	12019	245	364	88	47	1472	10048
July 2012	14784	289	471	104	21	1092	12496
August 2012	16340	264	415	180	45	703	14997
September 2012	10053	253	347	101	38	514	9053
October 2012	14158	280	1726	187	31	1118	11096
November 2012	10267	312	433	80	32	824	8998
December 2012	100843	235	341	162	40	804	99496
2013 STATISTICS							
January 2013	10792	261	430	145	41	546	9560
February 2013	13323	346	620	170	48	836	11649
TOTAL	337548	6530	11584	4037	1140	18932	301869

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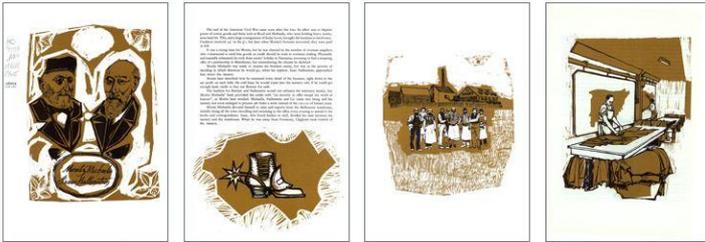
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UF UNIVERSITY OF FLORIDA
The Foundation for The Gator Nation

See Imagining Jerusalem: <http://exhibits.uflib.ufl.edu/imaginingjerusalem/>

A Celebration of Jewish Life and Culture Around the World

Australia



The Michaelis, Hallenstein story, 1864-1964: One hundred years in leather
Anthony Irving (Illustrator)
1965?
[15] p. : ill. ; 26 cm.

Several outstanding individuals from within the relatively small Australian Jewish community have contributed to the growth of Australian society and culture. This includes the Jewish owned company Michaelis, Hallenstein & Co., who established the first Australian leather tanning business. The firm also played a pioneering role in the Australian glue industry and processed gelatin.



FRAMEWORK FOR THE FUTURE

LOOKING back we can see that the strength of the company was in the philosophy of the two partners. Men of their time, they were capitalists in their outlook with all that implies—ambition, self-advancement, and more. But also generous, human and interested in the building of their business not only the chief should be an exalted humanity, but they also were determined that it should be an exalted humanity. A strong sense of family was coupled with a determination that would provide centers for and develop in their children as they reached maturity.

They made the building of their business not only the chief interest of their own lives, but they also were determined that it should be an exalted humanity. A strong sense of family was coupled with a determination that would provide centers for and develop in their children as they reached maturity.

This outlook was not something that arose as a result of intellectual debate between the two partners. It was something which developed as a result of a natural law. This was the period in which the concept of the company and its future evolved was between 1864 and 1964. In that 100 years the firm underwent a series of moves which laid down a framework that still remains, although much has been added to it.

The first major move in expansion after the partnership was formed was in 1884 when it was decided to dispose with the company's London agents and replace them with a branch office, which Isaac established during a trip to England in that year. Michaelis, Hallenstein, Isaac's brother, was in London shortly afterwards to take charge of the office and remained in that position until his death, when he was followed by his sons Edward and Elmer, and until the formation of Associated Leathers Ltd. in 1949, when it became a subsidiary of the company.

Not long after the London office was opened, the Footscray premises were enlarged. Sydney was the next center where the firm set out to find new markets and from a new initiative, the partners had produced a complete extension. In 1891 when prospect in Sydney looked attractive, the partners sent young Nathan and their Melbourne travel partner, John Farleigh, to Sydney. With financial backing from M. H. & Co., the firm of Farleigh, Nathan and Co. was established as leather and girdery merchants. A few years later it acquired a tenancy at Concord.

CONCLUSION: the idea of linking items in online exhibitions to full digital copies is simple but surprisingly under-used. We hope that by sharing our experience of working collaboratively we will help inspire other institutions to realize the potential in harnessing the immediacy and visual impact of exhibitions and linking them to digital collections to engender greater awareness and usage of hidden collections.

See the "Celebration" exhibit: <http://exhibits.uflib.ufl.edu/jewishculture/>

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Any questions?



Turning “views” into “visits”: how online exhibits can encourage collection awareness and usage

Rebecca J. W. Jefferson, Lourdes Santamaría-Wheeler, Laurie N. Taylor

(An abridged version of the paper submitted for the ACRL Conference Proceedings to accompany the PowerPoint presentation at the ACRL Annual Conference, Indianapolis on April 12, 2013)

SLIDE 1

I'd like to begin by offering an apology on behalf of my co-presenters and project collaborators for their absence today. Lourdes Santamaría-Wheeler could not make it to the conference due to having just recently given birth to a little bundle of joy! Dr. Laurie Taylor could not make it due to conflicting work commitments, or a large bundle of woe!

So, please bear with me while I take you through our joint presentation *Turning “views” into “visits” how online exhibits can encourage collection awareness and usage*.

SLIDE 2

The University of Florida Digital Collections (UFDC) employ internally designed software (called SobekCM) to maintain monthly usage statistics for the digital collections. The statistics enable content managers to monitor how many times a digital item is “viewed” (or “hit”), how many viewers have “visited” the site, as well as a list of “top titles” and “top items” in terms of viewing popularity.

Reviewing these statistics for the Isser and Rae Price Library of Judaica Digital Collections in 2012, I was surprised to note that one of the most regularly viewed items was an obscure Yiddish periodical entitled *Gerechtigkayt* (Justice).

I was intrigued by the unexpected rise in interest for this foreign-language magazine, and it wasn't long before I realized that the upsurge in viewing figures arose from the fact that the arresting front cover of *Gerechtigkayt*, with the figure almost beckoning the viewer to look closer, was part of a rotating display on the Libraries' homepage, and the cover was directly linked to the digital collection.

This discovery raised the idea that if a simple, arresting display linked to the full online version could drive up viewing statistics, then perhaps the visual impact and storytelling power of online exhibitions could be harnessed to direct viewers to the online version and, by doing so, generate a greater awareness and usage of hidden collections.

In order to explore this idea further, I assembled a unique collaborative team for a formal assessment project comprised of the George A. Smathers Libraries' Exhibits Coordinator,

Lourdes Santamaría-Wheeler, the Digital Humanities Librarian, Dr. Laurie Taylor (both of whom had worked together previously to promote access to hidden collections through online exhibitions) and myself, the curator for the Isser and Rae Price Library of Judaica.

SLIDE 3

We decided that the items chosen for the project, like *Gerektigkayt*, should be scarce, somewhat un-inviting-looking, foreign-language materials. The “trick” would be to prove that a strong visual and an arresting story would take the reader beyond any perceived barriers with individual items to an awareness of the wider collection and then beyond that to an awareness and appreciation of the library collections as a whole.

The Isser and Rae Price Library of Judaica at the University of Florida has in storage a collection of un-cataloged materials, many of which are scarce periodicals. A good number of these materials were collected by Rabbi Leonard C. Mishkin of Chicago, the original owner of the Judaica Library’s core collection, and they reflect his unusual collecting philosophy of amassing anniversary issues of Jewish newspapers and newsletters, calendars and other community inspired commemorative publications from around the world.

From this collection of about 500 pieces, we selected an initial thirty titles which were all German and Yiddish publications from Europe on the eve of the Second World War. These pieces – many of them only previously available to a select number of scholars who were able to gain access to microfilm editions - will add greatly to our knowledge about Jewish life in Europe in the lead up to the Second World War. While the subject of Jewish experience during the war has been widely explored, life for Jewish people in the period immediately beforehand is less well known and therefore demands greater research.

In order to create a more coherent and engaging display, the selection was narrowed down to twenty items. These pieces all fell into four neat categories, based on their date and provenance. The four on display here are representative of these categories: Jewish life in Germany in the early 1930s, Germany under the new Nazi government, Germany under the Nuremberg Laws and Jewish life in Eastern Europe from 1935-1939. They are also among the rarest pieces: the *Rabbinatsbezirk* (Rabbinic circular) from Landau/Pfalz, for example, is not known to be held by any other library; the Riga calendar on the right is only owned by the Price Library and the Library of Congress.

SLIDE 4

We believe that online exhibitions are more than a marketing tool: they are another way to grant users access to unique and/or hidden collections. Many academic institutions are already providing access through curated digital collections, yet this is often insufficient. Curated digital

collections do not provide the interpretation or background necessary to further understand an individual object.

A good example is this unappealing-looking, torn and yellowed page. This leaf from a Leipzig Jewish community newsletter actually tells us a great deal about Jewish life under the racist and restrictive Nuremberg Laws. The section at the top is a reminder to the community to pay their community dues to assist the general welfare, and the text in the box is asking for charitable donations to the Jewish Winter Fund for the many Jewish people struggling during the harsh winter months to pay their fuel bills now that they were excluded from the main German fund. In fact, this short newsletter, just four pages in length, contains three separate advertisements for this charity.

SLIDE 5

This is the home page for *The Gathering Storm* exhibition designed by Lourdes Santamaría-Wheeler. A short introduction describes the exhibit, and a link to the complete list of included works is provided. Viewers move through the exhibition by clicking the tab labels in the grey bar.

SLIDE 6

The first section of the exhibition contains four items that relate to Jewish life in Germany in the early 1930s. A summary description providing the context and background for the selection of the four pieces is provided, and the viewer looks at each individual piece by clicking on the image thumbnail.

SLIDE 7

Each individual item has a four-page display, an object label and a descriptive label. The labels are designed to tell an engaging story about each object. The hyperlinked “next item” label brings up the next piece in the section.

SLIDE 8

This is the second section with six scarce periodicals representing Jewish life in Nazi Germany from 1933-1935.

SLIDE 9

Section three contains four items that were published in Nazi Germany during the period after the creation of the Nuremberg Laws.

SLIDE 10

The final section, section four, contains five titles (but six pieces) from Eastern Europe between 1935 and 1939.

SLIDE 11

Most online exhibitions present static, partial displays of the selected materials. By linking the page displayed to the fully digitized item, an exhibit can provide a portal to a realm of greater discovery for the viewer and increase overall collection awareness. The George A. Smathers Libraries believe in linking as many of their objects on display as possible to the fully digitized versions. In this exhibit, each individual page from the four-page display, and the “view larger” button, links to and opens up the digital object in the UFDC.

SLIDE 12

The George A. Smathers Libraries strive to ensure that works are accessible, preserved, findable and integrated within the larger scholarly communications landscape rather than existing as separate silo projects.

Items in the UFDC are word searchable; each item can be viewed as a set of thumbnail images, or as a single page; each page has enlarge and zoom functions; the item can also be read as a book using the “page turner” software. Images can be downloaded or pages printed. All items are uploaded with full metadata: the citation can be viewed as a “standard view” or in MARC.

You can see that in order to demonstrate the zoom function that I have zoomed in on the address stamp on the side of the page. The stamp is from Frankfurt Fahrgasse 146 – the location of the Jewish community center in the 1930s and the location of the Jewish community archives.

SLIDE 13

Online exhibitions from the George A. Smathers Libraries are publicized much the same way as physical exhibitions; although digital collections are not often given the same treatment. For *The Gathering Storm*, the Exhibits Coordinator worked with the Libraries’ Director of Communications, Barbara Hood, to write a press release which was then widely distributed to local, state, and national media outlets, as well as campus faculty. The exhibition was also featured on and linked from the Libraries’ home page, the Libraries’ exhibits website, the Price Library of Judaica’s website and their corresponding social media accounts. *The Gathering Storm* was also included in the Smithsonian’s Library and Archival Exhibitions on the Web database and in various Wikipedia pages. Furthermore, the exhibition’s URL and a brief description were included in postcards and publicity materials for a future physical exhibition on a related theme, entitled *Testimony*.

The various methods of promotion and the provision of multiple links increase awareness of the exhibition and the materials. These methods of outreach also increase search engine optimization (SEO) for *The Gathering Storm* with a knock-on effect of enhanced visibility for the previously hidden items featured in the exhibition.

SLIDE 14:

Having done as much as possible to increase the visibility of the online exhibition, we now turned to the usage statistics to analyze the results. The statistics for the month of February do indeed show a significant rise in the number of views. For example, this scarce festschrift from Germany survived the Nazi destruction of books and came to the U.S. through the Offenbach Archival Depot. Its interesting story, as told in the online exhibition, may be why this item received 127 views or “hits” after it was first mounted in the Digital Collections in January, 2013 and as many as 622 after the online exhibition was launched a month later in February.

And had these views turned into a greater number of visits? Indeed, we were not disappointed to see that in the month following the launch of the exhibition, the Judaica Digital Collections received 346 visitors: a rise from 85 visitors from the previous month. Unfortunately, due to a time lag in the way the statistics are generated, we are only able to display the results for January and February 2013. However, I can tell you that the statistics for March were loaded online this very morning, and there has been another rise in the viewing figures. The abovementioned festschrift was seen by a further 29 visitors meaning that the item has now been “viewed” or “hit” 1150 times within 84 visits.

SLIDE 15

We can also look to the results from previous online exhibitions. The physical exhibition *Jewish Jacksonville*, on display in April 2012, was accompanied by an online exhibition. Following the launch of both, the Digital Library Center recorded an increase in the number of queries received about materials relating to this subject in the Jewish Jacksonville Digital Collections and in the Price Library of Judaica. This scarce community souvenir from the 1920s has been since been viewed 1401 times within 187 visits.

SLIDE 16

Examining the overall usage statistics for the Judaica Digital Collections, we can see significant increases during periods when the Price Library of Judaica is displaying and publicizing its online exhibitions.

Awareness of the Price Library holdings has significantly increased. Five visits to the Judaica Digital Collections were recorded in November 2010; less than three years later, and the number rose to 346 visits in February 2013, and it has risen again in March 2013 to 1049 bringing the total number of visitors to 7,579.

Greater awareness of our hidden collections is growing and badly-needed funding for endangered items, I feel, is just around the corner ...!

SLIDE 17

To conclude: the idea of linking items in online exhibitions to full digital copies is simple but surprisingly under-used. We hope that by sharing our experience of working collaboratively we will help inspire other institutions to realize the potential in harnessing the immediacy and visual impact of exhibitions and linking them to digital collections to engender greater awareness and usage of hidden collections.

SLIDE 18

For more information about the Judaica collections, online exhibitions, or the UF digital collections, please contact:

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