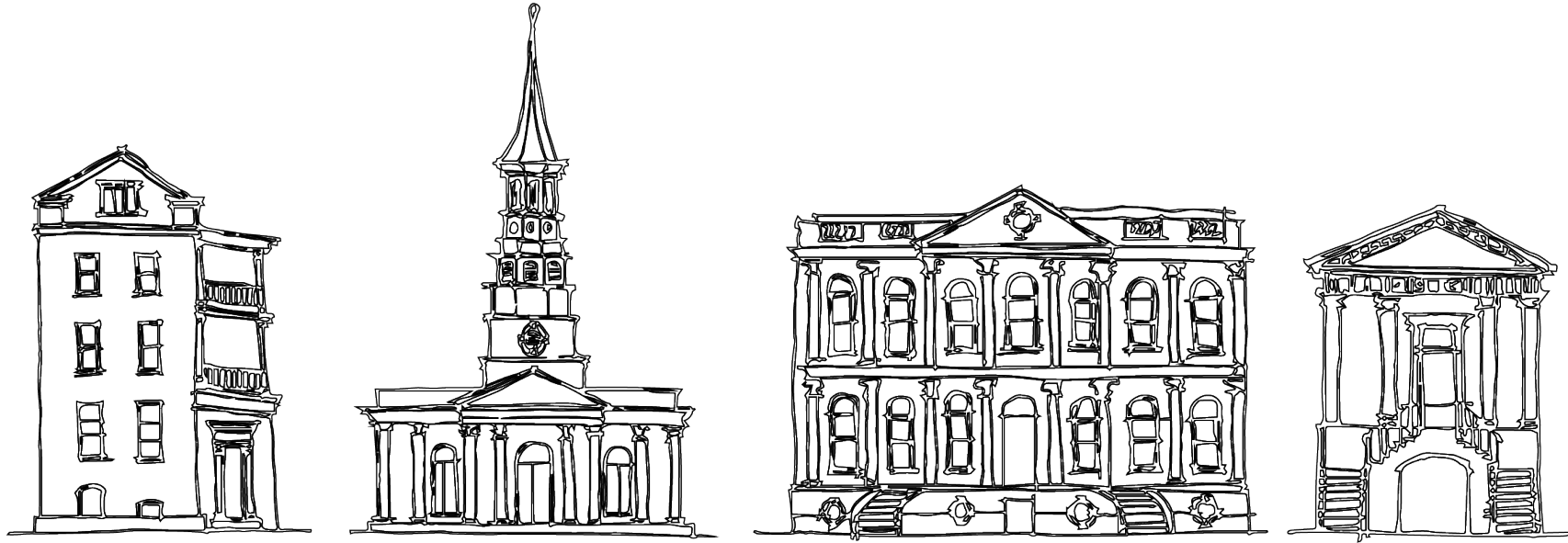


CLEMSON UNIVERSITY



HISTORIC PRESERVATION
IN CHARLESTON



In Search of a Blind Tiger:

A Cultural and Historic
Landscape Analysis of

Prohibition-era Charleston

Chloe Martin





Introduction

Research Questions:

- What features define a resource (i.e. a Dispensary, Blind Tiger, or Speakeasy) on a Prohibition and Dispensary-era landscape?
- Are there any spatial or geographic trends that arise in these resources in Charleston?
 - If so, what factors affect those trends?
- What are the differences between common terms from the period, such as “Blind Tiger,” “Blind Pig,” and “Speakeasy?”
 - Can their etymology be charted geographically? Chronologically?





Goal

To create an analytical framework for understanding the cultural and physical landscape of Prohibition and Dispensary-era Charleston.




Image courtesy of "Those Pre-Pro Whiskey Men" Blog

Methodology

Etymological Study

Data Collection



Landscape Study

Data Collection

Etymological Study

Data Analysis



Landscape Study

Data Analysis





Results and Analysis



Etymology of Illicit Drinking Spaces

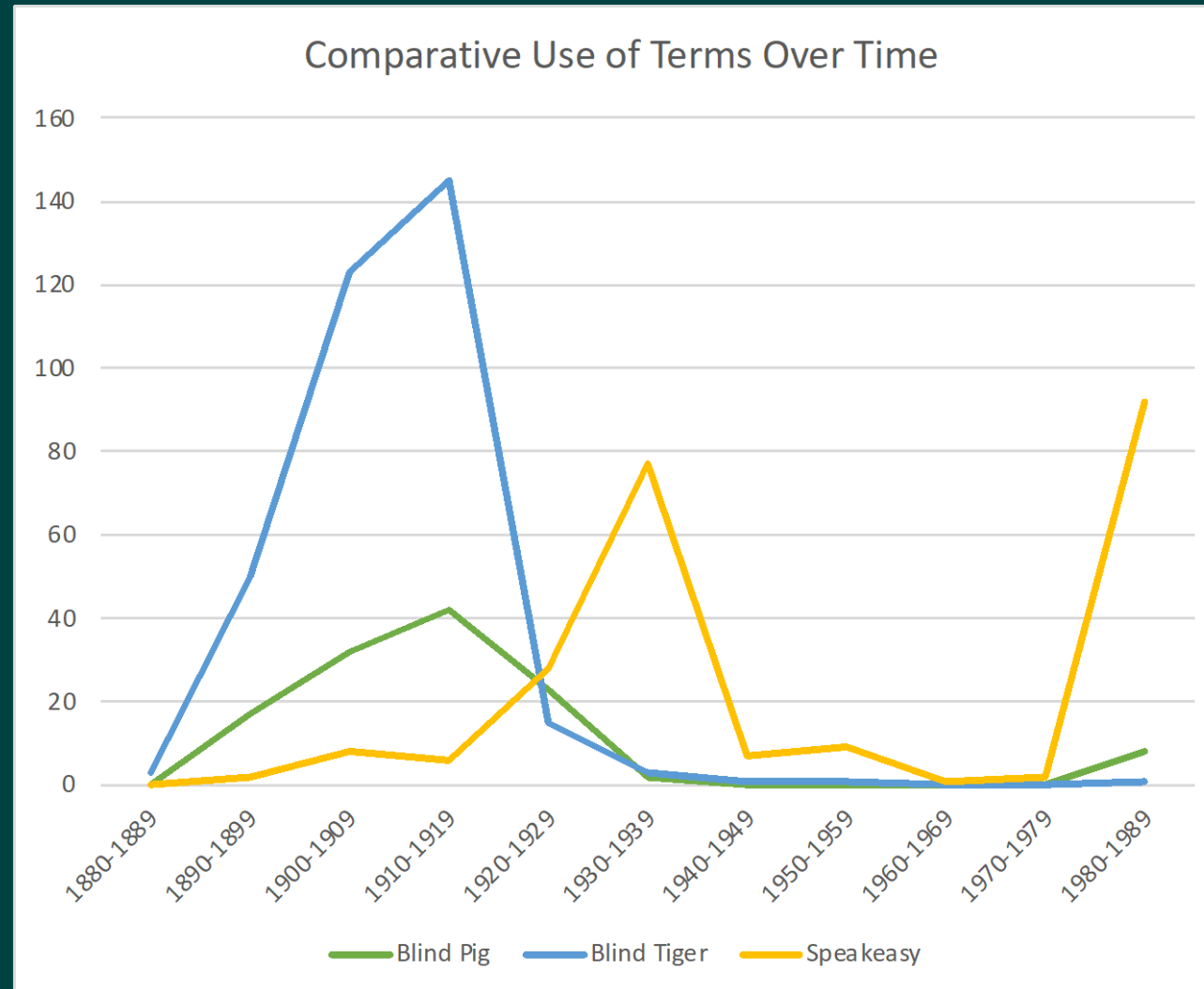
- Usage of terms throughout time
- Usage of terms spatially

Landscape of Illicit Drinking Spaces

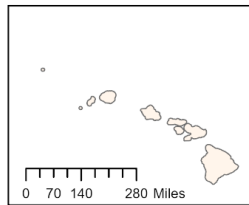
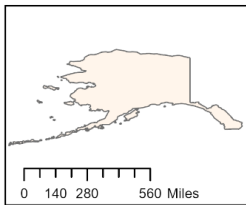
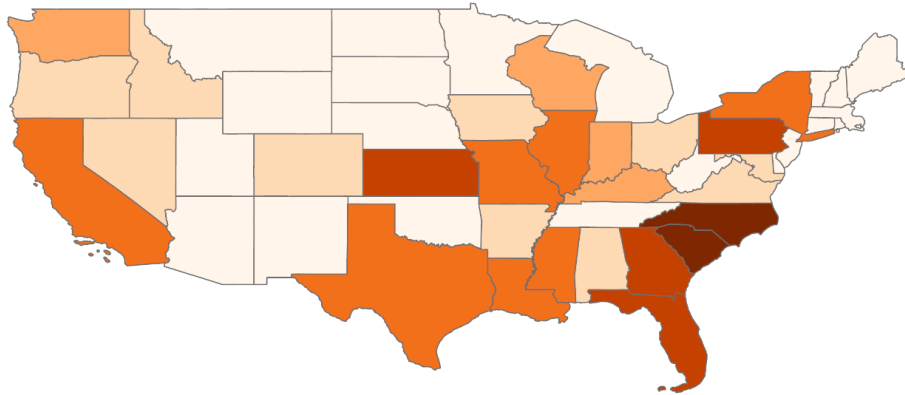
- Spatial Analysis
- Documentation Analysis
- Ownership
- Remains on the Landscape
- Typologies



Etymology of Illicit Drinking Spaces



Spatial Distribution of the Use of the Term "Blind Tiger" from Newspapers

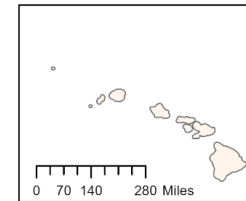
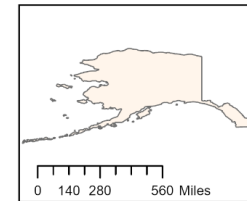
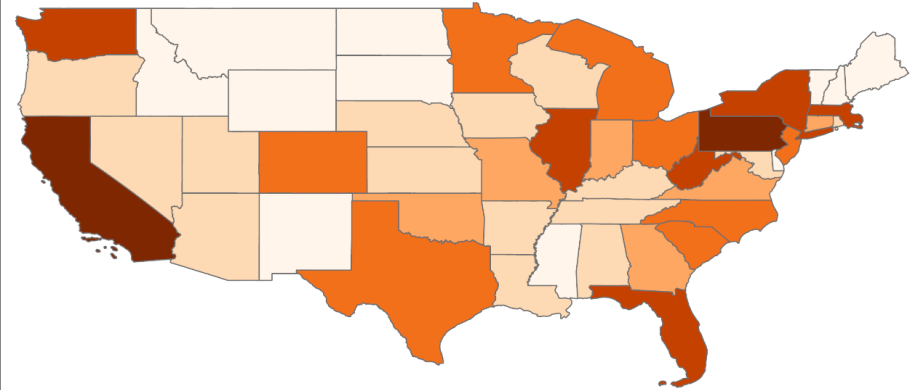


0 170 340 680 Miles

Mentions per State



Spatial Distribution of the Use of the Term "Speakeasy" from Newspapers



0 170 340 680 Miles

Mentions per State

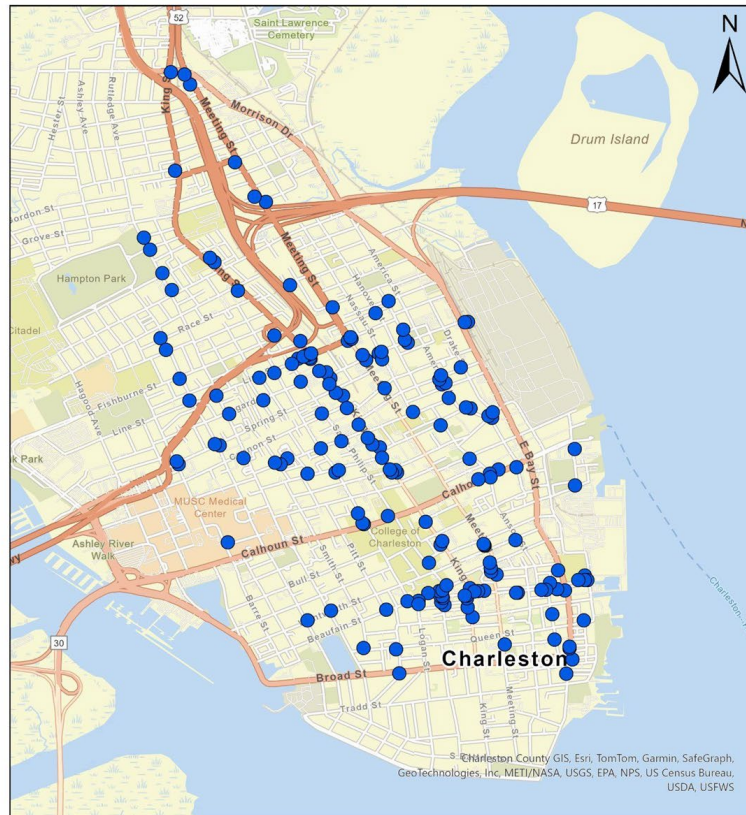




Spatial Analysis



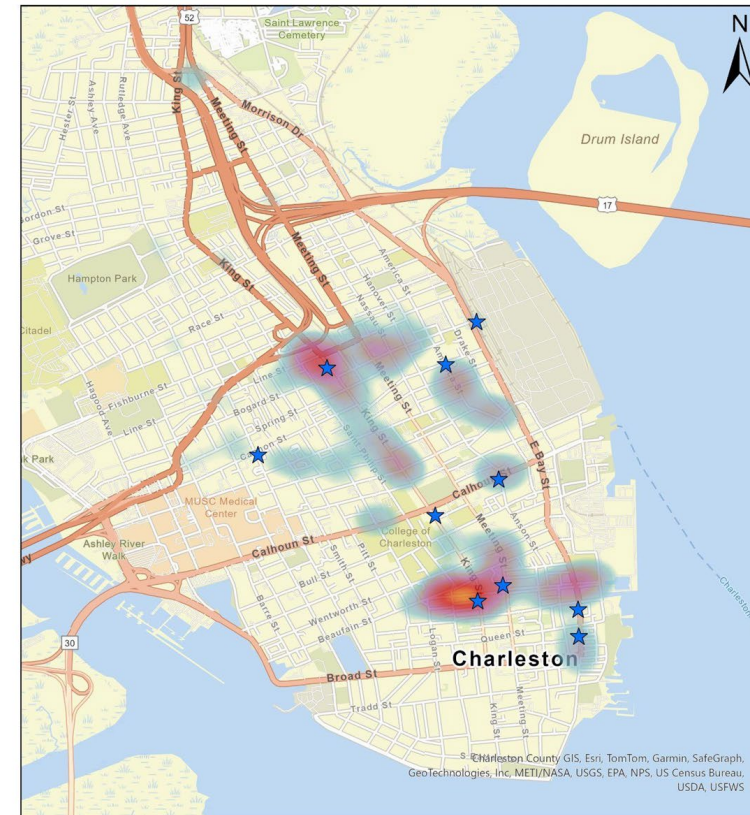
1913 Blind Tiger Locations on Modern Charleston Peninsula



Legend

- 1913 Blind Tigers

1913 Blind Tiger Density in Relation to County Dispensaries on Modern Charleston Peninsula



Legend

- ★ County Dispensaries
- Sparse Density of 1913 Blind Tigers
- Dense

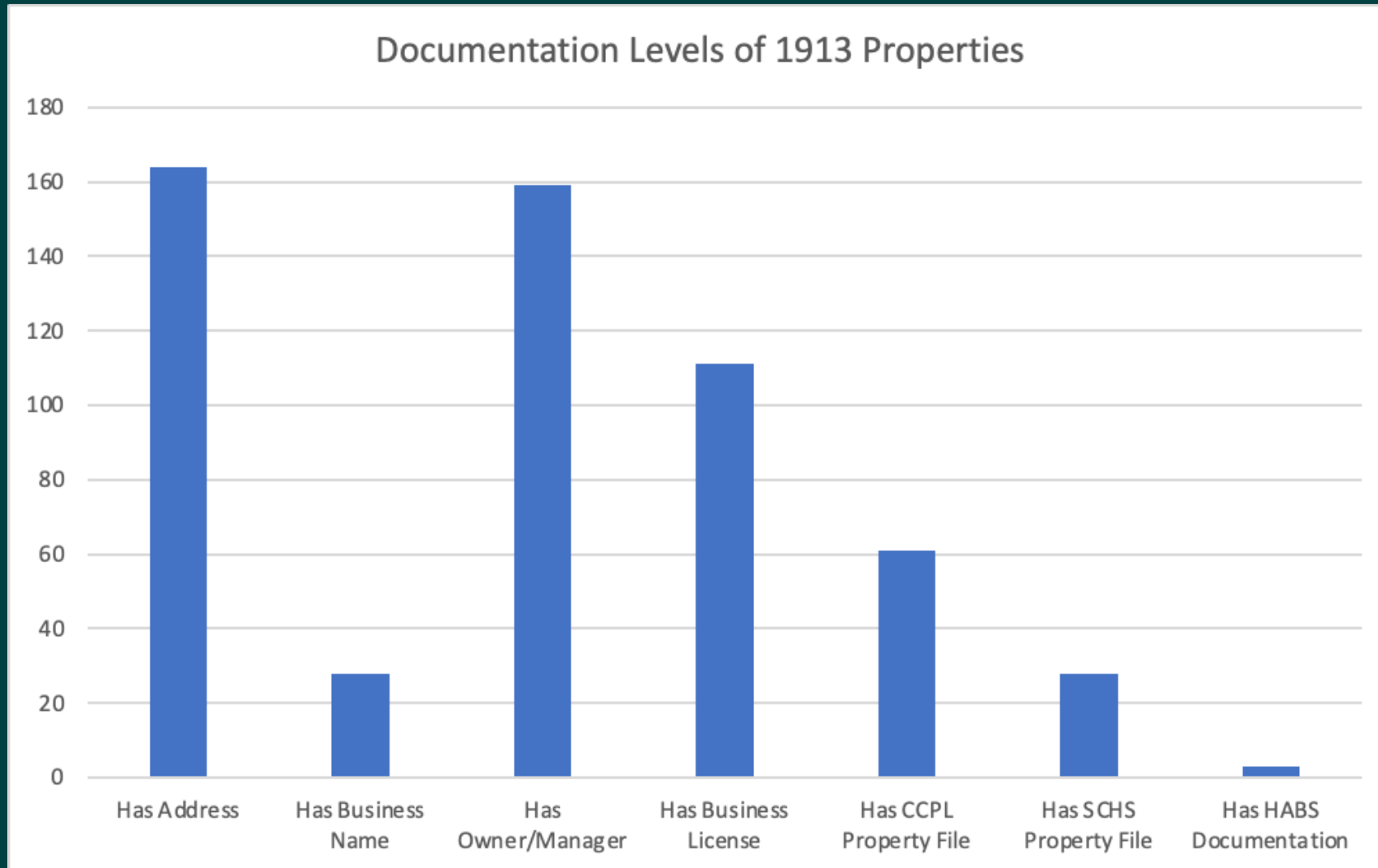




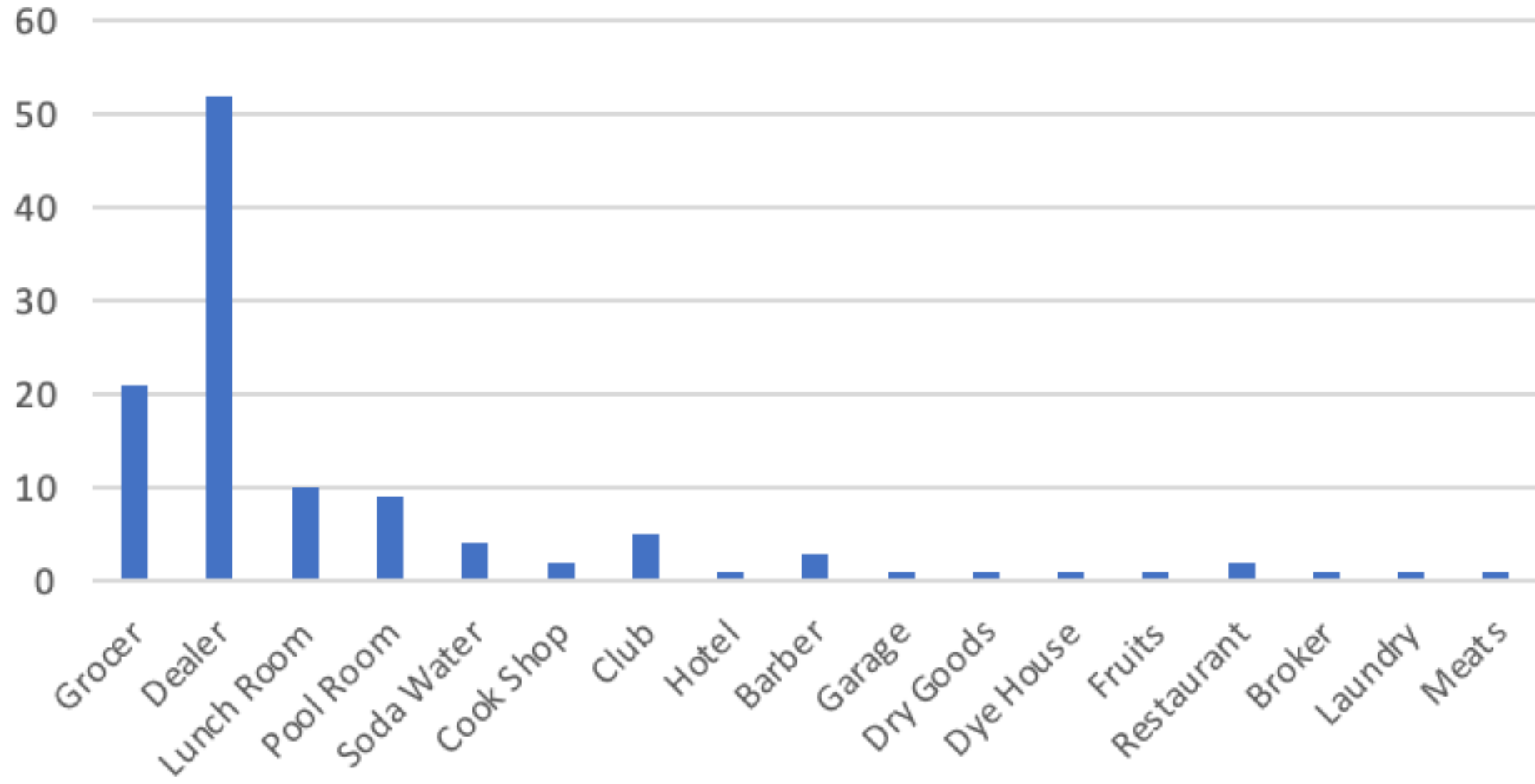
Documentation Analysis



Documentation Levels of 1913 Properties



1913 Business License Types



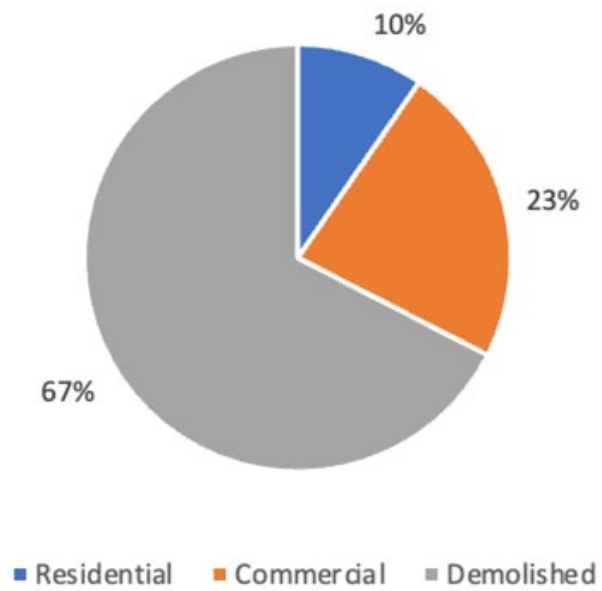
Remains on the Landscape

2024 Extant Blind Tiger Structures

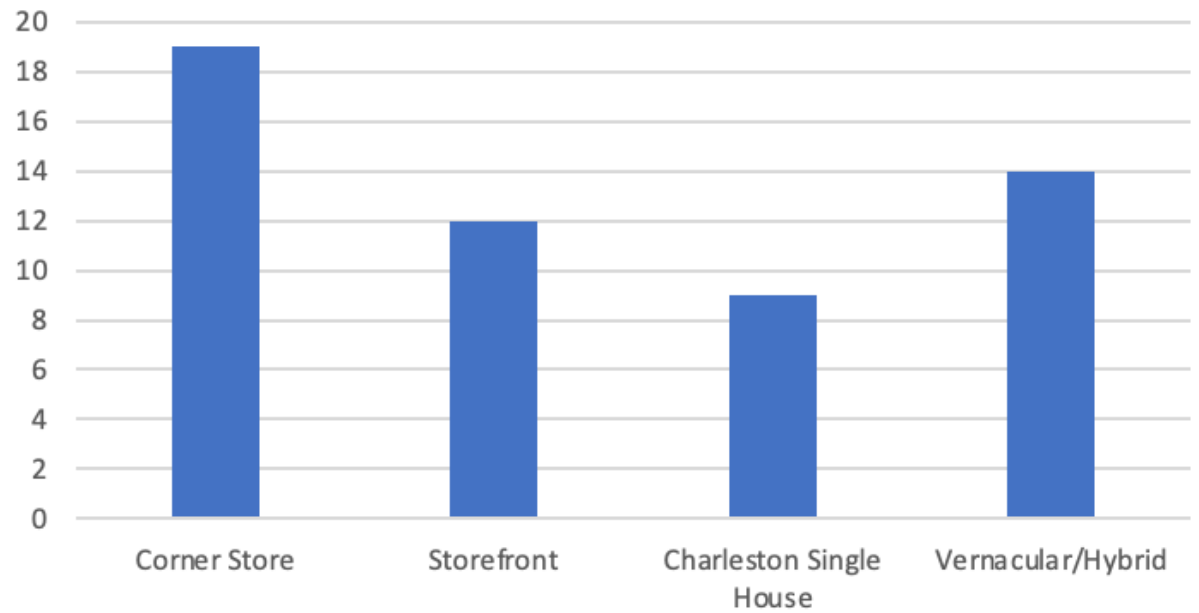


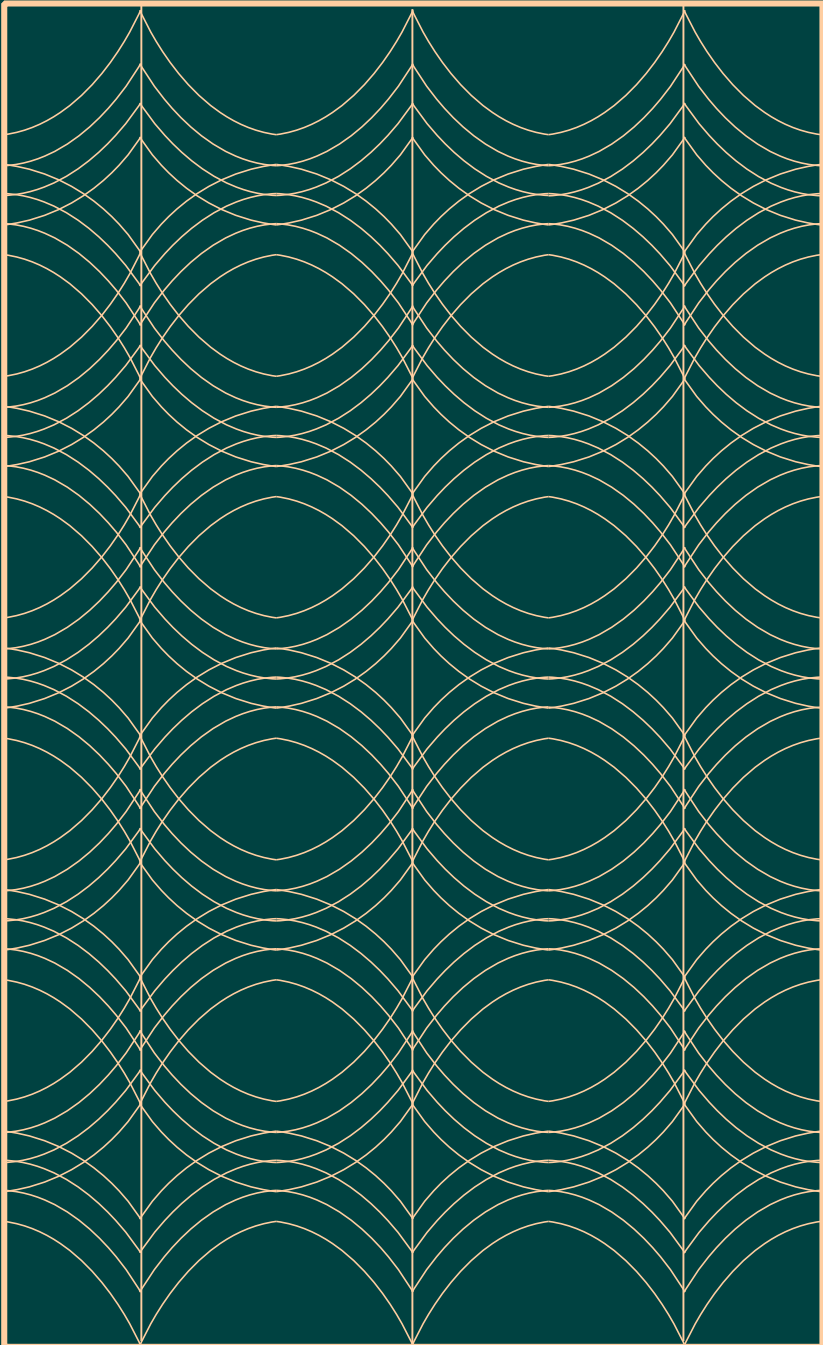
- Legend**
- Extant Structures
 - 1913 Blind Tigers

1913 Structures Current Use



Extant Structure Typologies






Conclusions

- Areas of Future Research
- Significance and Implications



Thank you!





TRACKING THE “SOILED DOVES”: A
CULTURAL LANDSCAPE OF SEX WORK IN
CHARLESTON, SOUTH CAROLINA FROM 1880-
1939

Rachel Fore

RESEARCH QUESTIONS

- To what extent did the moral reform movement impact the policing of brothels in Charleston, South Carolina, in the late nineteenth and early twentieth centuries?
- How did brothels move throughout the city during this period?
- Are there any temporal and/or spatial patterns that can be seen in the movement of the brothels throughout this period?

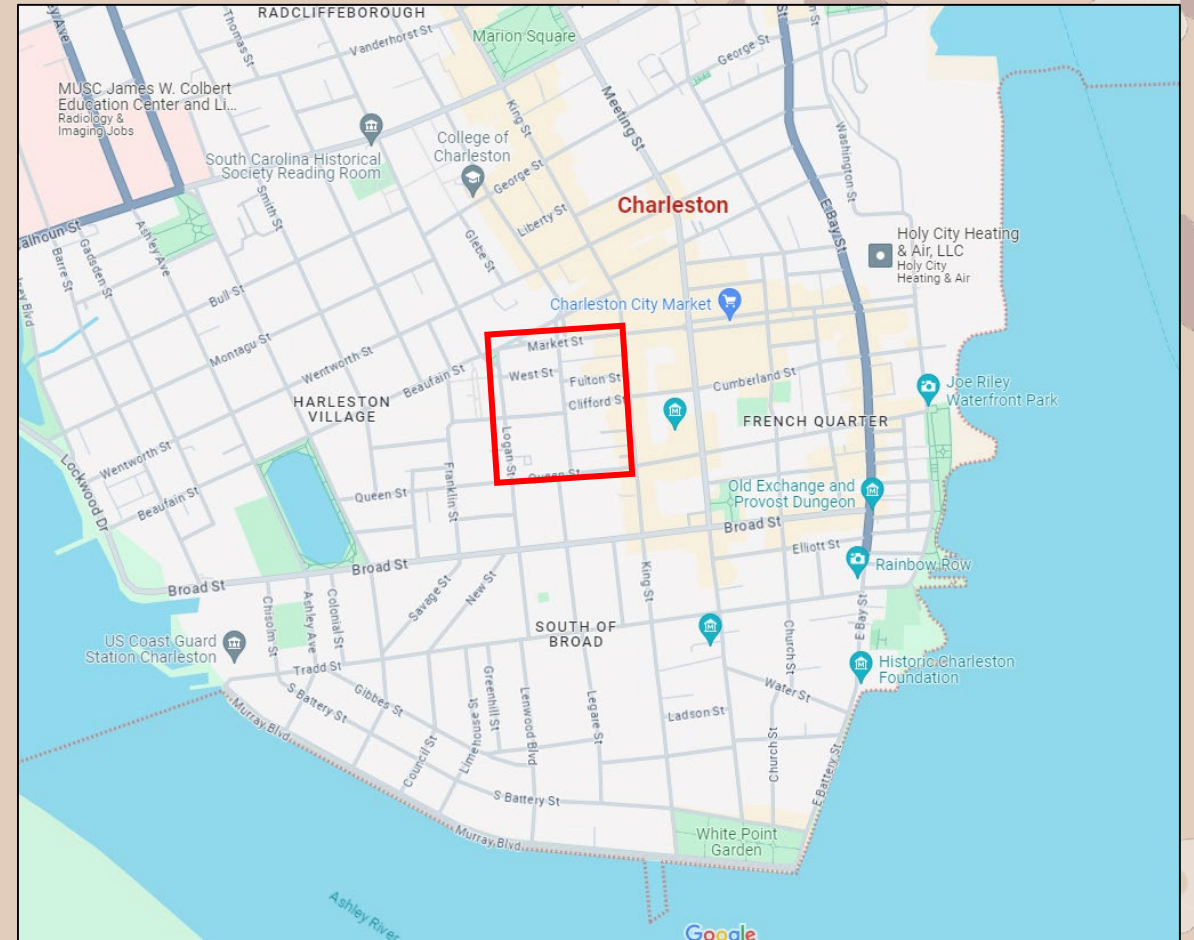


MORAL REFORM MOVEMENT

- Moral reform movement took place throughout the mid-19th and into the 20th century throughout the United States
- Focused on eliminating vice
- By the 20th century, fears of white slavery heightened efforts to eliminate sex work around the country
 - White slavery: White Americans believed that young white women were being kidnapped and forced into sex work around the country

CHARLESTON'S LAWS AGAINST SEX WORK

- Until the mid-20th century, sex work was vaguely defined
- Sex workers could be arrested for being a “menace” and fined
 - Often arrested for “keeping a disorderly house” or “disorderly conduct”
- Vice was largely confined to the red-light district until the 1920s
 - King St., Queen St., Beaufain St., and Logan St.



METHODOLOGY

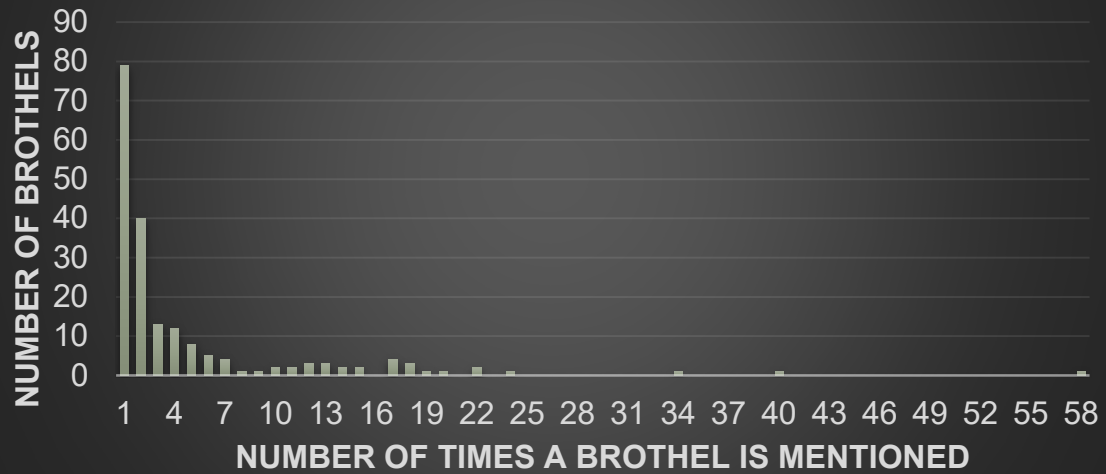
- Three prong approach
- Additional sources from City Archives focused on the community-initiated reform efforts

Source	Prong of Tripartite Research Method
Charleston City Year Books	First and Second Prong – arrests, syphilis deaths, general background and context
Charleston City Directories	Third Prong – lists madam as an occupation from 1886-1930 with some gaps.
Sanborn Fire Insurance Maps	Third Prong – Provides locations of brothels in 1902 although the Sanborn Fire Insurance Maps collection covers the entire study period.
Law and Order League Papers	Third Prong – provides insight into the locations of brothels and some of the madams in the 1910s.
Thomas P. Stony Papers	Third Prong – provides insight into the efforts to eradicate vice in the city as well as the locations of brothels in the 1910s – 1930s.
Clemson MSHP Research Methods Class, Fall 2022	Third Prong – provides insight into brothels in the Fourth Ward throughout the study period.
Charleston Blue Book	Third Prong – provides insight into some of the brothels and sex workers in 1902.

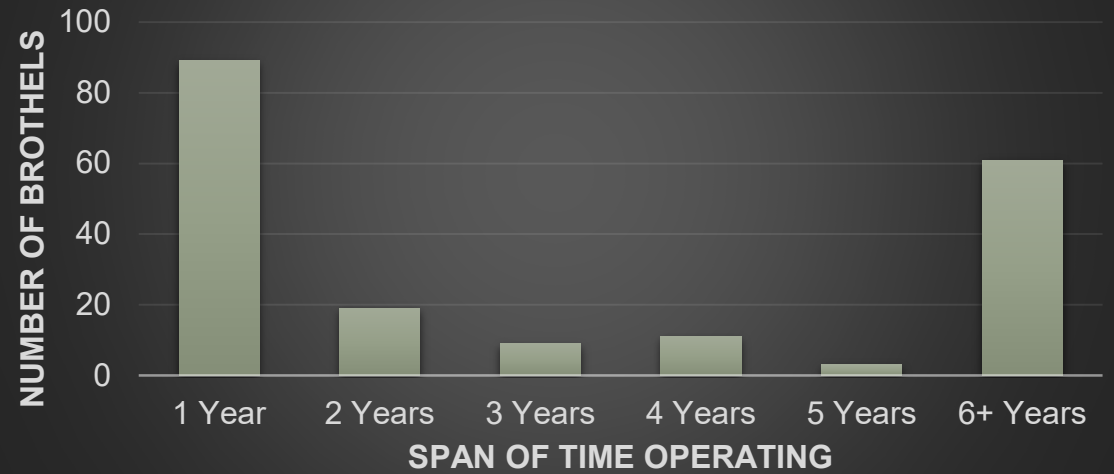


BROTHEL LOCATION DATA

Number of Times a Brothel Appeared Across All Sources

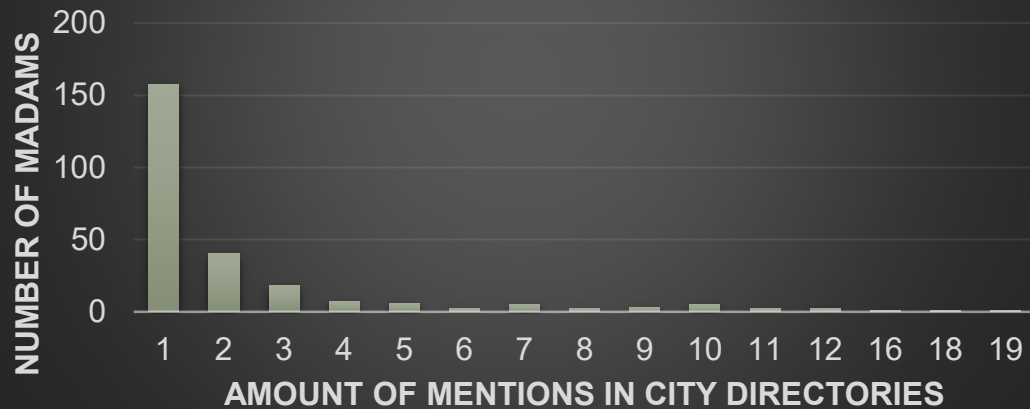


Length of Time Brothels Operated at Each Address

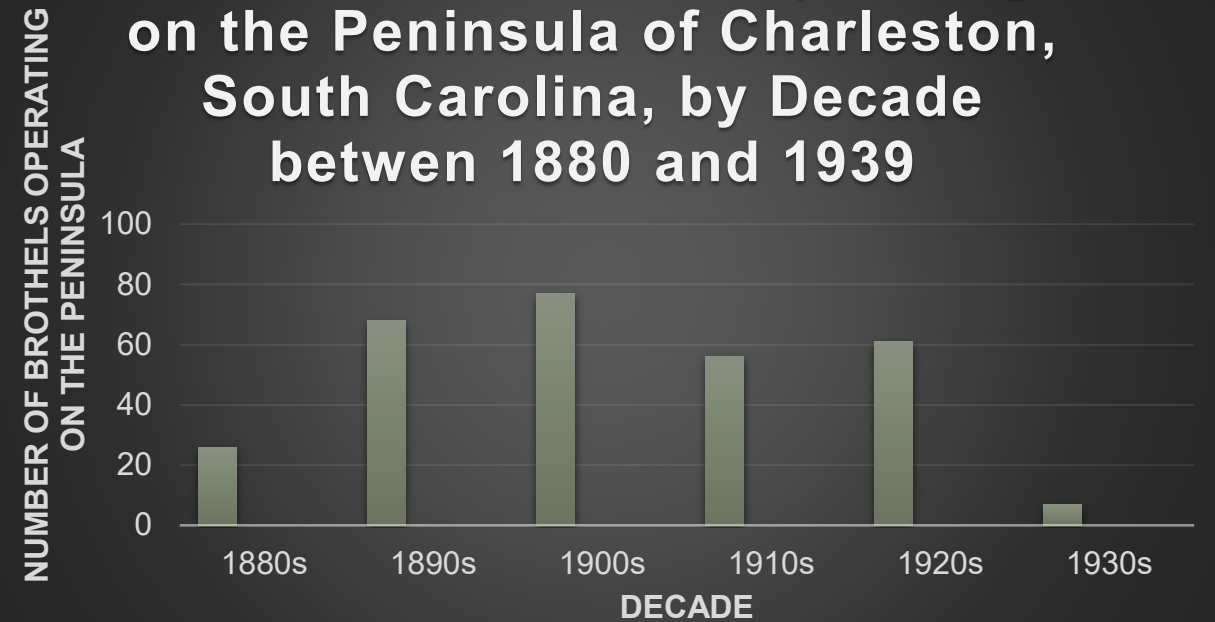


BROTHEL LOCATION DATA

Number of Times a Specific Madam was Mentioned in the City Directories between 1880 - 1940

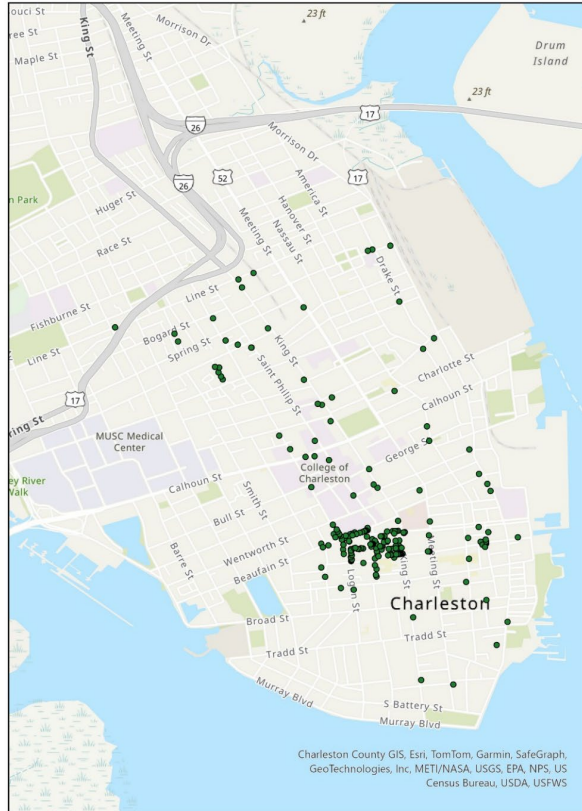


Number of Brothels Operating on the Peninsula of Charleston, South Carolina, by Decade between 1880 and 1939



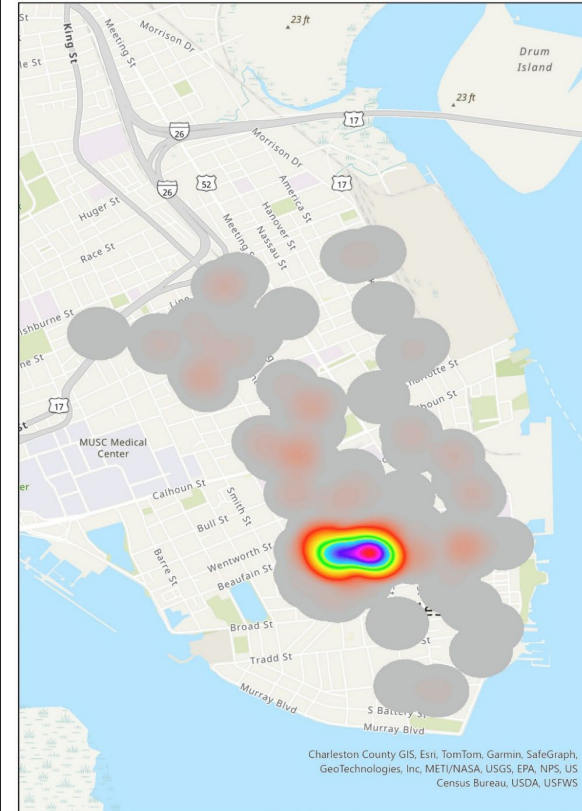
BROTHEL LOCATION DATA

Point Map of Charleston, South Carolina, Brothel Locations from 1880-1939



1880-1939 Brothel Locations
● 1880-1939 Brothel Locations

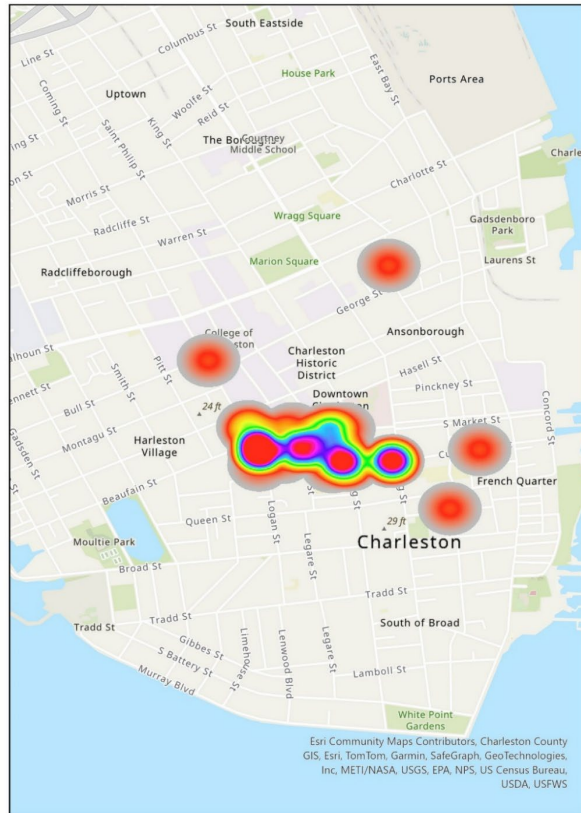
Heatmap of Charleston, South Carolina, Brothel Locations from 1880-1939



1880-1939 Brothel Locations
■ Sparse
■ Dense

BROTHEL LOCATION DATA

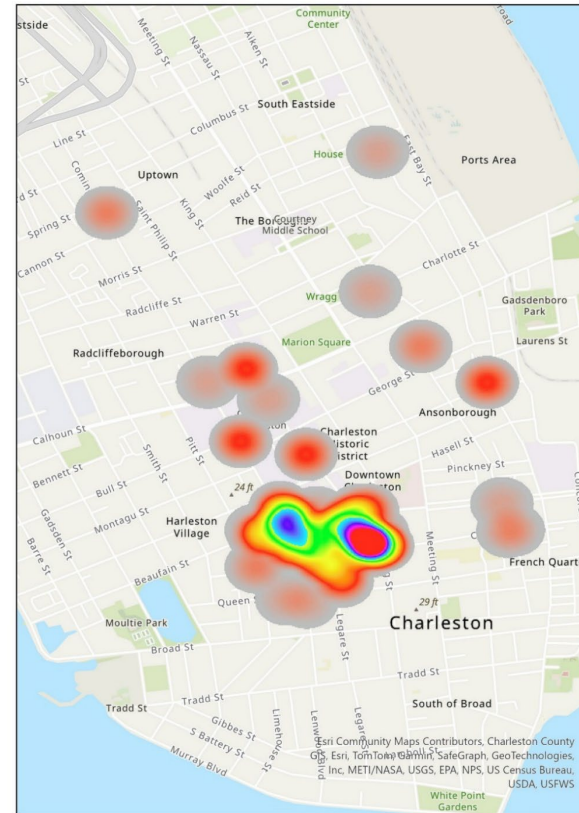
Heatmap of Charleston, South Carolina, Brothel Locations from 1880-1889



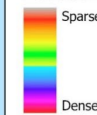
1880-1889 Brothel Locations



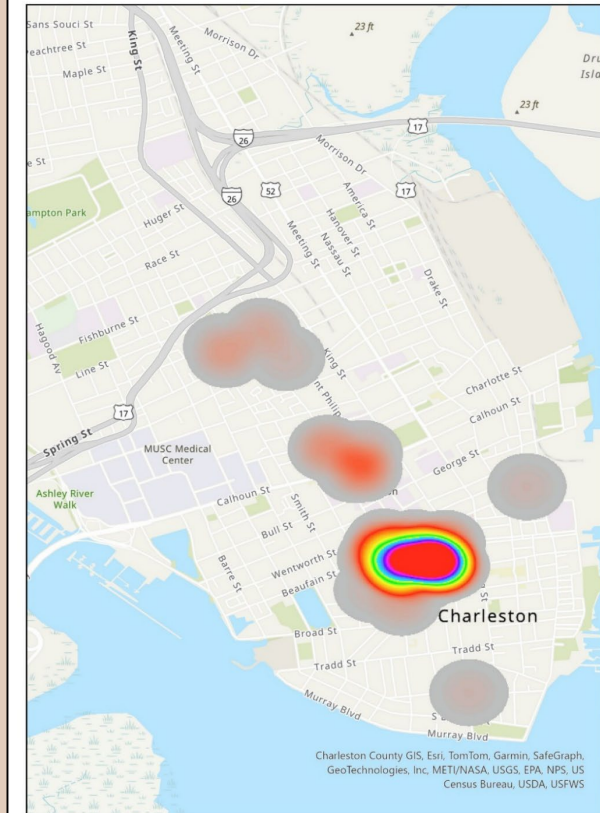
Heatmap of Charleston, South Carolina, Brothel Locations from 1890-1899



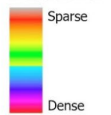
1890-1899 Brothel Locations



Heatmap of Charleston, South Carolina, Brothel Locations from 1900-1909

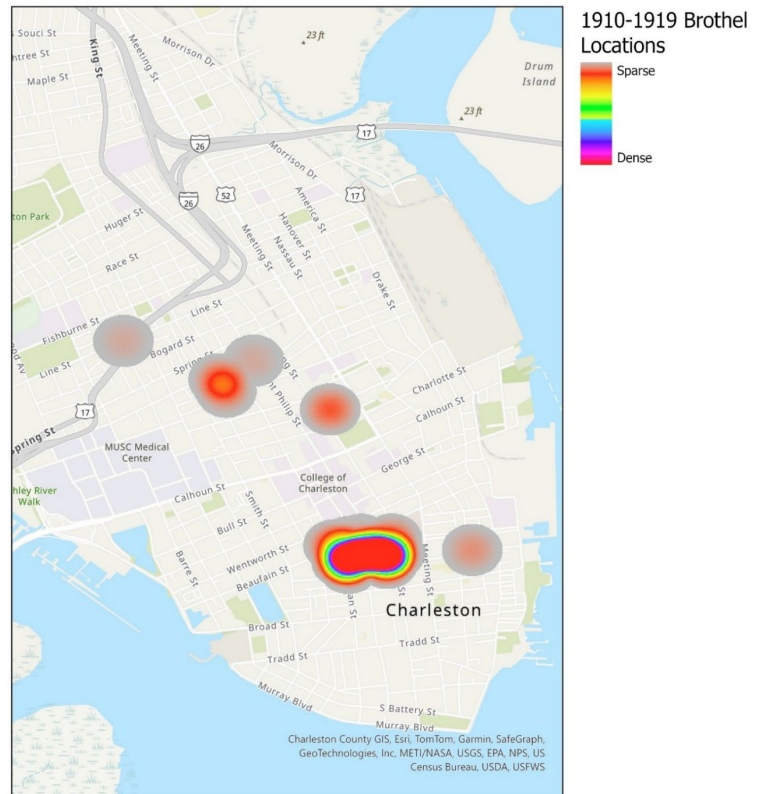


1900-1909 Brothel Locations

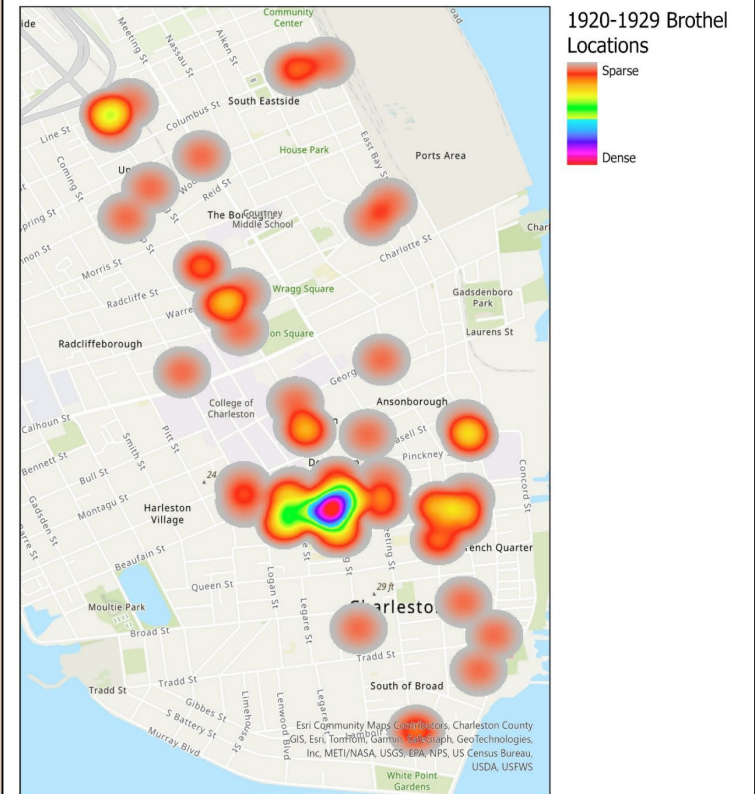


BROTHEL LOCATION DATA

Heatmap of Charleston, South Carolina, Brothel Locations from 1910-1919

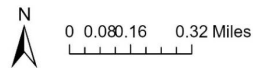
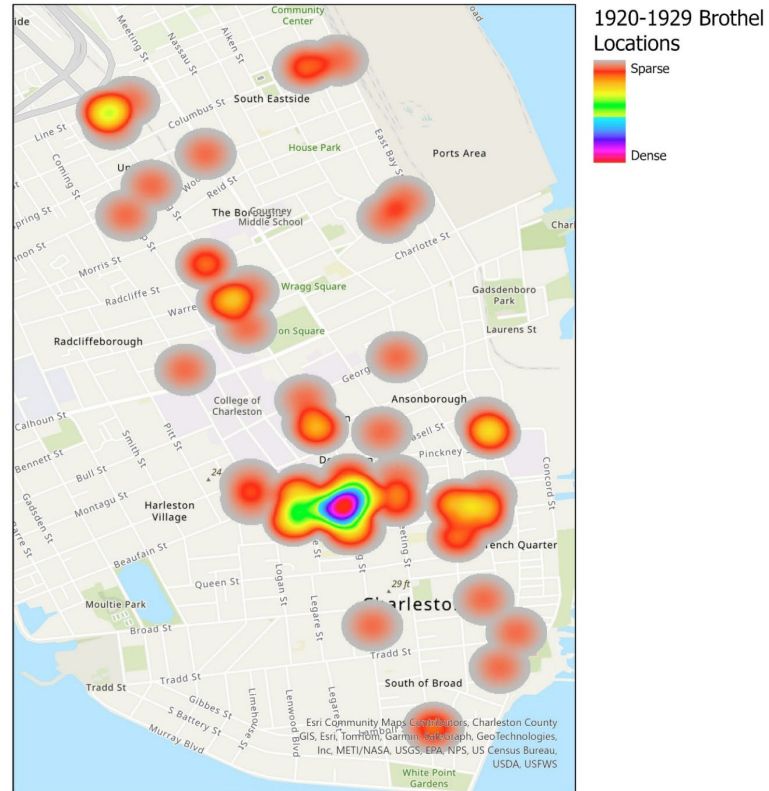


Heatmap of Charleston, South Carolina, Brothel Locations from 1920-1929

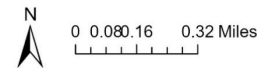
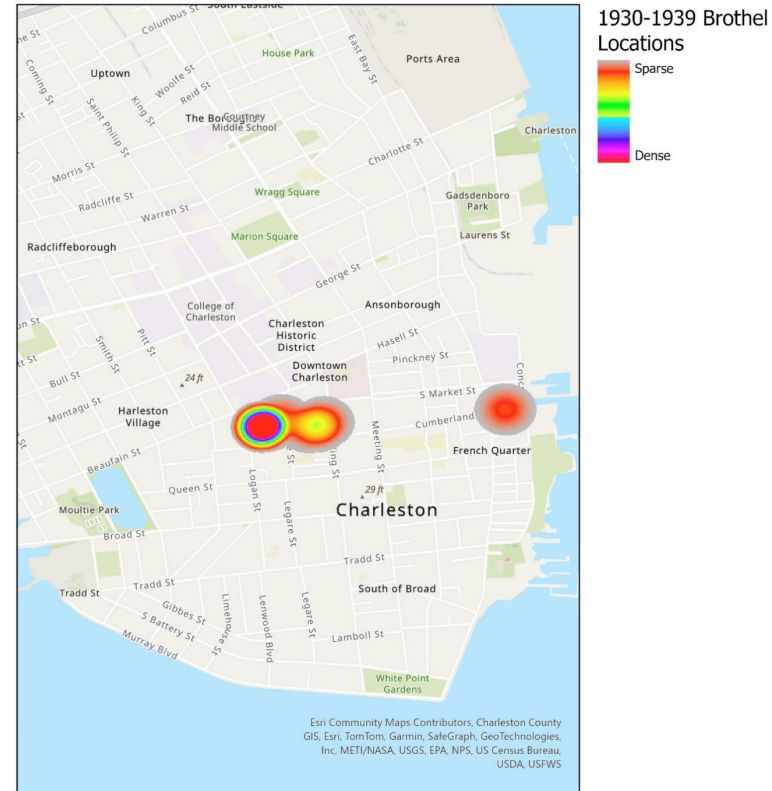


BROTHEL LOCATION DATA

Heatmap of Charleston, South Carolina, Brothel Locations from 1920-1929



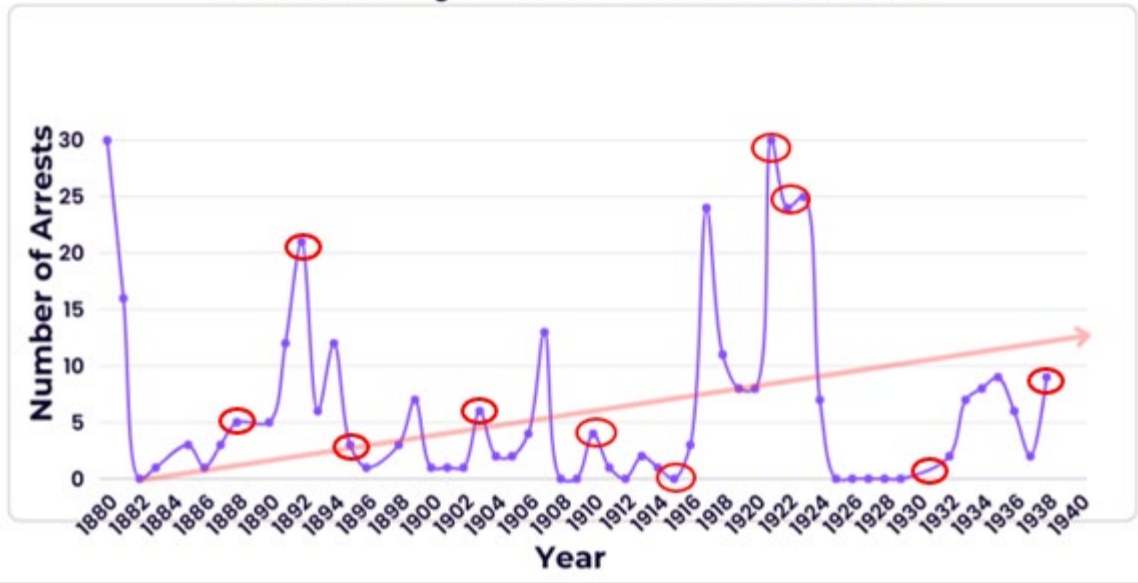
Heatmap of Charleston, South Carolina, Brothel Locations from 1930-1939



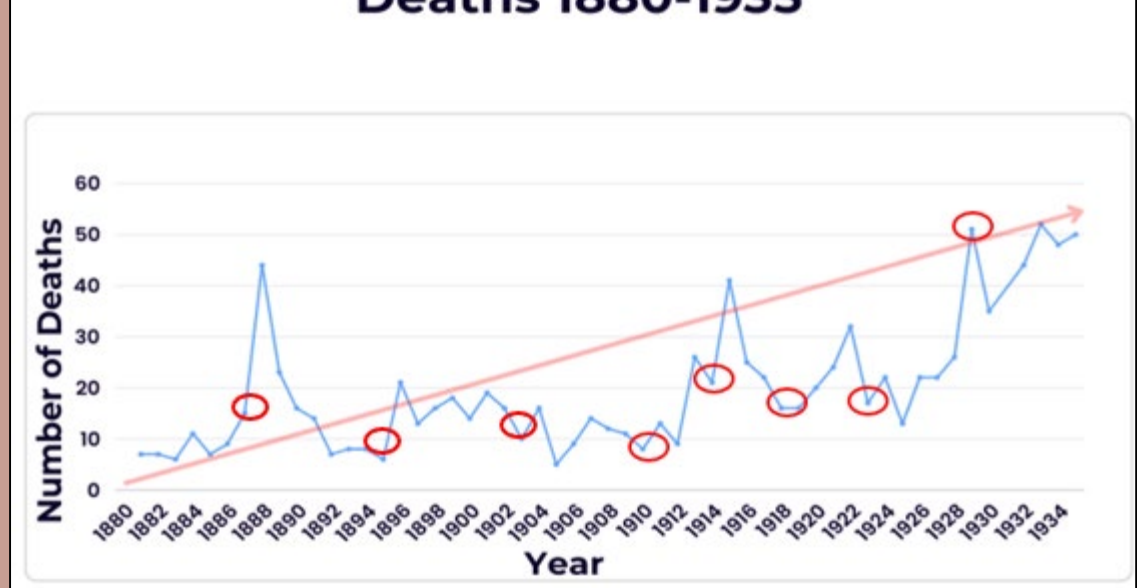
ARREST RATES VS. SYPHILIS DEATHS



Total Number of Arrests for "Keeping a Disorderly House" from 1880-1940



Total Number of Syphilis Deaths 1880-1935



1879	1887	1891	1895	1903	1911	1915	1919	1923	1931	1938
• William A. Courtenay elected	• George D. Bryan elected	• John F. Ficken elected	• James A. Smyth elected	• R. Goodwyn Rhett elected	• John P. Grace elected	• Tristram T. Hyde elected	• John P. Grace elected	• Thomas P. Stoney elected	• Burnett Rhett Maybank elected	• Henry W. Lockwood



THANK YOU

Keeping Tradition Alive:

A study of the evolution of sweetgrass basket stands along Highway 17 in Mount Pleasant



Megan Adornetto
Clemson University

Research Question

How have sweetgrass basket stands as a point-of-sale evolved?

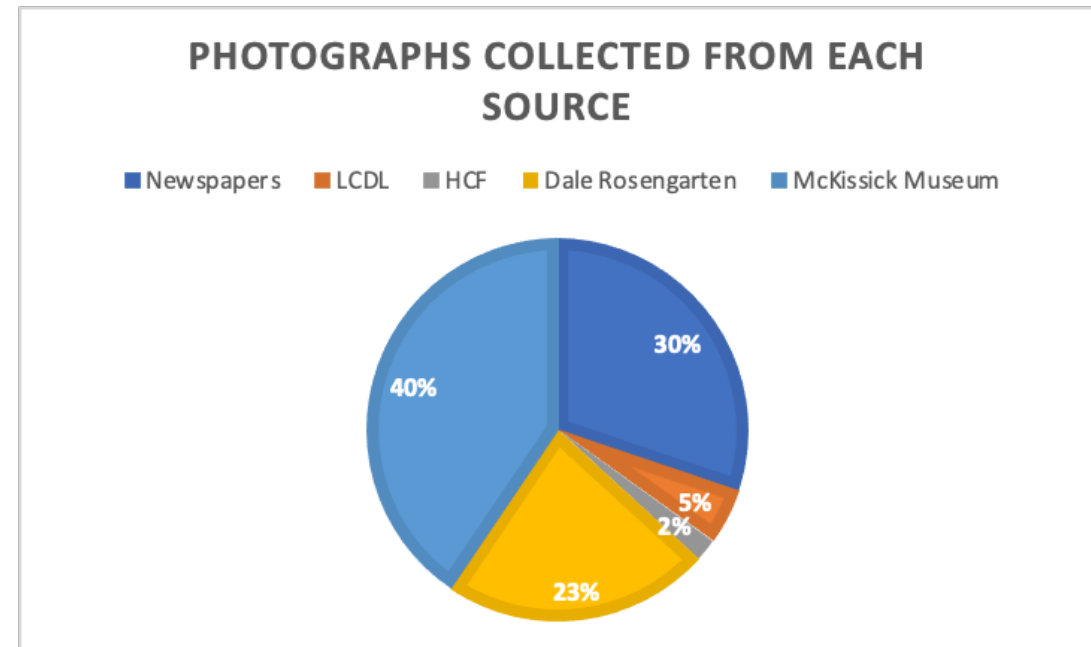
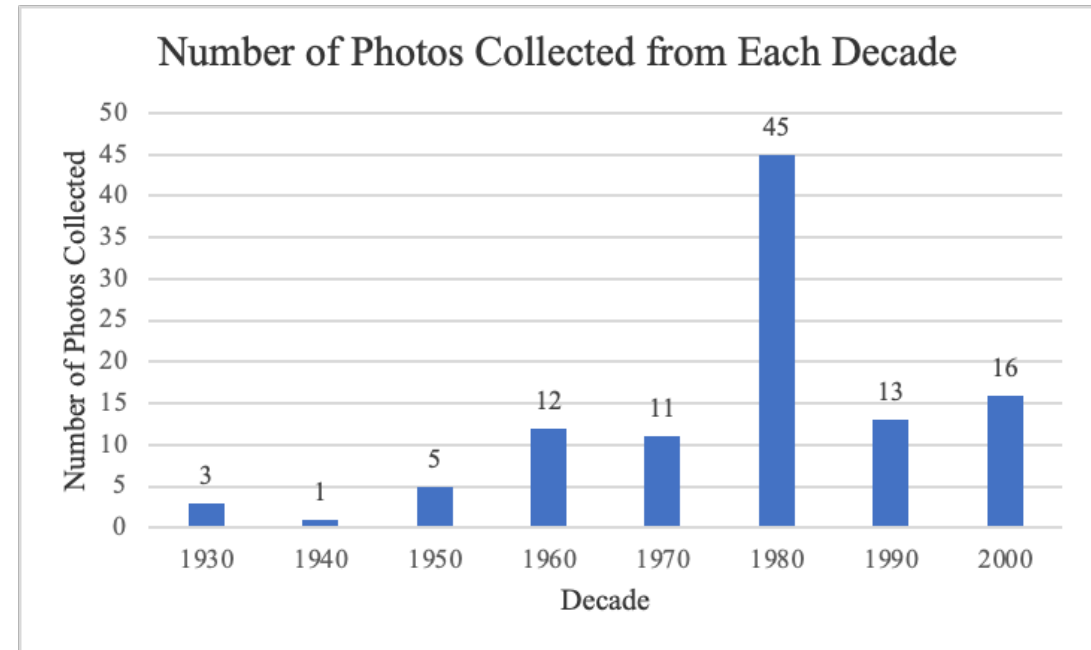
Methodology

1. Historic Photo Collection
 - a. Data Collection
 - i. Public and Private image collection
 - b. Data Analysis
 - i. Organize and put images in chronological order and document patterns

1. Sweetgrass Basket Stand Survey
 - a. Data Collection
 - i. In-Field Survey
 - ii. ArcGIS Survey123
 - b. Data Analysis
 - i. Document patterns, similarities and differences between 2024 and 2009 survey

Photograph Collection

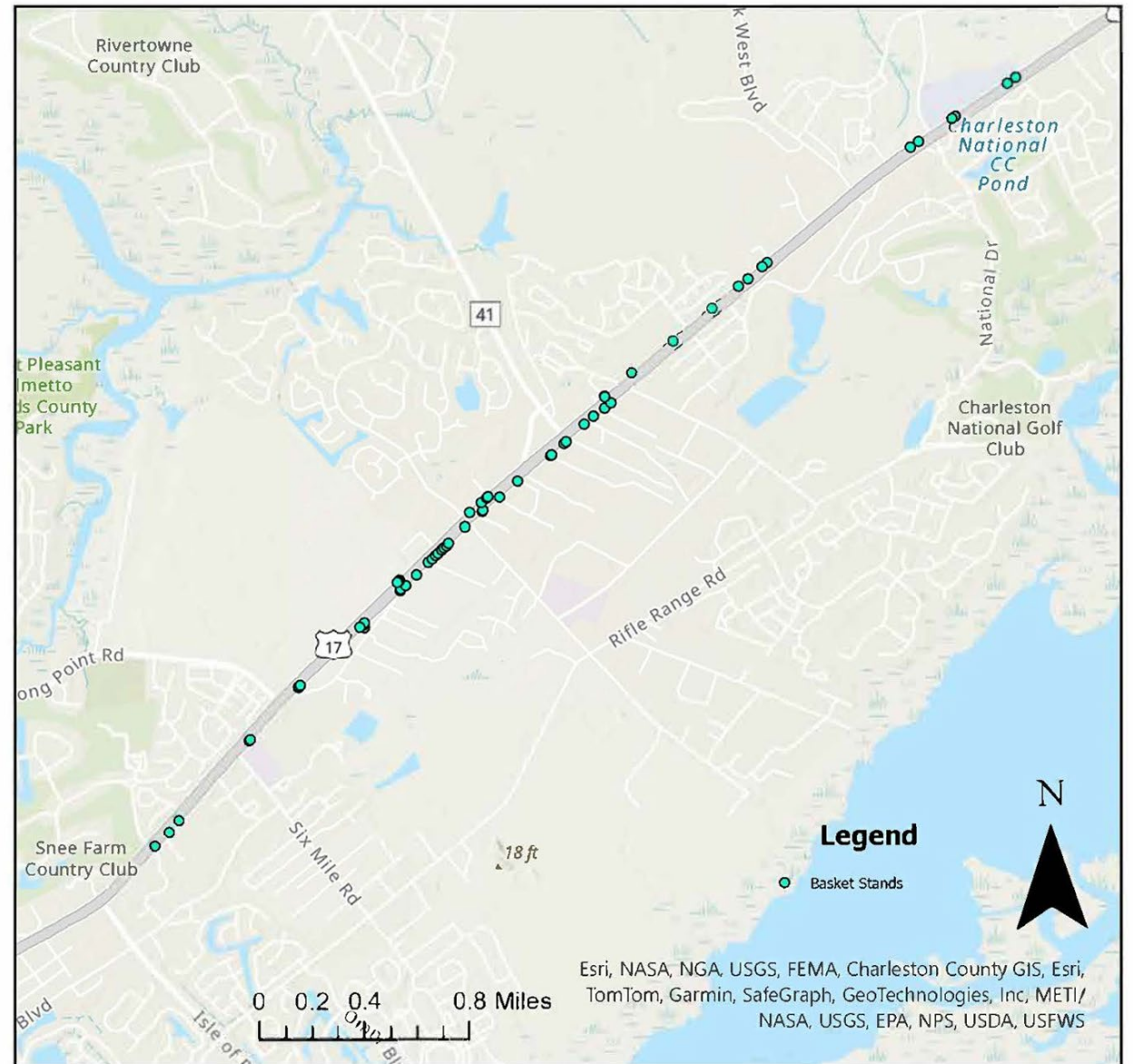
- 106 Photographs collected
- Range in dates from 1930s-2000s
- Most of the photographs came from newspapers, followed by the photos from the McKissick Museum



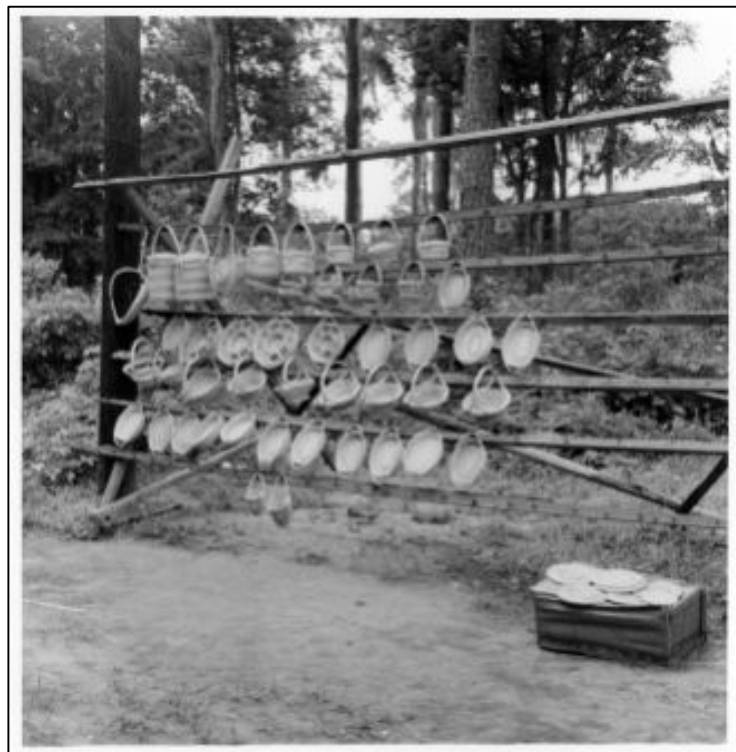
Sweetgrass Basket Stands in 2023 & 2024

Survey Results

- 61 Basket Stands
- 63 documented in 2009
- 11 remaining stands



Evolution Periods



Period 1
1930s - 1960s



Period 2
1970s - 2009

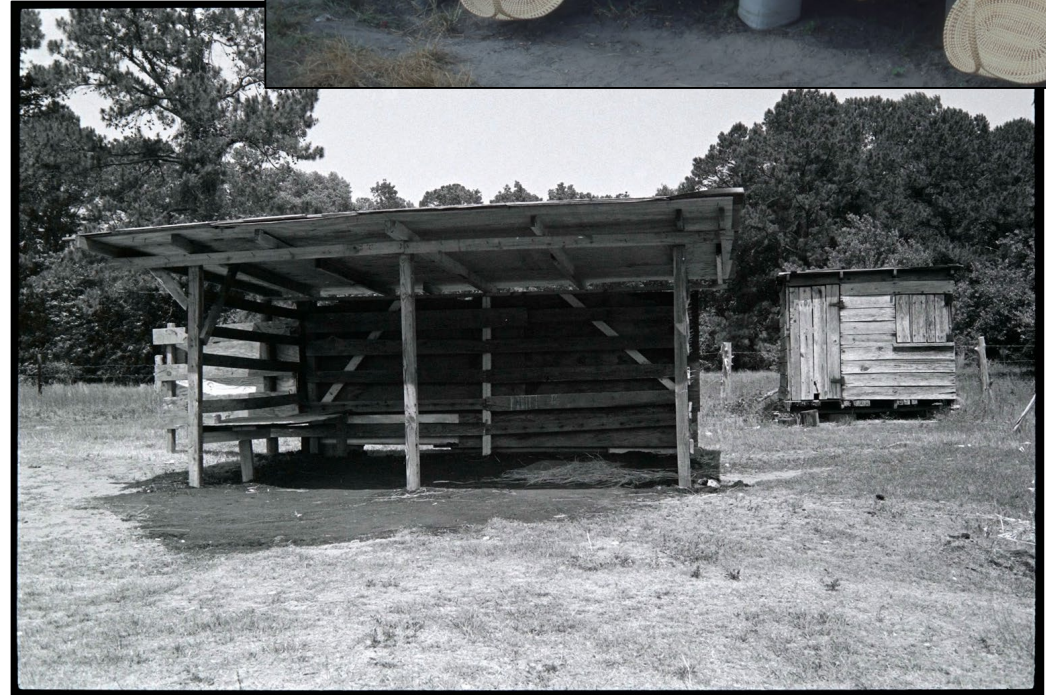


Period 3
2010 - Present

Period 1: 1930 - 1960s



Period 2: 1970s - 2009



Period 3: 2010 - present

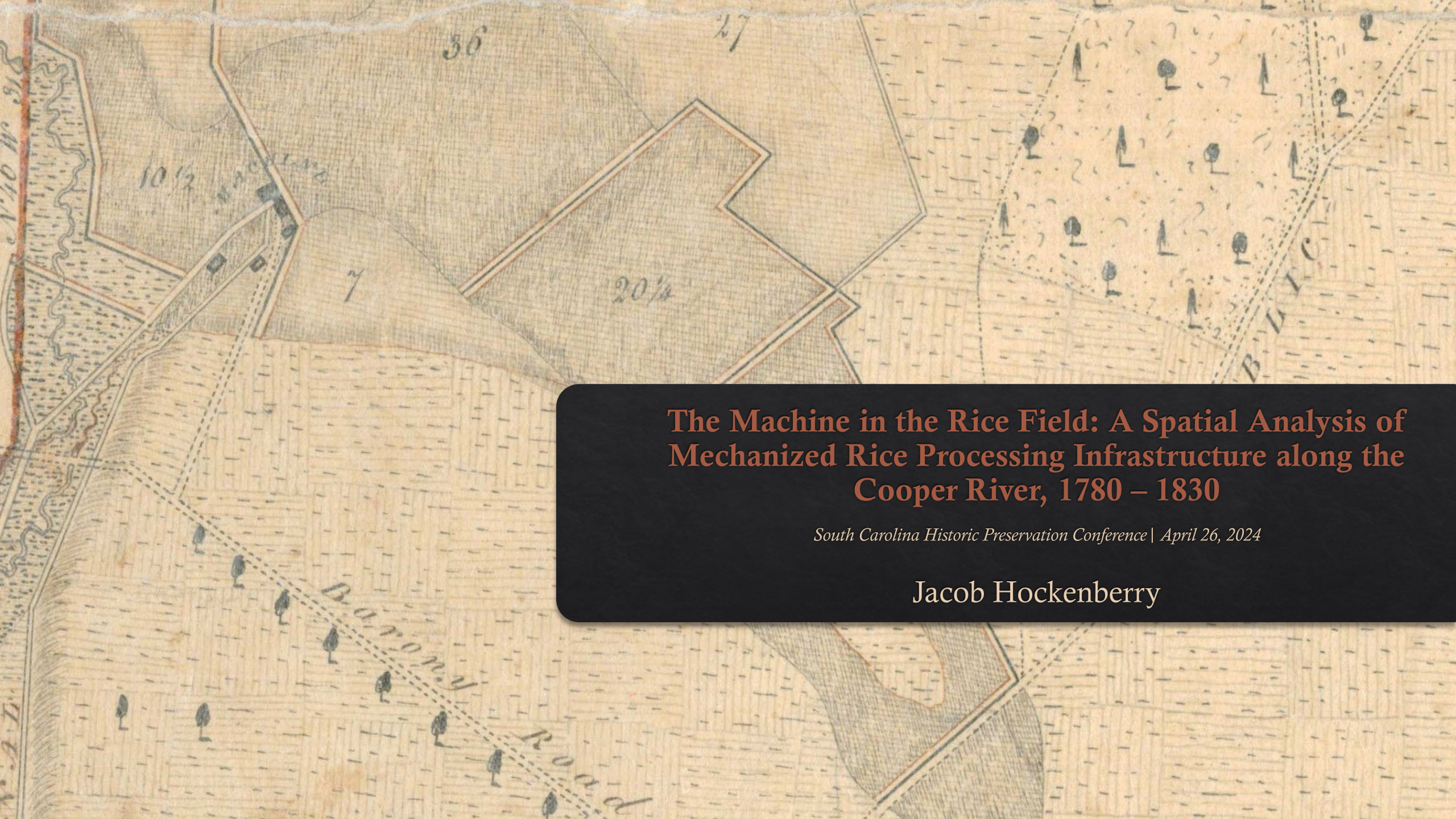


Conclusions

- Evolved due to more readily available resources, construction techniques, and external forces
- Change every 10 to 20 years
- Consistent Characteristics
- Sweetgrass Basket Stands as a TCP
- Future research



Thank You

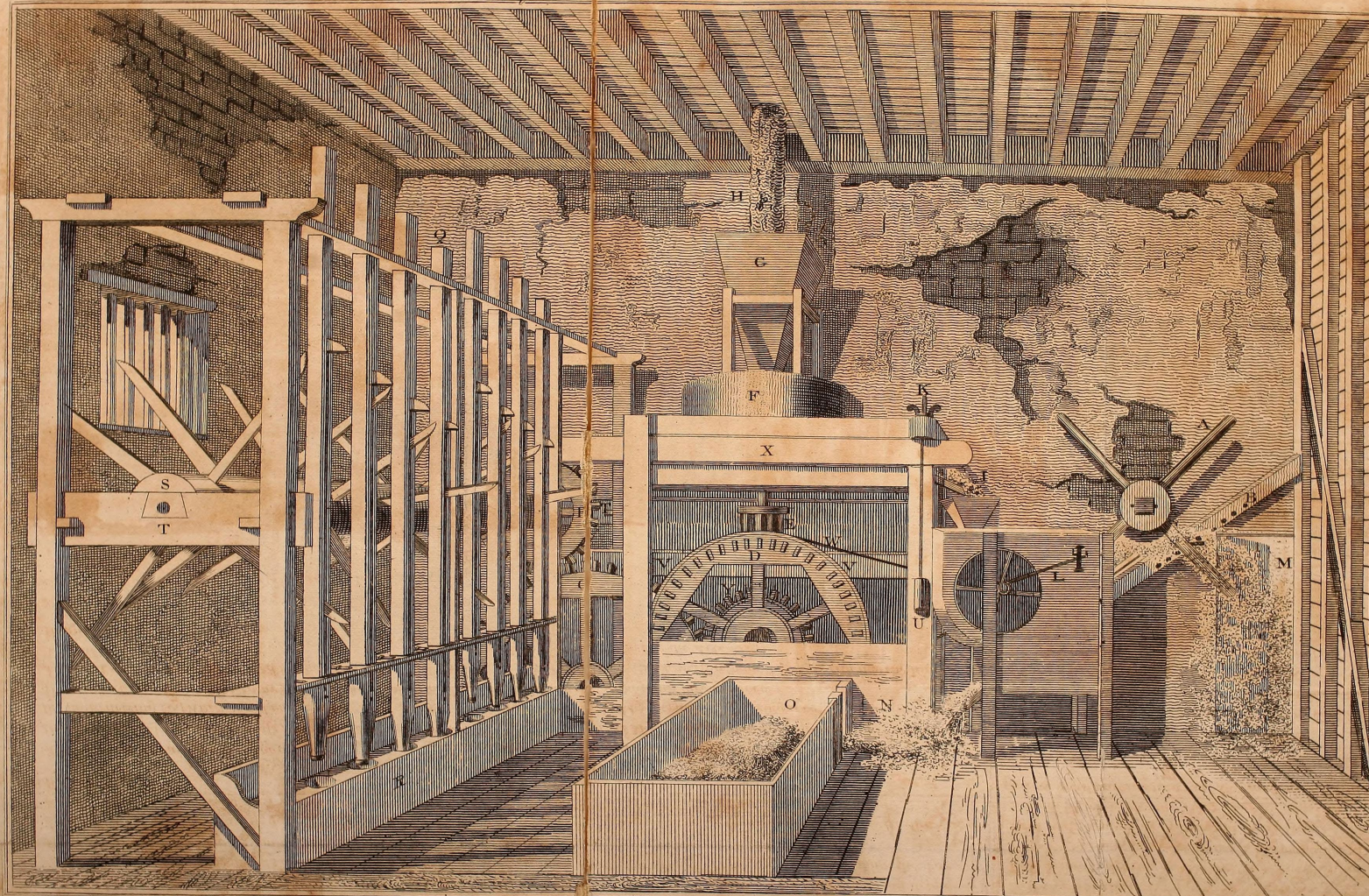


**The Machine in the Rice Field: A Spatial Analysis of
Mechanized Rice Processing Infrastructure along the
Cooper River, 1780 – 1830**

South Carolina Historic Preservation Conference | April 26, 2024

Jacob Hockenberry

An Inside View of a Water Rice Machine as used in South Carolina.



B.H.L. Latrobe Esq. Del.

Explanations to the Machine.

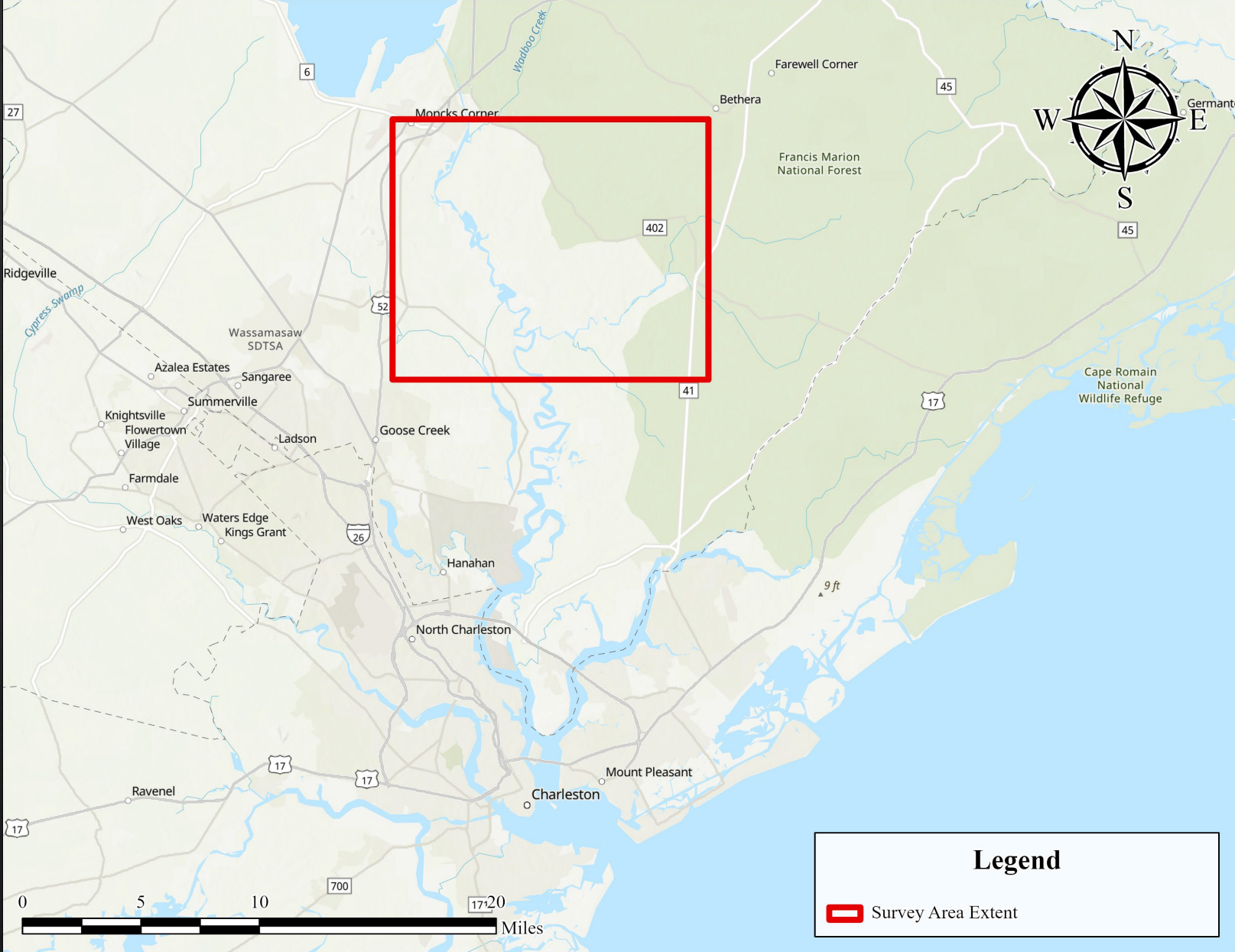
Draw'd for Drayton's Hist^y of Sth Carolina by J. Aki

- A. The Windlafs, for raising the Flood Gate.
- B. Holes for a Pin by which the Windlafs & Flood Gate are secured.
- C. The main driving Cog Wheel, fixed on the Water wheel shaft.
- D. A large Wheel, revolving on the same Axle with the small Wheel X.
- E. A Small Lantern Wheel impelled by the large Cog Wheel D.
- F. Mill Stones.
- G. Hopper.
- H. Funnel, into which the rough Rice falls from the Loft.
- I. Funnel, from the Mill Stones discharging into the Windfan Hopper.
- L. A Strap, worked by a Crank, for moving a riddle within the Fan.
- M. Hulls or chaff passing thro' the Door.
- N. The Hulls of rice, discharging from the Wind-Fan into the Bin O.
- P. A Cog Wheel, Moving the Actle S.
- Q. The Pestle.
- R. The Mortars.
- TT. Two Moveabl Beams, supporting the Actle S.
- U. End of the Cross Beam, into which the Screw K, plays, supports the long moveable Beam VV, on which the Stone rests, raised at pleasure by Screw K.
- W. A Band, which, works the Pulley of the Wind-Fan.
- X. A long cross Beam, connecting the Beating & Grinding

Purpose

- ◆ What was the topographic relationship between mechanized processing sites and their source of power?
- ◆ Did different modes of transportation influence where these processing sites were situated?
- ◆ What was the spatial relationship between mechanized processing sites and other plantation features, particularly the planter's dwelling house and dwellings of the enslaved?
- ◆ When did rice processing shift from primarily manual means to more industrial methods?

Survey Area



Legend

 Survey Area Extent

Methodology

Data Collection

Historic Plat Collection

- ◇ List derived from *Market Preparation of Carolina Rice* and Cooper River Historic District
- ◇ Charleston County ROD Office
 - ◇ McCrady Plat Collection
- ◇ South Carolina Historical Society

Modern Geospatial Data Collection

- ◇ NOAA
 - ◇ Digital Elevation Model (DEM)
 - ◇ Aerial imagery
- ◇ USGS
 - ◇ Geologic map of the Lowcountry

Data Extraction and Analysis

- ◇ Database developed to manage information derived from history plats

ArcGIS Pro

- ◇ Georeference historic plats
- ◇ Obtain distance measurements
- ◇ Overlay DEM
- ◇ Extract elevation data for point features
- ◇ Overlay geologic map

Mechanization of the Cooper River

Sites of Mechanized Rice Processing

- ◇ Lewisfield Plantation
- ◇ Comingtee Plantation
- ◇ Middleburg Plantation
- ◇ Limerick Plantation
- ◇ Hagan Plantation
- ◇ Dean Hall Plantation
- ◇ Cedar Hill Plantation

Additional Sites

- ◇ Bossis Plantation
- ◇ Farmfield Plantation
- ◇ Buck Hall Plantation
- ◇ Chachan Plantation

T O L L R I C E.

AT Mr. GAILLARD'S Mills, five miles above Straw-ferry, Rice will be received and pounded on toll, from the first of March, during the spring and summer months; 100 barrels can always be dispatched within ten days; barrels can be found if required.

Any boat drawing 6 feet water can unload at the Mill; a greater draft of water will be lightened free of expence.

Such as have good Rice, and wish to dispose of it in the Ruff, in preference of beating on toll, will meet with a purchaser.

For engagements, apply at the Mills, or in Charleston, to

Gaillard & Mazyck.

Who can supply Ship-Builders with a considerable quantity of CEDAR KNEES, for Vessels.

February 13. tu 4

"Toll Rice," *City Gazette* (Charleston, South Carolina),
February 13, 1798: [3].

Results: Elevation

Plantation Name	Plat Date	Branch of Cooper River	Parish	Elevation (feet)
Comingtee	1786	Western Branch	St. Johns	3.2
Middleburg	1786	Eastern Branch	St. Thomas & St. Dennis	4.6
Lewisfield	1786	Western Branch	St. Johns	10.2
Limerick	1797	Eastern Branch	St. Johns; St. James Santee; St. Stephens	6.2
Hagan	1798	Eastern Branch	St. Thomas & St. Dennis	2.4
Cedar Hill (Blessing)	1803	Eastern Branch	St. Thomas & St. Dennis	8.3
Dean Hall	1827	Western Branch	St. Johns	7.7

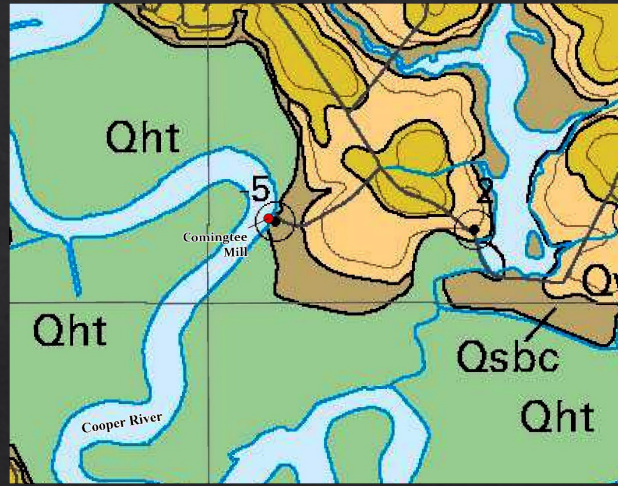
Results: Proximity to the Cooper River

Plantation Name	Plat Date	Branch of Cooper River	Parish	Access to River (Direct or Indirect)	Access Type	Distance to River (feet)	Proximity to Nearest Public Road (feet)
Comingtee	1786	Western Branch	St. Johns	Direct	Adjacent to River	50	6,270
Middleburg	1786	Eastern Branch	St. Thomas & St. Dennis	Indirect	Canal	860	2,500
Lewisfield	1786	Western Branch	St. Johns	Indirect	None	900	8,150
Limerick	1797	Eastern Branch	St. Johns; St. James Santee; St. Stephens	Indirect	Canal	5,745	3,210
Hagan	1798	Eastern Branch	St. Thomas & St. Dennis	Indirect	Canal	3,260	15,355
Cedar Hill (Blessing)	1803	Eastern Branch	St. Thomas & St. Dennis	Indirect	Canal	2,240	1,060
Dean Hall	1827	Western Branch	St. Johns	Indirect	Canal	310	10,355

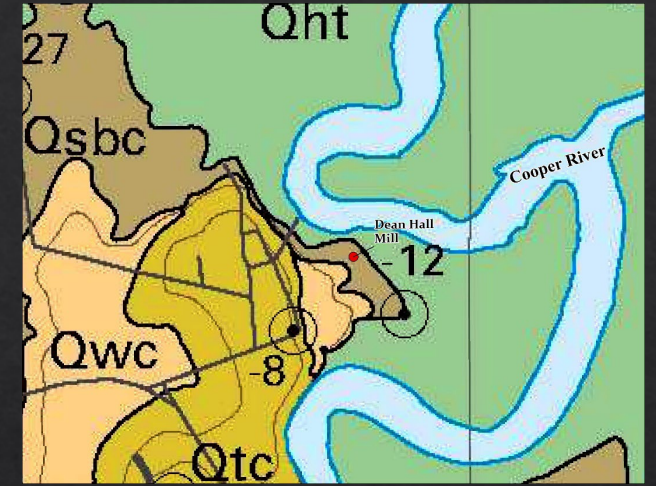
Results: Underlying Geology



Lewisfield Plantation



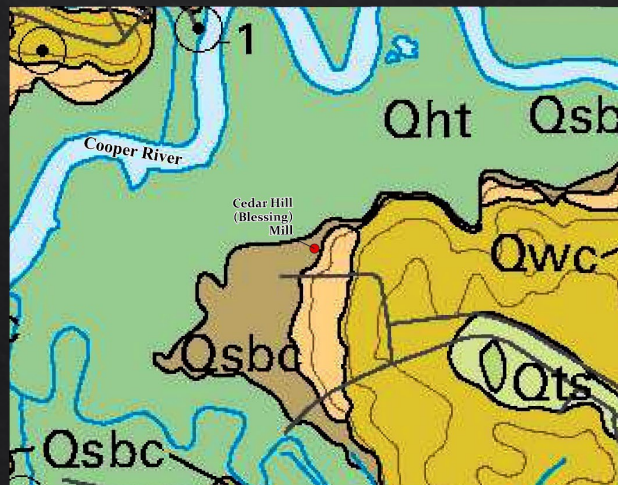
Comingtee Plantation



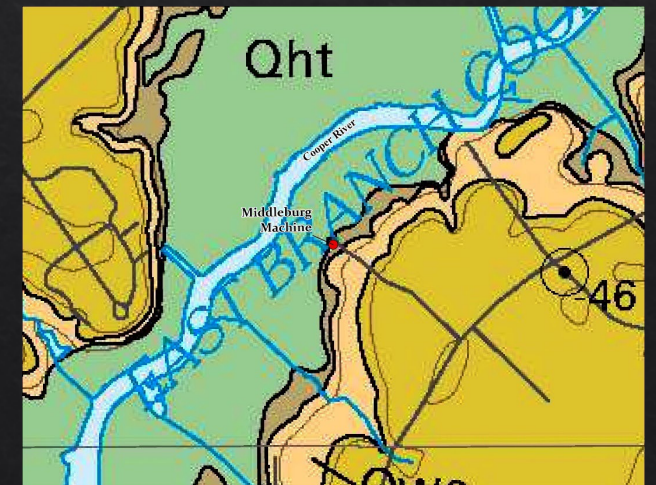
Dean Hall Plantation



Hagan Plantation



Cedar Hill (Blessing) Plantation



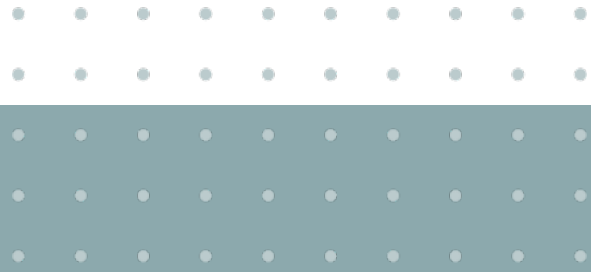
Middleburg Plantation

Results: Primary and Enslaved Dwellings

Plantation Name	Plat Date	Branch of Cooper River	Parish	Distance to Primary Dwelling (feet)	Distance to Enslaved Settlement (feet)
Comingtee	1786	Western Branch	St. Johns	2,395	2,085
Middleburg	1786	Eastern Branch	St. Thomas & St. Dennis	1,090	1,085
Lewisfield	1786	Western Branch	St. Johns	1,475	310
Limerick	1797	Eastern Branch	St. Johns; St. James Santee; St. Stephens	2,945	2,945
Hagan	1798	Eastern Branch	St. Thomas & St. Dennis	6,605	5,410
Cedar Hill (Blessing)	1803	Eastern Branch	St. Thomas & St. Dennis	n/a	n/a
Dean Hall	1827	Western Branch	St. Johns	1,360	2,265

Conclusions

- ◆ Elevation, topography and underlying geology of the Lowcountry determined where mechanized processing infrastructure was established.
 - ◆ Between two and eight feet in elevation
 - ◆ Within 300 feet of rice fields
 - ◆ Less than a quarter mile (.18 miles) from Cooper River
 - ◆ On tidal marsh deposits, clayey sand and clay facies, and alluvium soils
- ◆ Enslaved settlements located 2,350 feet (.44 miles) from mechanized processing infrastructure.
- ◆ Primary dwelling house located 2,645 feet (.50 miles) from mechanized processing infrastructure.
- ◆ Industrialization of the rice industry beginning in the 1780s following American Revolution



NAVIGATING THE FUTURE: THE MATERIAL EFFECTS OF SEA LEVEL RISE ON LIGHTHOUSES ALONG THE EAST COAST OF THE UNITED STATES

Brianna Schmidt



GENERAL TOPIC

Preserving lighthouses has been encouraged as lighthouses are important in representing maritime navigation. There has been a greater stress on protecting these navigational aids from effects of climate change.

Sea levels are projected to rise 10-14 inches in the next three decades for the east coast.

The need for protecting against sea level rise is only increasing and will affect historic structures along the east coast, including lighthouses.



Image from the National Park Service by K. Moses

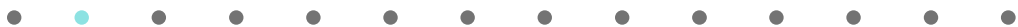


WHAT LIGHTHOUSE MATERIALS WILL BE INUNDATED BY 2050 AND/OR 2100?

WHICH OF THESE MATERIALS ARE MORE COMMON IN LIGHTHOUSE STRUCTURES?

WHICH OF THESE MATERIALS ARE THE MOST VULNERABLE TO SEA LEVEL RISE?

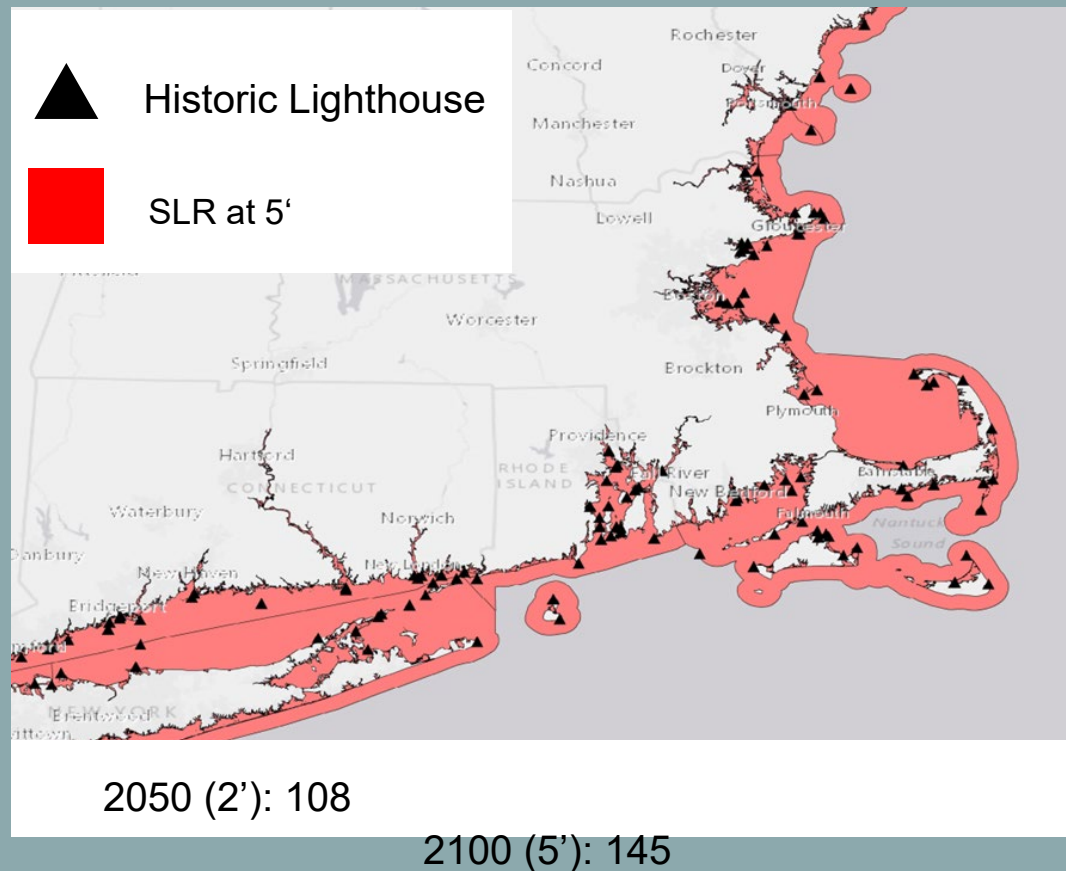
QUESTION S



METHODOLOGY

1

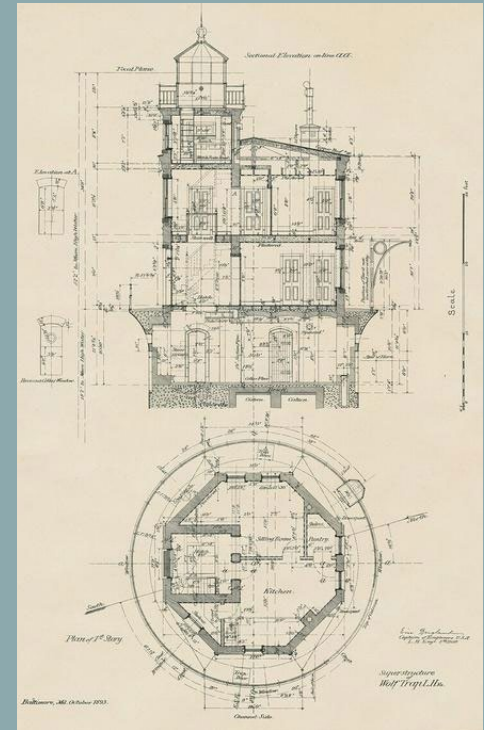
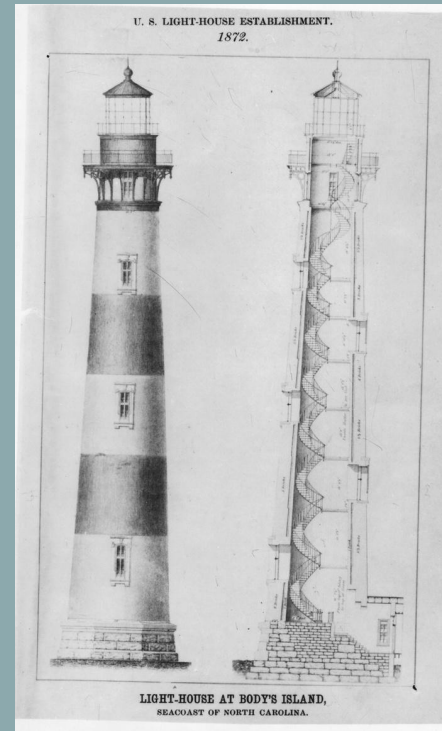
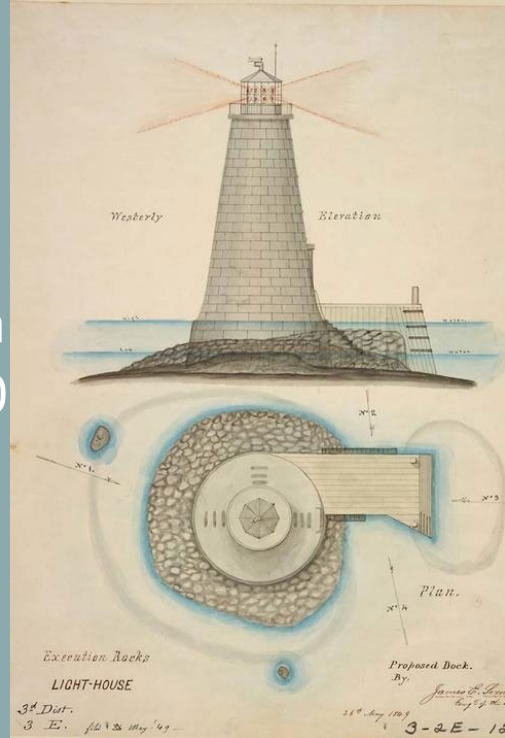
By adding a historic lighthouse layer and SLR projections of 2' and 5' in rise from NOAA to a GIS map, intersections can be created showing which historic lighthouses will be in contact with sea water by 2050 (2') and 2100 (5').



METHODOLOGY

2

Collect Measured drawings for the lighthouses found to be in contact with SLR for 2050 and 2100 in order to find what specific materials will be in contact or fully submerged.



METHODOLOGY

2

Lidar data determined the exact location of the lighthouse, including the elevation of land the lighthouse was built on.

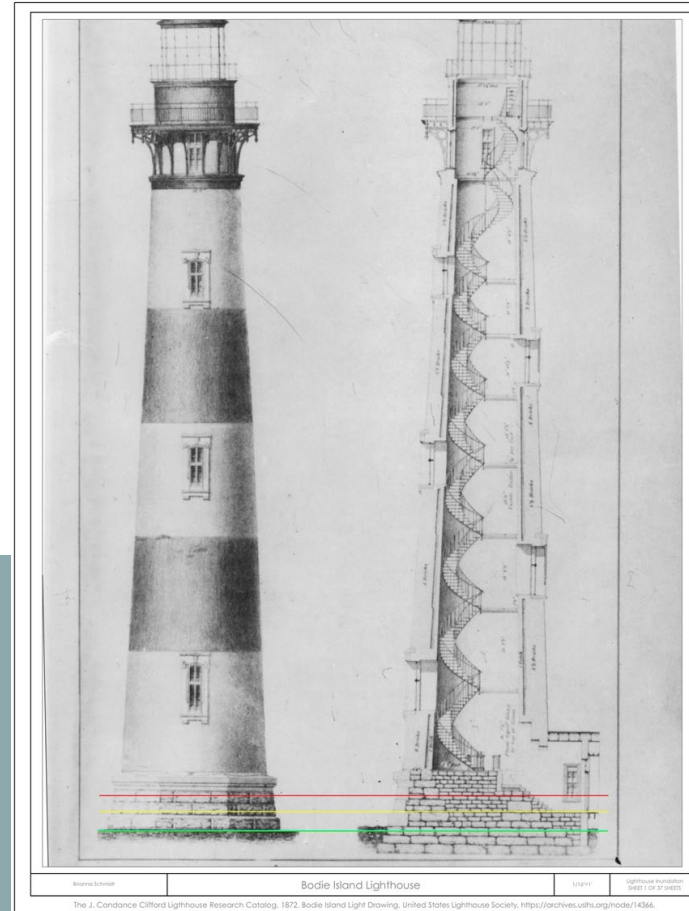
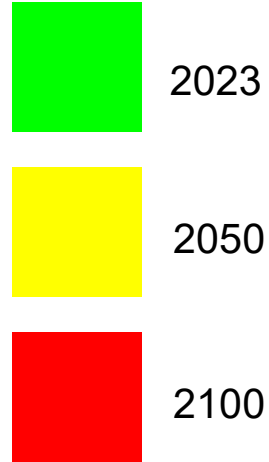
The average mean high water (MHW) for each lighthouse location was collected from the Tides & Currents data collection produced by NOAA by translating the North American Vertical Datum of 1988 to the average MHW.



METHODOLOGY

3

By incorporating the correct elevations and MHW levels visually to the lighthouses measured drawings, a clear waterline for present day MHW levels was displayed on these elevations. Once the average MHW was found for present day water levels, the new water levels for 2050 and 2100 were incorporated.



Inundation Levels for Each Geographic Location (2050)	<1ft	1ft-3ft	3ft-5ft	>5ft
New England (17)	1	16	0	0
Mid-Atlantic (12)	0	12	0	0
Southeast (8)	0	8	0	0

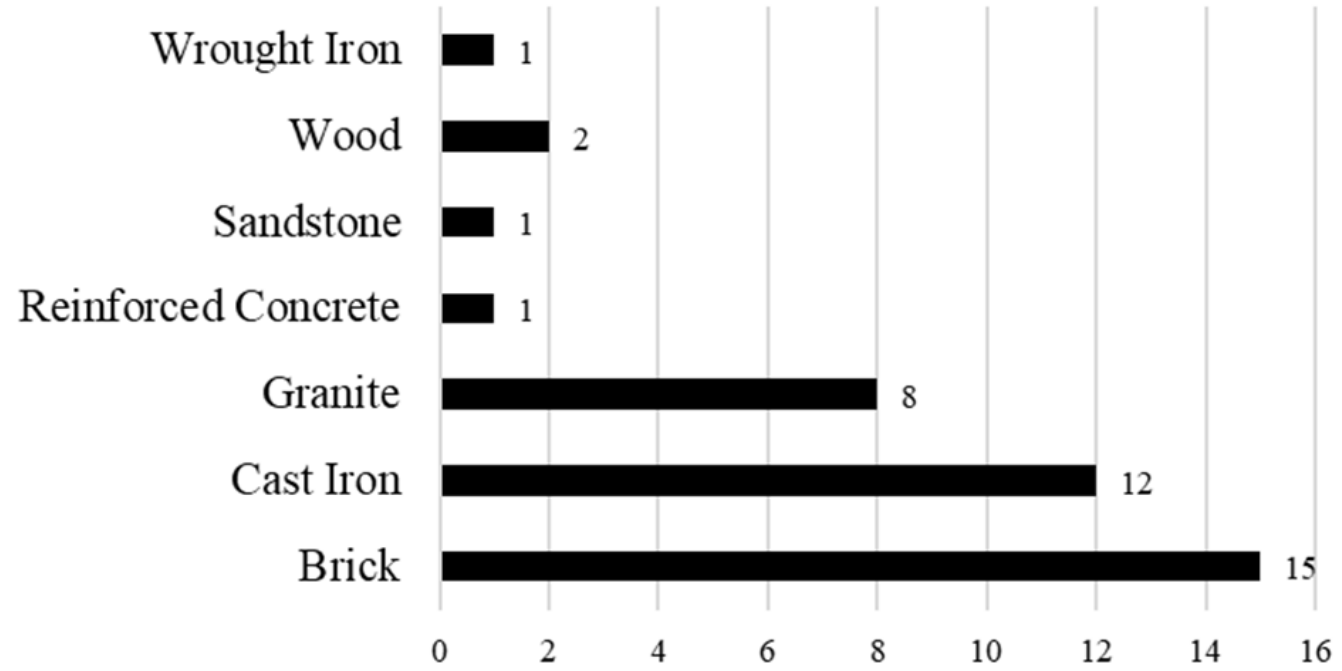
Inundation Levels for Each Geographic Location (2100)	<1ft	1ft-3ft	3ft-5ft	>5ft
New England (17)	0	0	2	15
Mid-Atlantic (12)	0	0	0	12
Southeast (8)	0	0	0	8

Previously Inundated Lighthouses:

29 Not Previously Inundated
9 Previously Inundated

Name	Year 2023	Year 2050	Year 2100
Bodie	No	Yes	Yes
Ocracoke	No	Yes	Yes
cape florida	No	Yes	Yes
Cockspur Island	Yes	Yes	Yes
Cape Lookout	No	Yes	Yes
New Pt Comfort	No	Yes	Yes
Point Lookout	No	Yes	Yes
Cove Point	No	Yes	Yes
Hooper Island	No	Yes	Yes
Seven Foot Knoll	Yes	Yes	Yes
Craighill Channel upper Range Front	No	Yes	Yes
Absecon	No	Yes	Yes
Romer Shoal	No	Yes	Yes
Execution Rocks	No	Yes	Yes
Greens Ledge	No	Yes	Yes
Penfield Reef	No	No	Yes
Castle Hill	Yes	Yes	Yes
Prudence Island	No	Yes	Yes
Bristol Ferry	No	Yes	Yes
Conimicut	No	Yes	Yes
Minots	Yes	Yes	Yes
The Graves	Yes	Yes	Yes
Fort Pickering	No	Yes	Yes
Brant Point	No	Yes	Yes
Edgartown Harbor	No	Yes	Yes
Duxbury Pier	No	Yes	Yes
Whaleback	Yes	Yes	Yes
Portsmouth Harbor	No	Yes	Yes
Ram Island Ledge	Yes	Yes	Yes
Spring Point Ledge	No	Yes	Yes
Isle Au Haut	No	Yes	Yes
Huntington	No	Yes	Yes
Brandy Wine Shoal	No	Yes	Yes
Thimble	No	Yes	Yes
Wolf Trap	No	Yes	Yes
Cross Ledge	Yes	Yes	Yes
Thomas Point Shoal	Yes	Yes	Yes

Inundated Materials



Lighthouse Finish

Whitewash Recipie

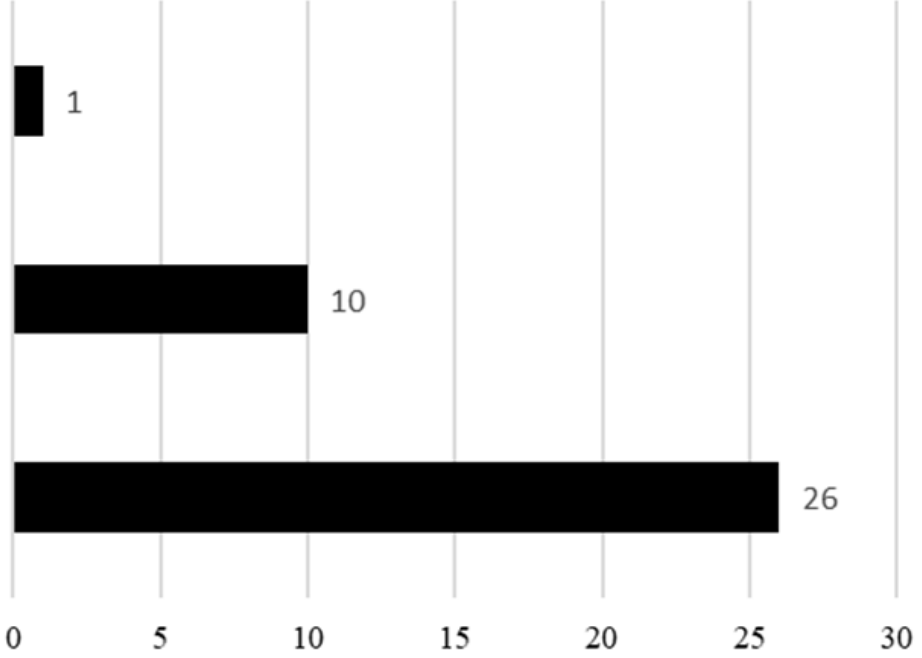
1

Uncoated

10

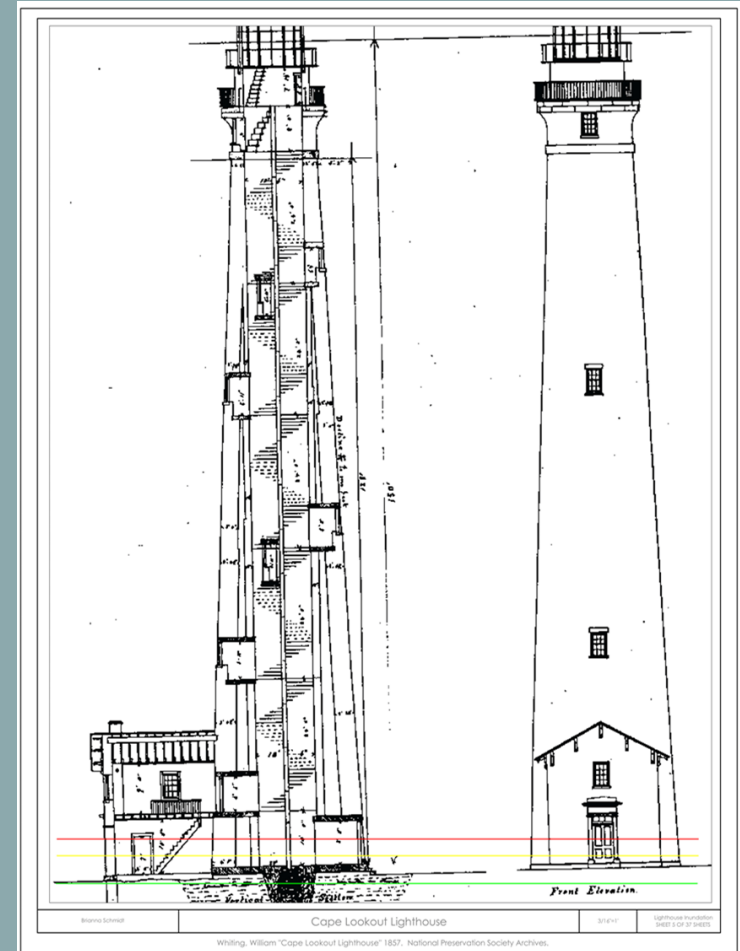
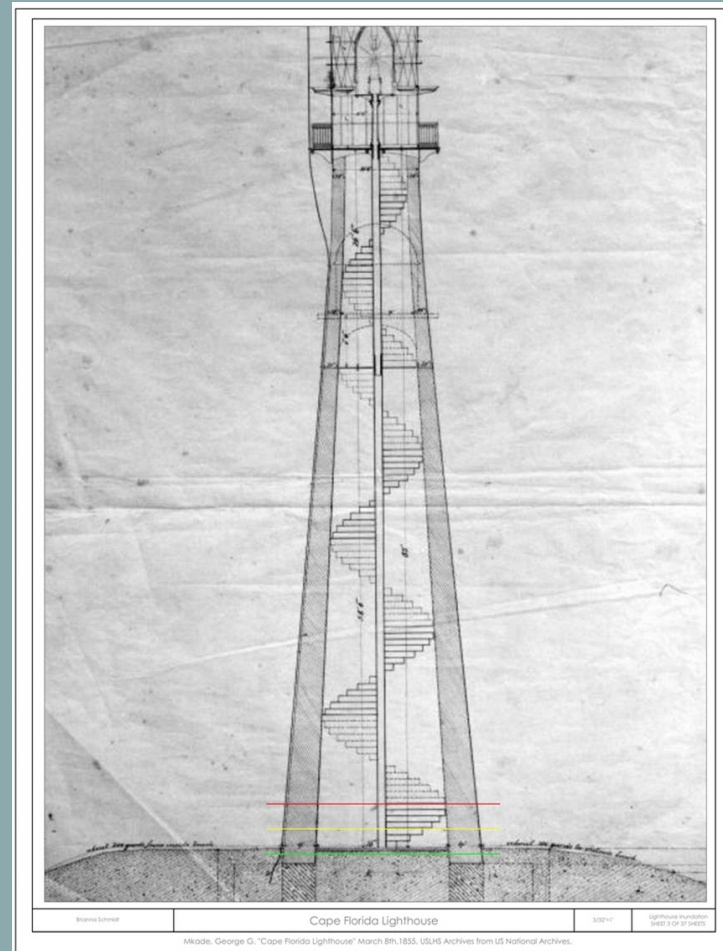
Paint

26



BRICK

Ranked: Vulnerable
15



RECOMMENDATIONS

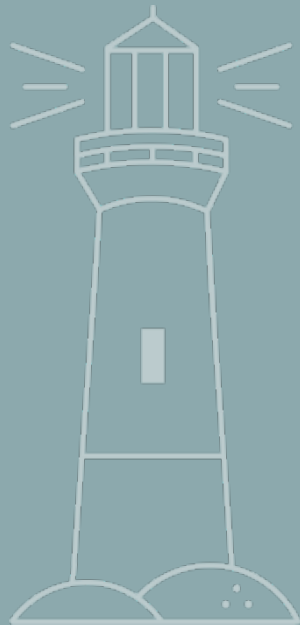
Recommendations for basic conservation tests relating to saltwater intrusion are provided

- Gravimetric investigation via drilling
- Semi-quantitative salt strips
- Salt spray test
- Measuring weight change of metal after corrosion
- Electrochemistry





THANK YOU



The Catalyst for Preservation: Assessing the Impact of Tax Credit Leverage on Surrounding Property Values in the State of South Carolina

Jack Sutton



Research Questions

1. How have large-scale tax credit projects impacted the property values of the parcels surrounding them?

2. What is the dollar-for-dollar value of tax credits awarded to large-scale projects?

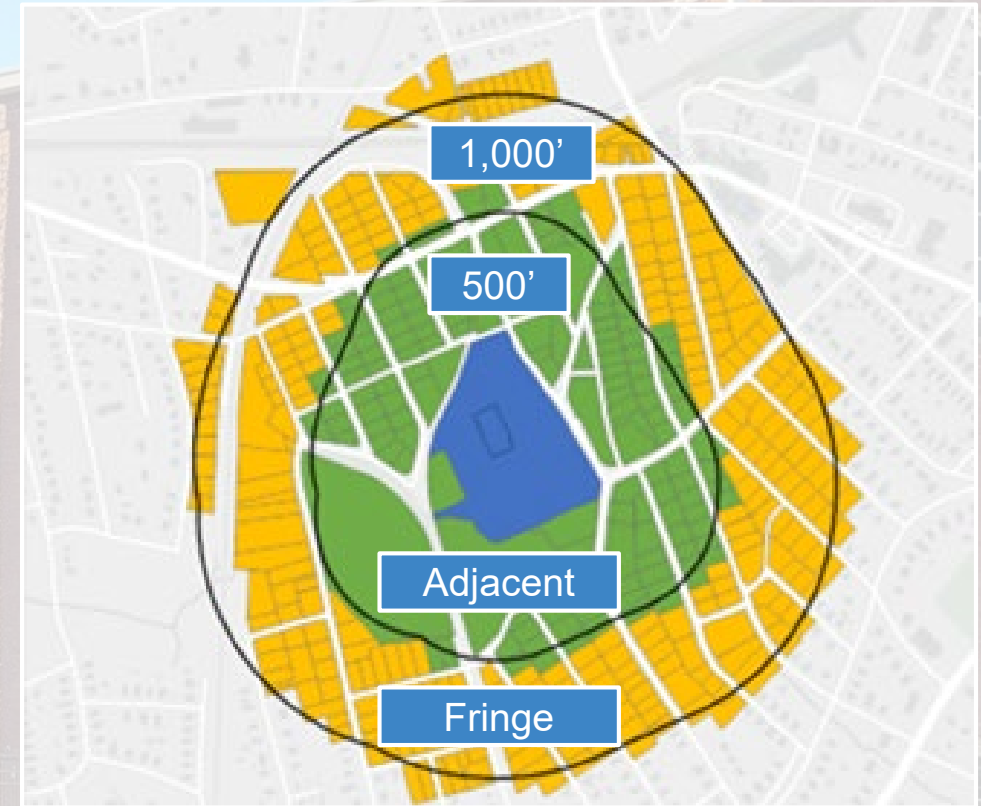
3. How long after a project's completion do potential impacts take-hold?

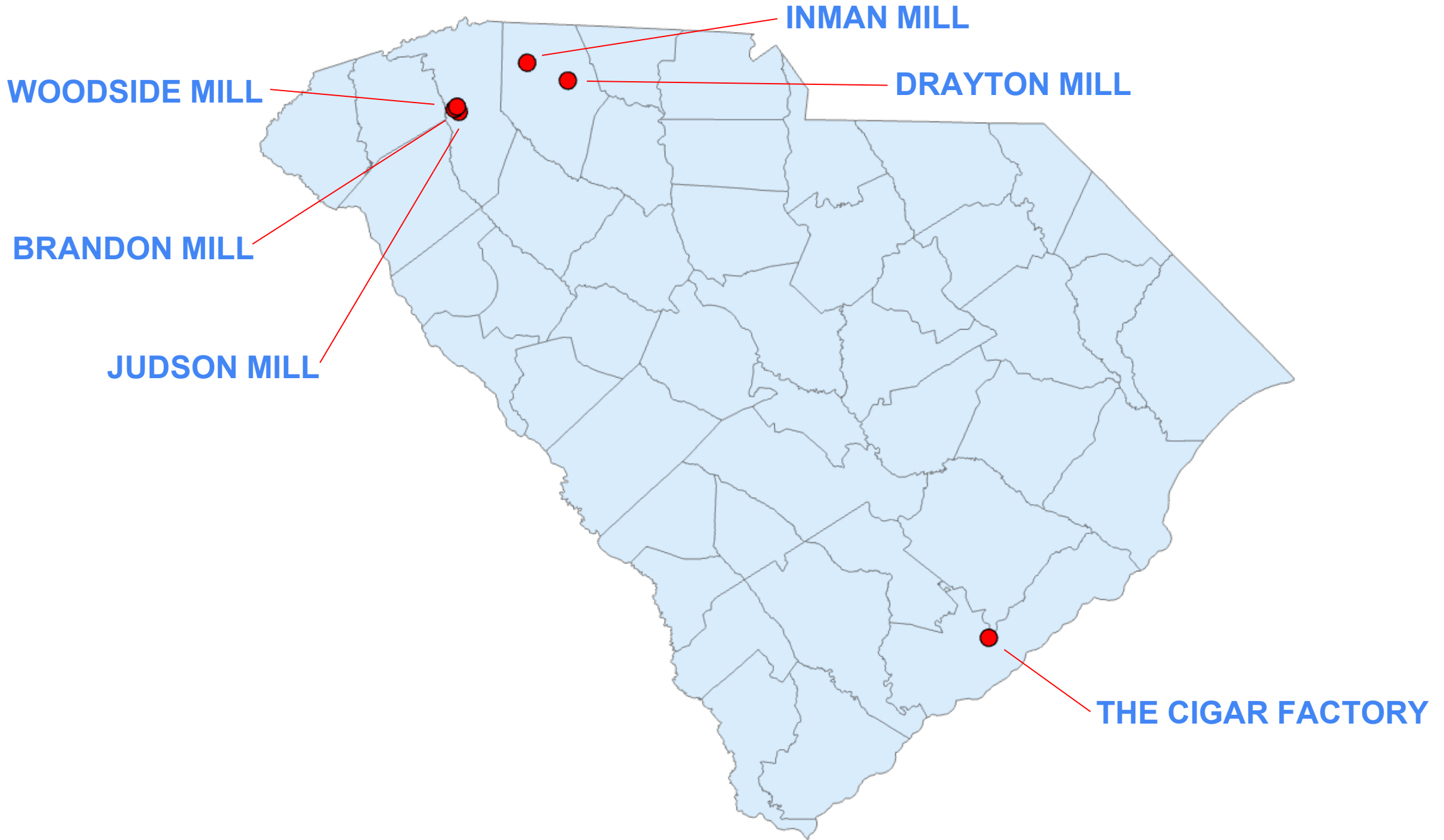
Methodology

Case study properties were selected based on a variety of criteria

Property tax assessment data was used as a proxy for property value

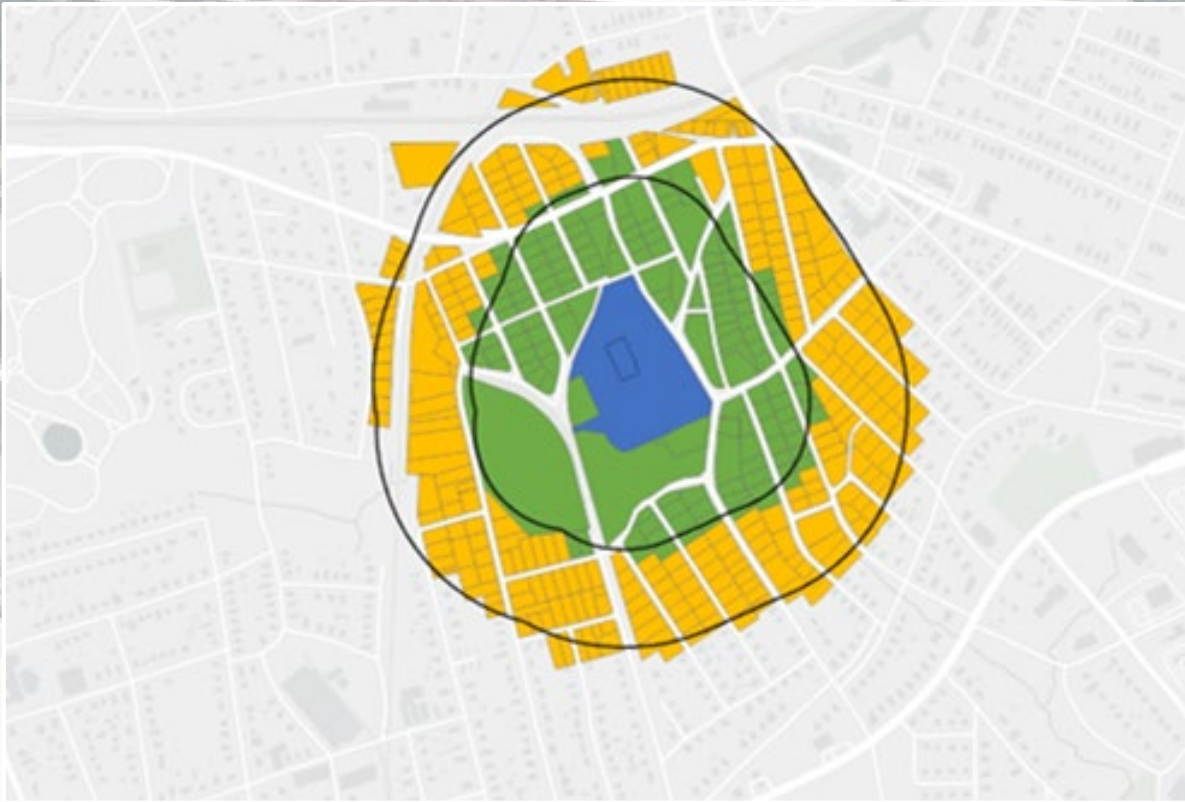
Analysis of the change in assessed value of parcels in each study area over the study period, including pre- and post-rehab



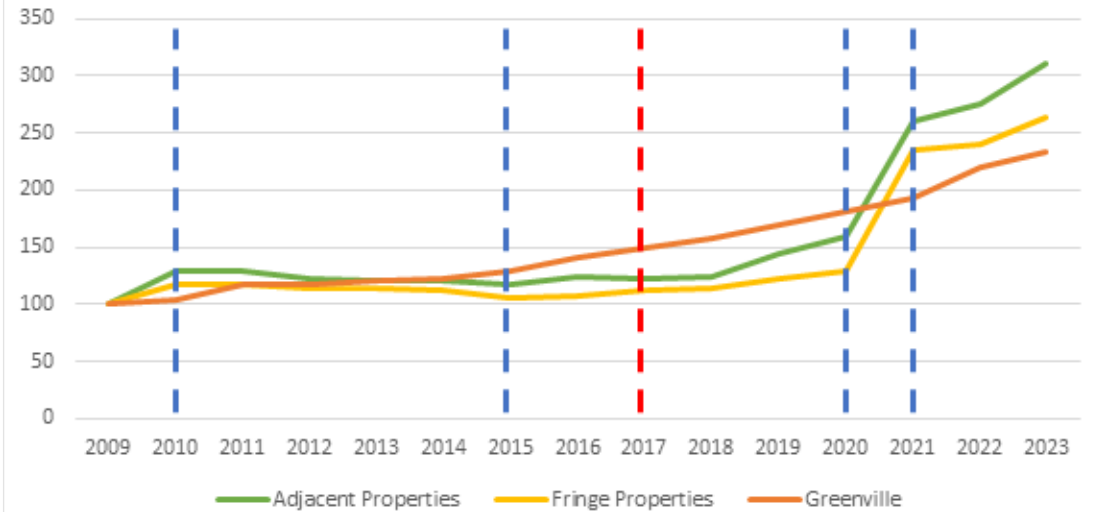


Sample Analysis

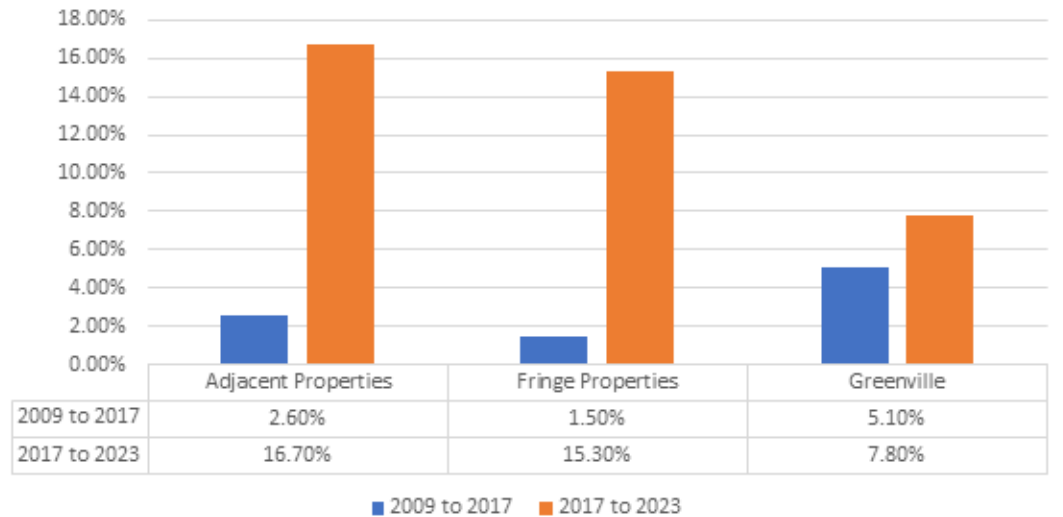
Case Study - Brandon Mill, Greenville SC



Percent Change of Assessed Property Value by Area
(2009 = 100)

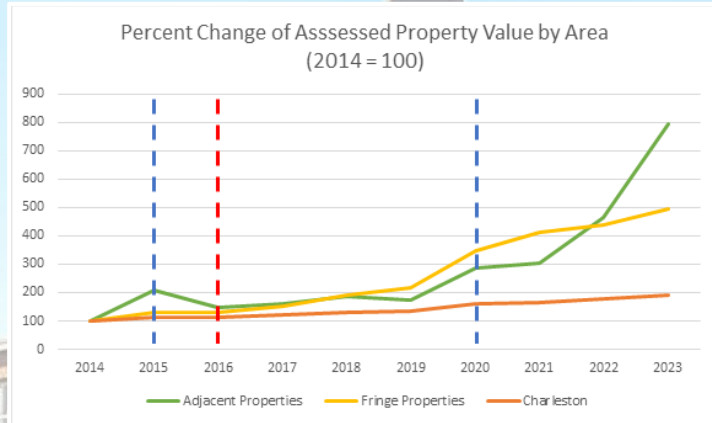


Compound Annual Growth Rate by Area
(Pre-Rehab vs. Post-Rehab)

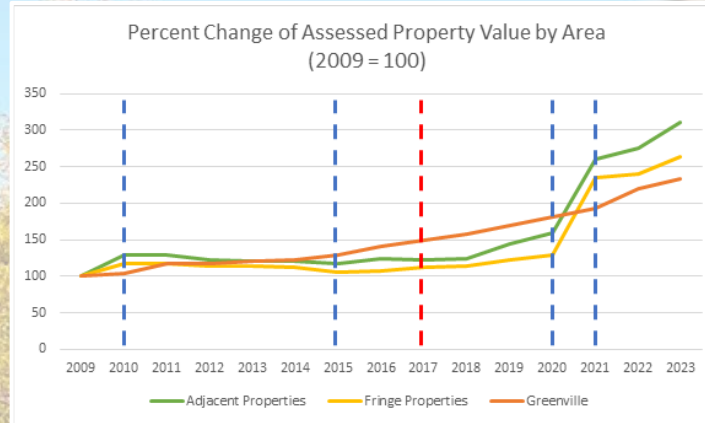


Analysis

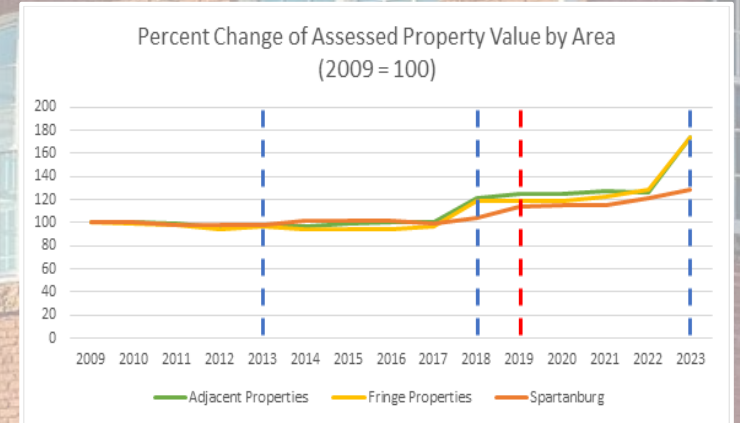
Cigar Factory



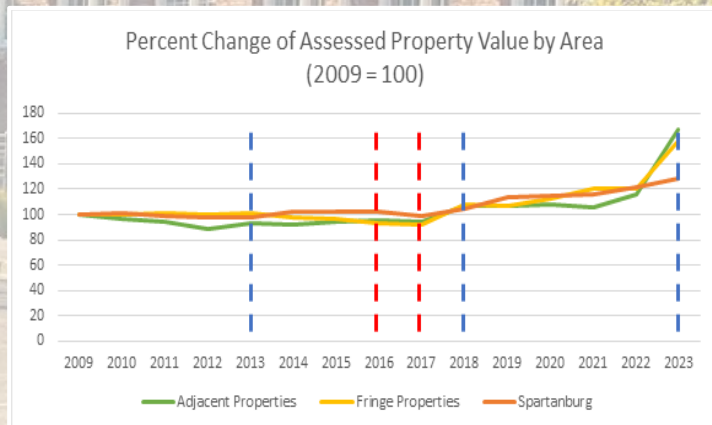
Brandon Mill



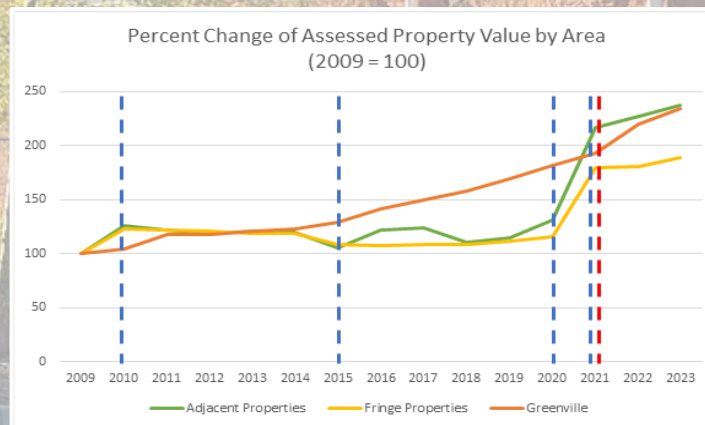
Inman Mill



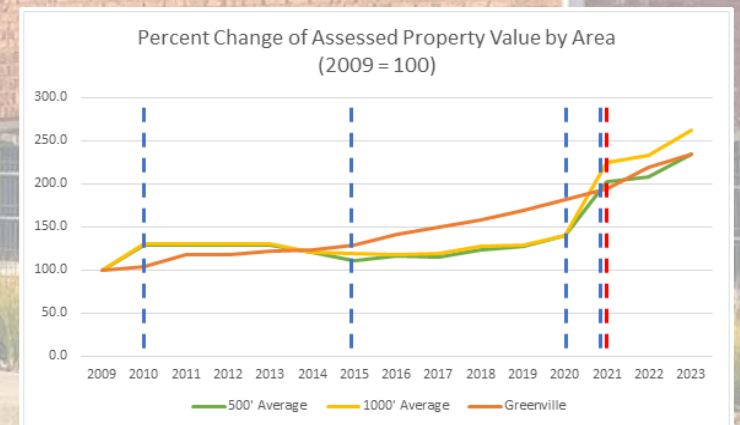
Drayton Mills



Judson Mill

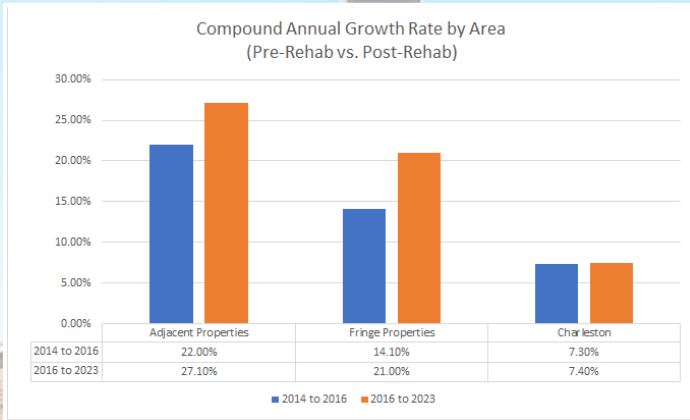


Woodside Cotton Mill

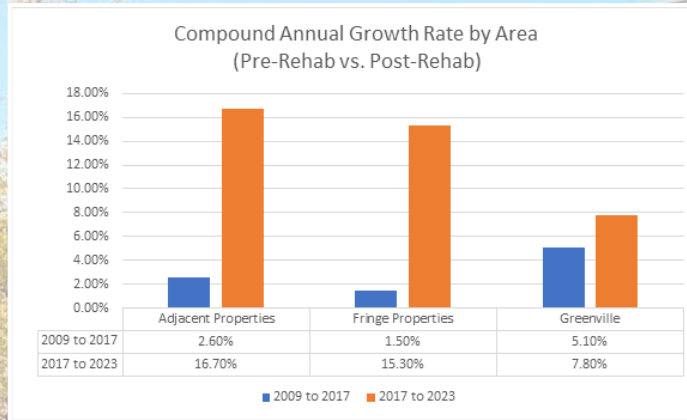


Analysis

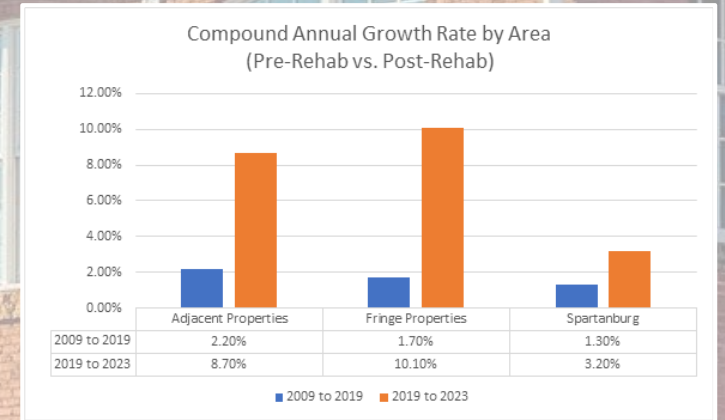
Cigar Factory



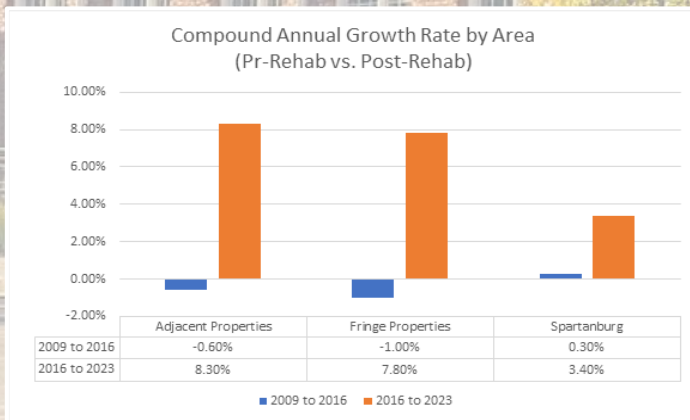
Brandon Mill



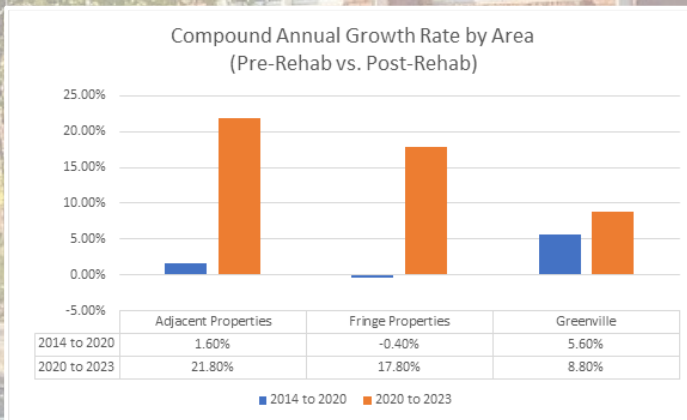
Inman Mill



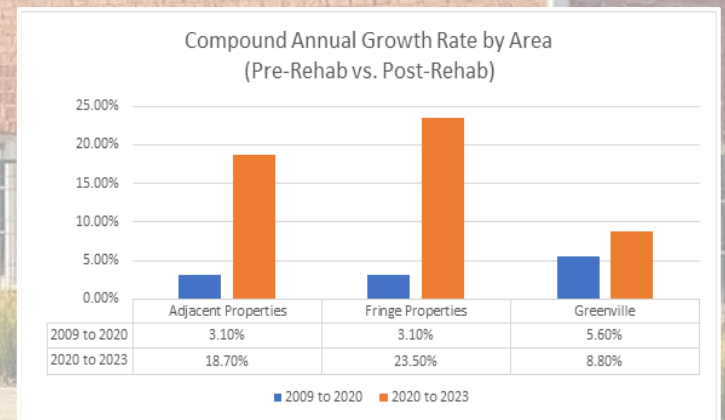
Drayton Mills



Judson Mill



Woodside Cotton Mill



Conclusions

1. The tax credit projects studied have positively impacted the property values of the parcels surrounding them

2. The impact induced by the tax credit project does not always manifest relative to proximity as suggested in the literature

3. The dollar-for-dollar value of historic tax credits awarded varies project-to-project and is difficult to discern

4. The impacts of tax credit projects on surrounding properties can typically be observed within one cycle of reassessment following the rehabilitation

A large, multi-story brick building with a prominent tall chimney on the left side. The building features numerous windows, some with arched tops. In the foreground, there is a paved area, possibly a parking lot, with some landscaping including a small tree and bushes. A blue rectangular box with white text is overlaid on the center of the image.

Thank You



Historically Char-ming

By Deryn Candelaria

What is intumescent Paint?



Methodology

01

Pre-application



02

Application



03

Flame

Exposure



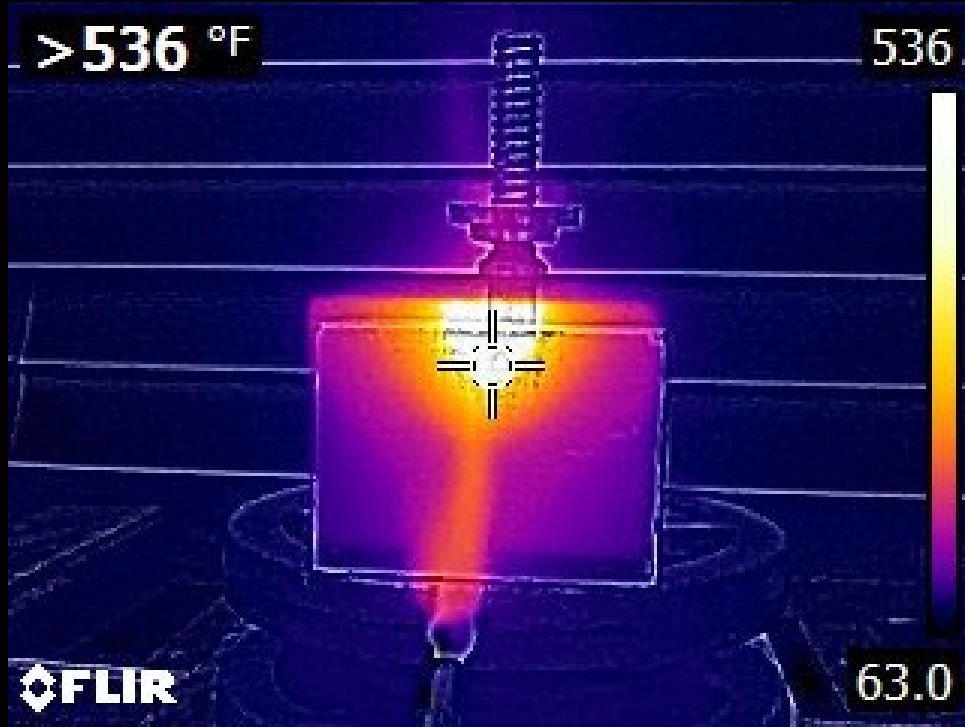
04

Removal



Photos by author

Flame Exposure



Sample three during flame exposure
infrared image. By Author

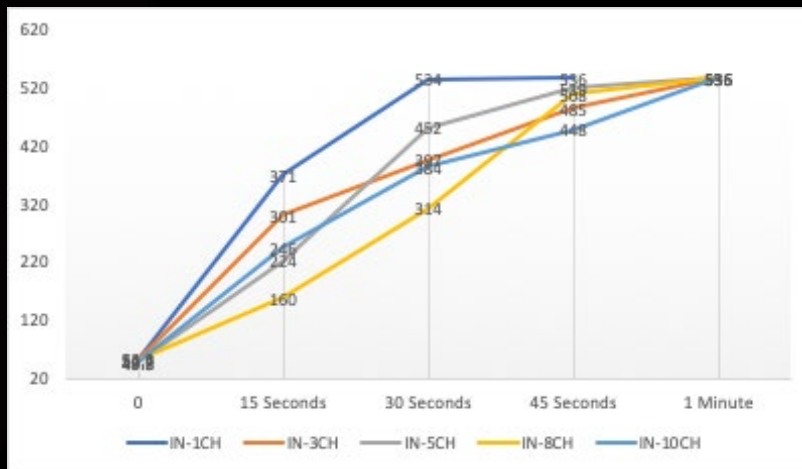


Sample eight during flame exposure.
By Author

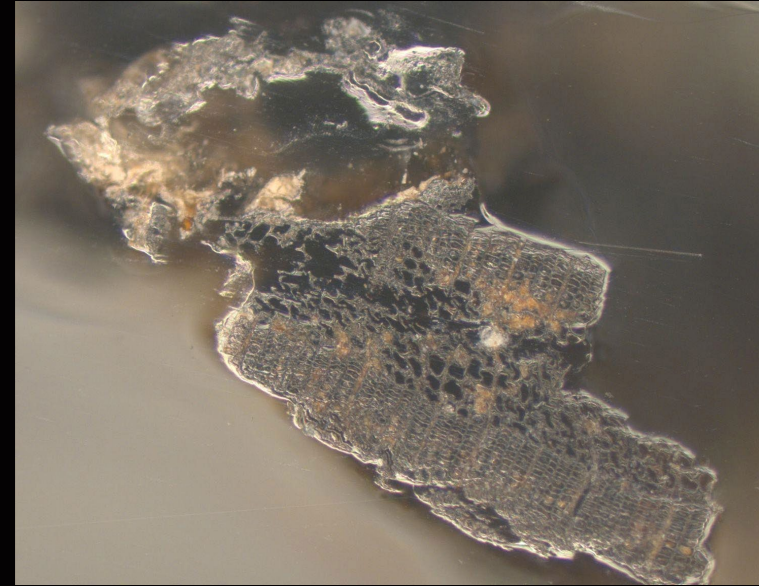
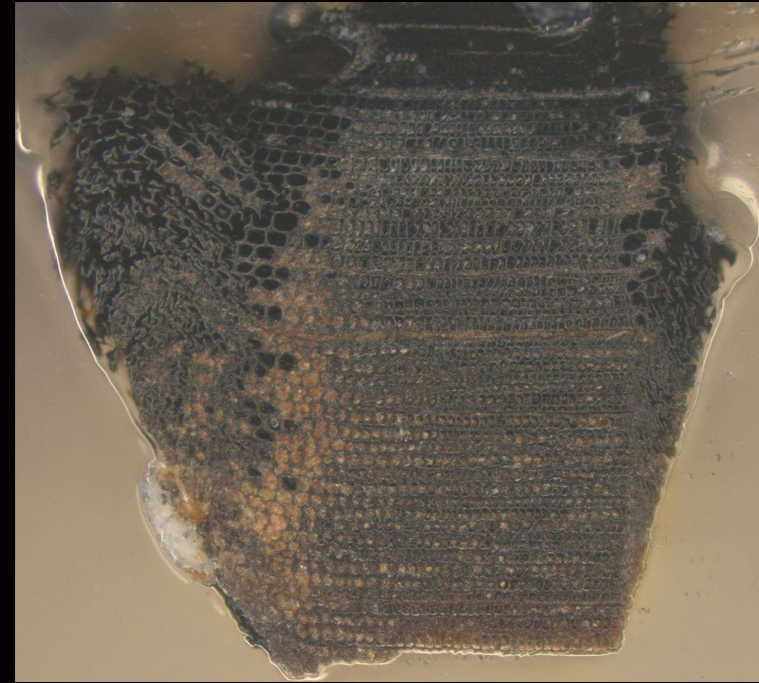


Analysis: Visible Appearance

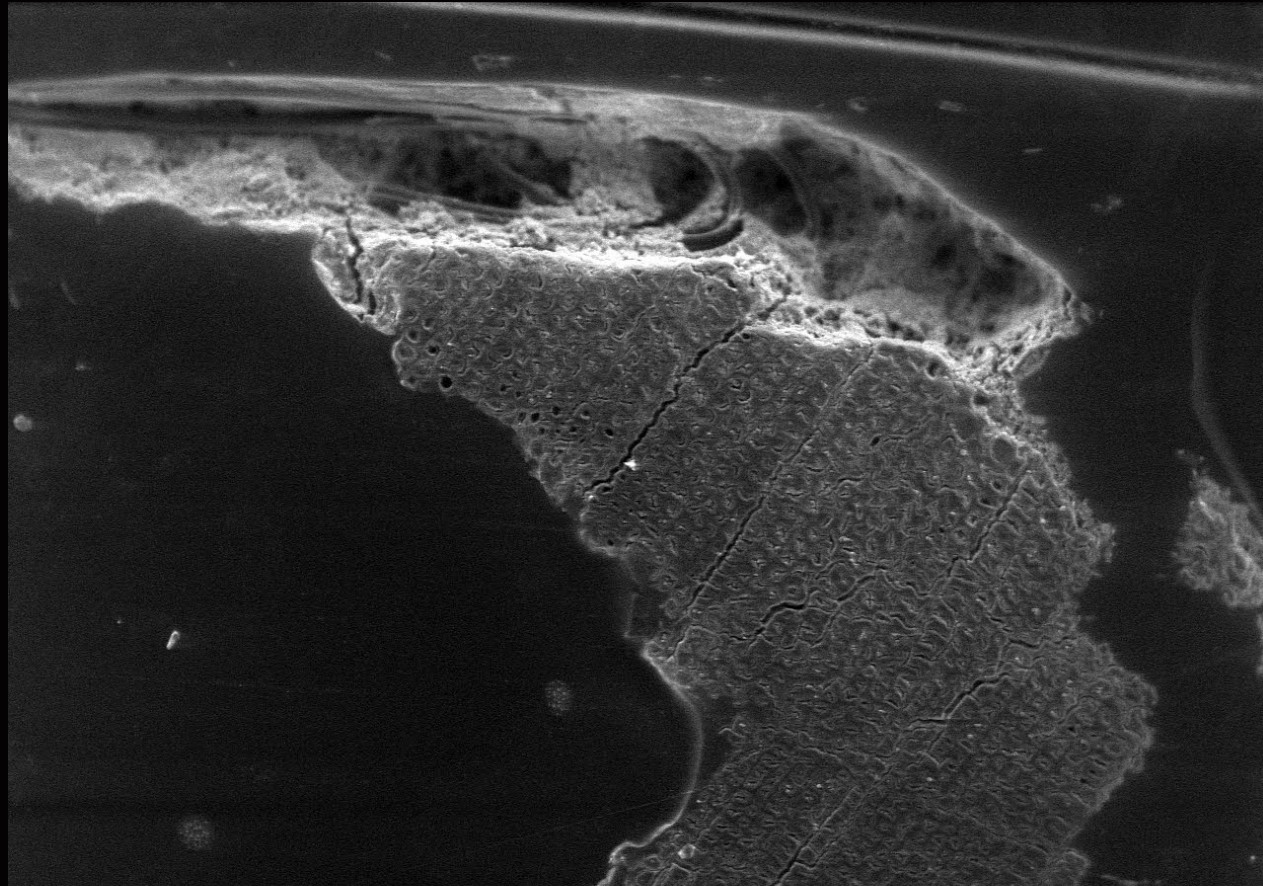
Sample Number	Amount of Paint Applied (APA)	Amount of Paint Removed (ARP)	Error (E)	Residual Paint
IN-01CH	7.9g	11.9g	2.7g	1.3g
IN-02	5.7g	11.7g	N/A	- 6g
IN-03CH	5.9g	10.6g	-13.1g	- 2.5g
IN-04CH	N/A	N/A	3.4g	N/A
IN-05CH	5g	4.53g	3.8g	0.78g
IN-06	5.1g	4g	N/A	1.1g
IN-07	9.2g	7.5g	N/A	1.7g
IN-08CH	5.6g	4.9g	4.7g	0.2g
IN-09	3.2g	3.8g	N/A	- 0.6g
IN-10CH	5.7g	2.9g	3.8g	-0.9g



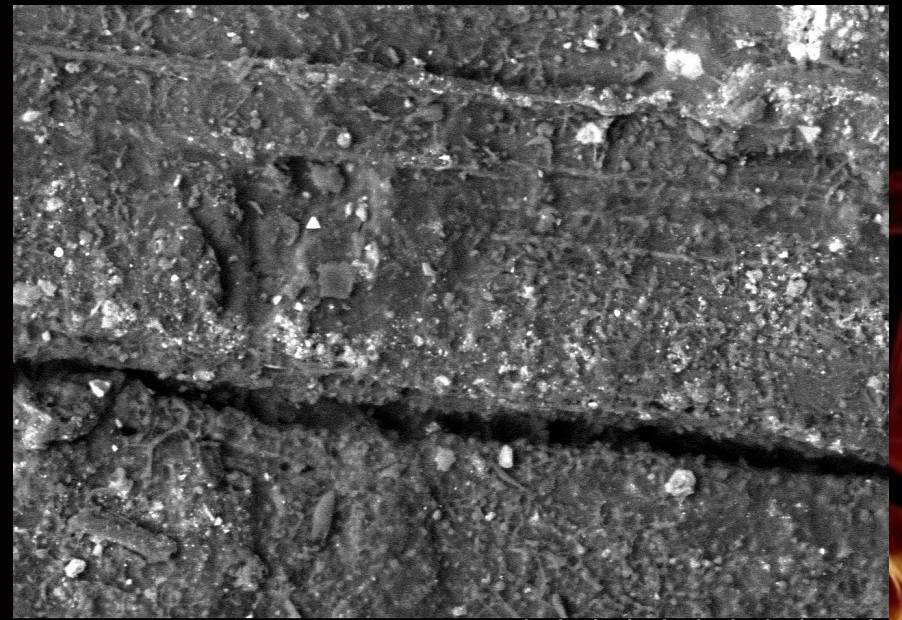
Analysis: Cellular Structure



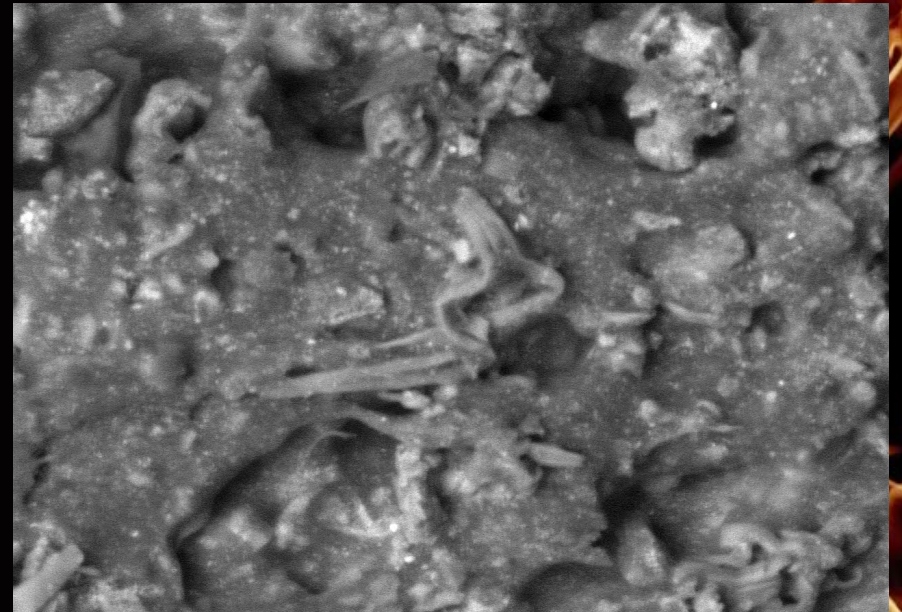
Analysis: S.E.M. Magnification



S3700 20.0kV 9.4mm x65 ESED 100Pa 2/16/2024 500um



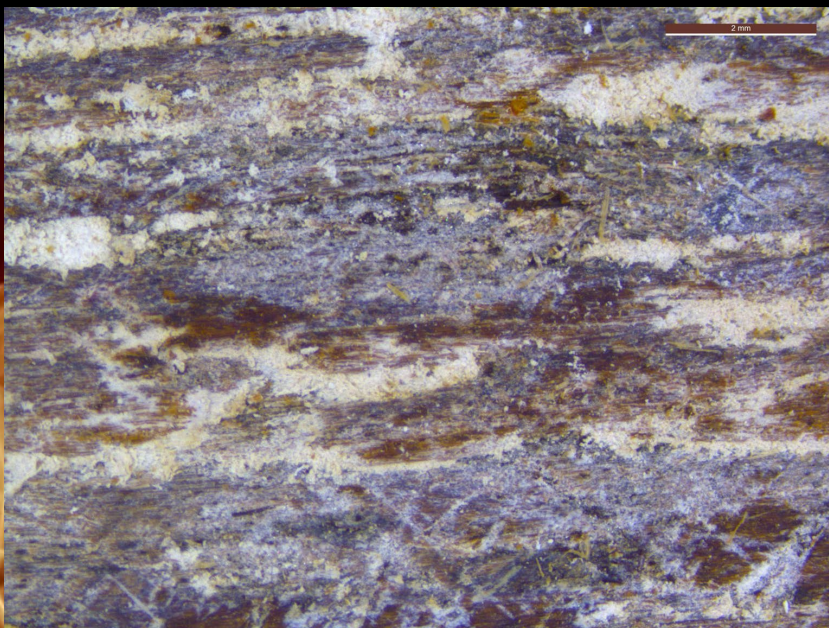
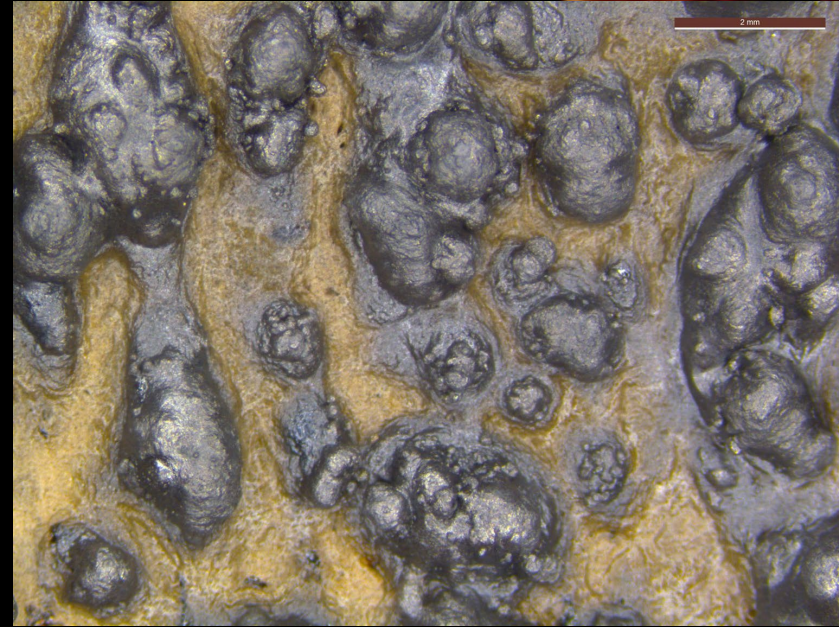
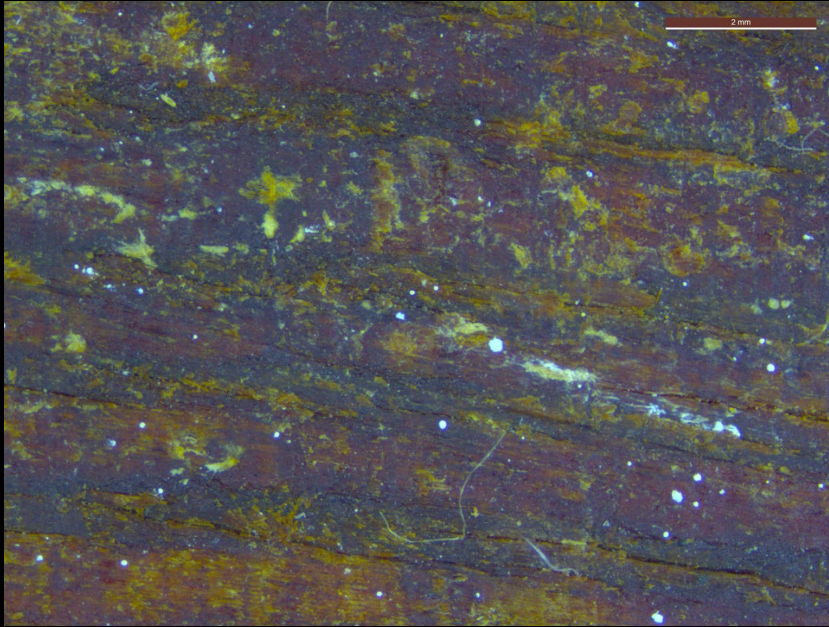
S3700 20.0kV 20.5mm x250 BSE3D 100Pa 3/1/2024 200um



S3700 20.0kV 23.4mm x550 BSE3D 100Pa 2/28/2024 100um



Conclusion



THANK You!

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AN ANALYSIS OF COMMUNICATION TRENDS OF EAST COAST HISTORIC PRESERVATION NONPROFIT ORGANIZATIONS

Caroline Byrne

March 27, 2024

Research Topics & Questions

- Data-driven research of current communication trends within historic preservation nonprofits
- Is there a difference in communication priorities, strategies, and measurement between larger and smaller organizations, those in different geographies, and organizations with a formal communications role?
- What resources are currently available to provide guidance and best practices? Is there a need for literature or training specific to communication at historic preservation nonprofits?

Data Collection & Analysis

Survey

- Mix of local and state across 18 states on the East Coast
- 40 – 54 questions
- Separated in to 4 sections: respondent demographics, organization demographics, goals of organization, communication strategies
- 40 total response for a 27% response rate; 34 survey completions

Interview

- The interviews provide additional context to the survey results
- Nine interviews conducted between January 11th through January 31st

12:29

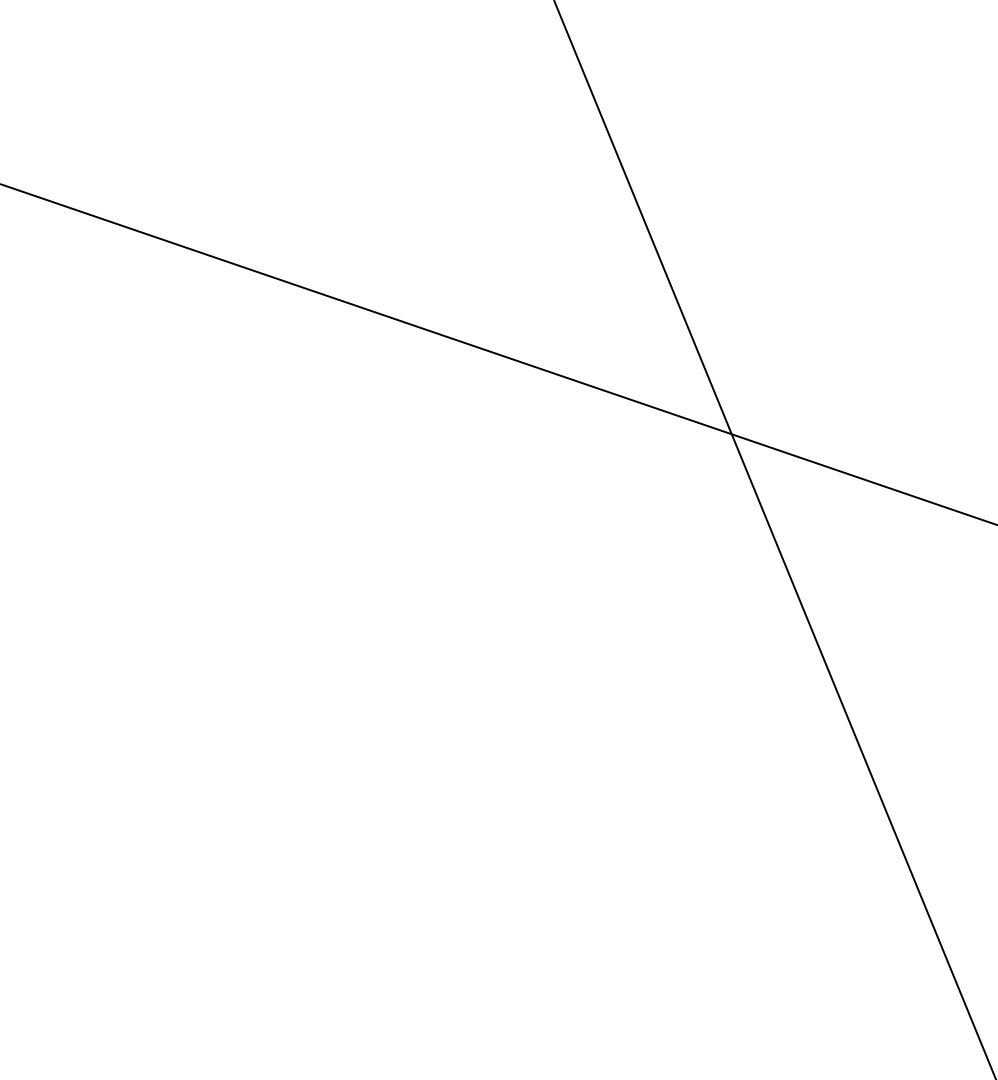
CLEMSON

What is your name and job title?

Name (first & last)

Job Title

Name of Historic Preservation
Nonprofit Organization



Five Takeaways of Communication Trends

Formal Communications Role

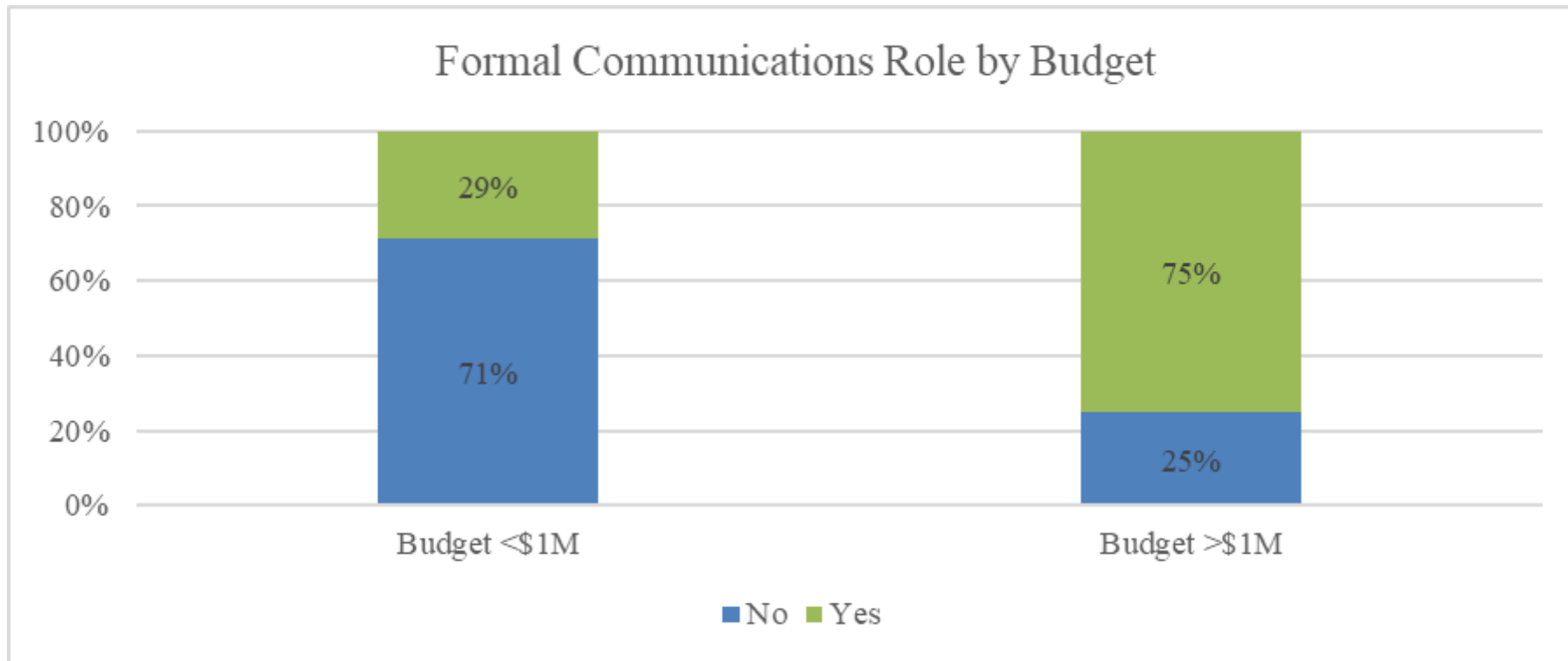


Figure 4.19 Formal Communications Role by Size of Organization.

Formal Communications Role

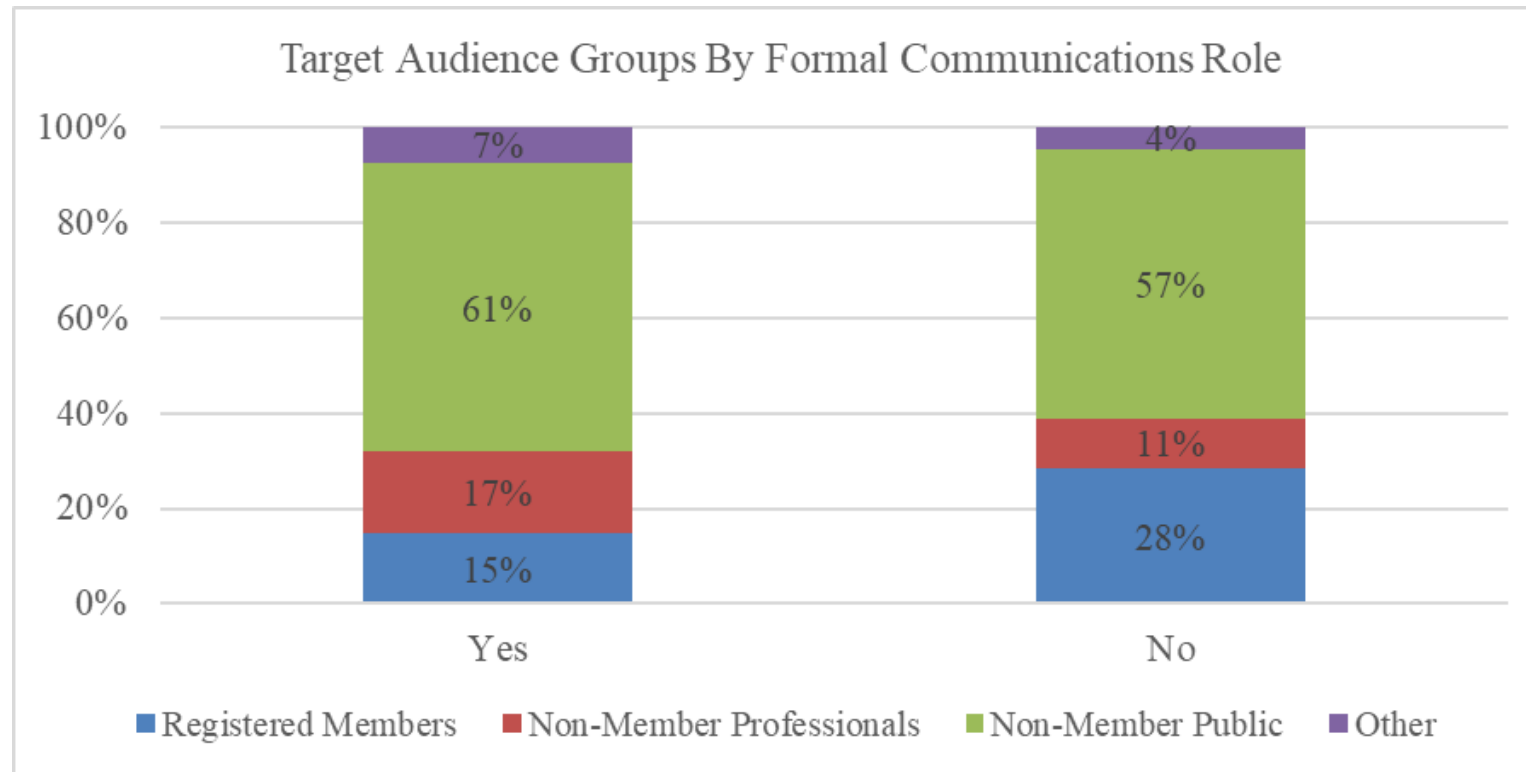


Figure 4.33 Audience Constituent Groups for Organizations by Formal Communications Role.

Formal Communications Role

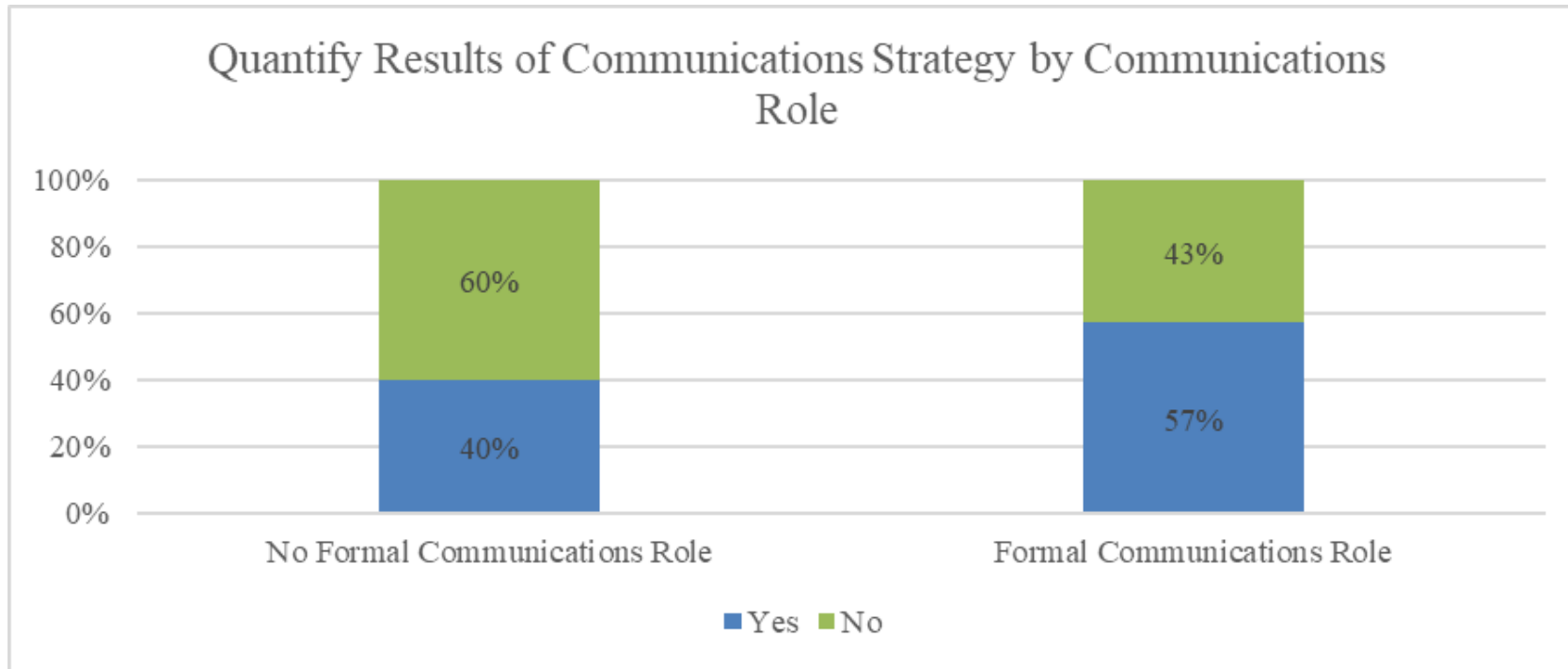
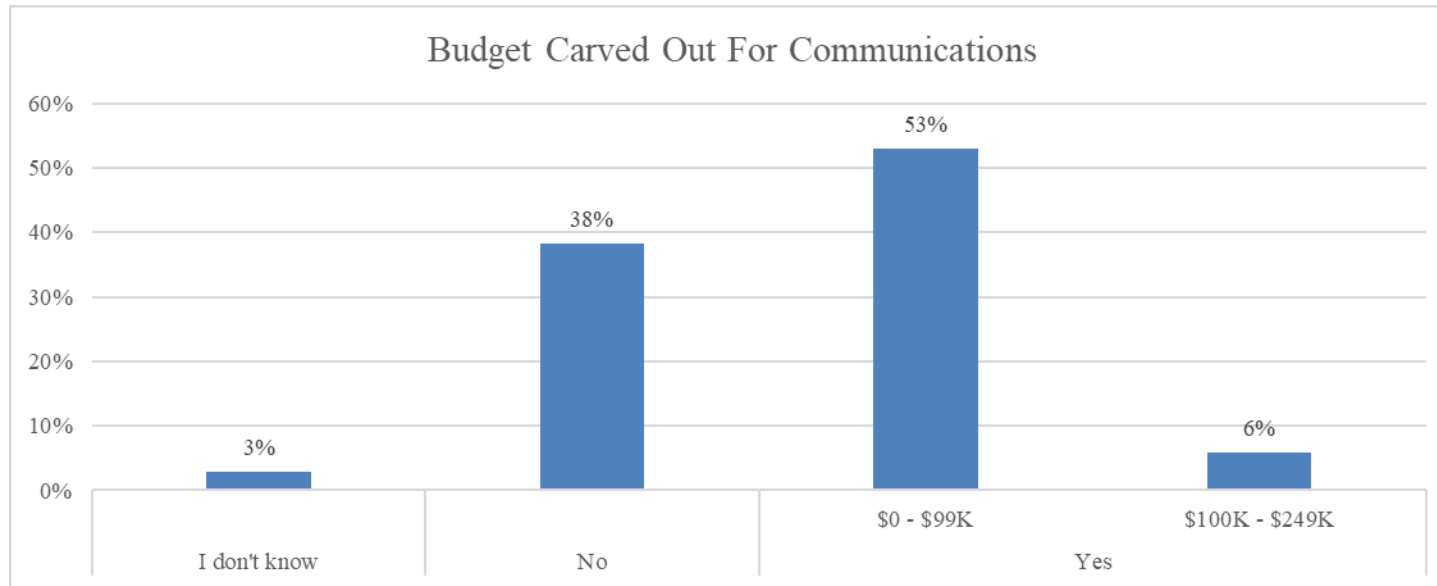


Figure 4.47 Quantify Results of Communications Strategy by Communications Role.

Budget



Regionality

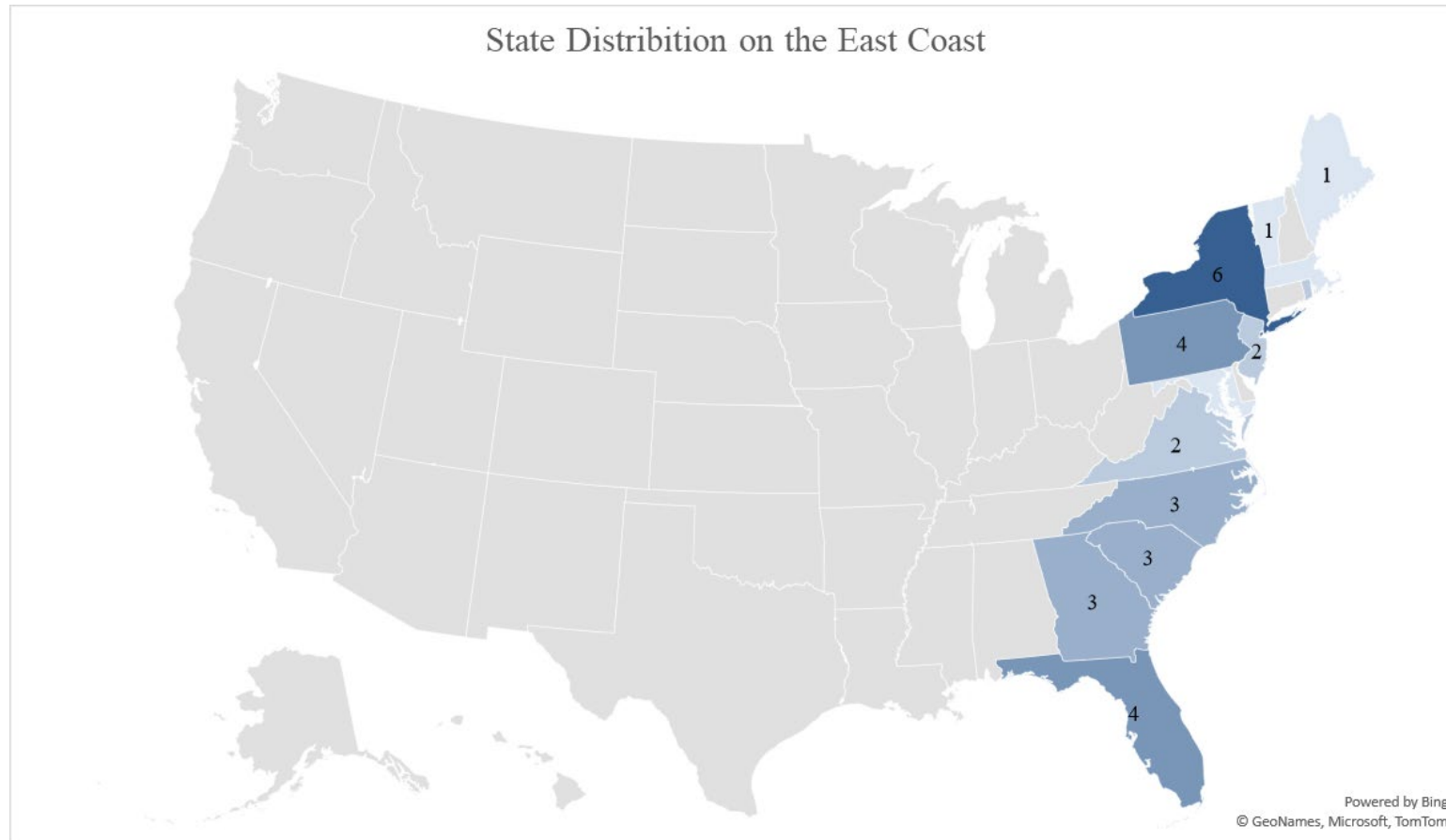


Figure 4.1 State Distribution of Respondents.

Regionality

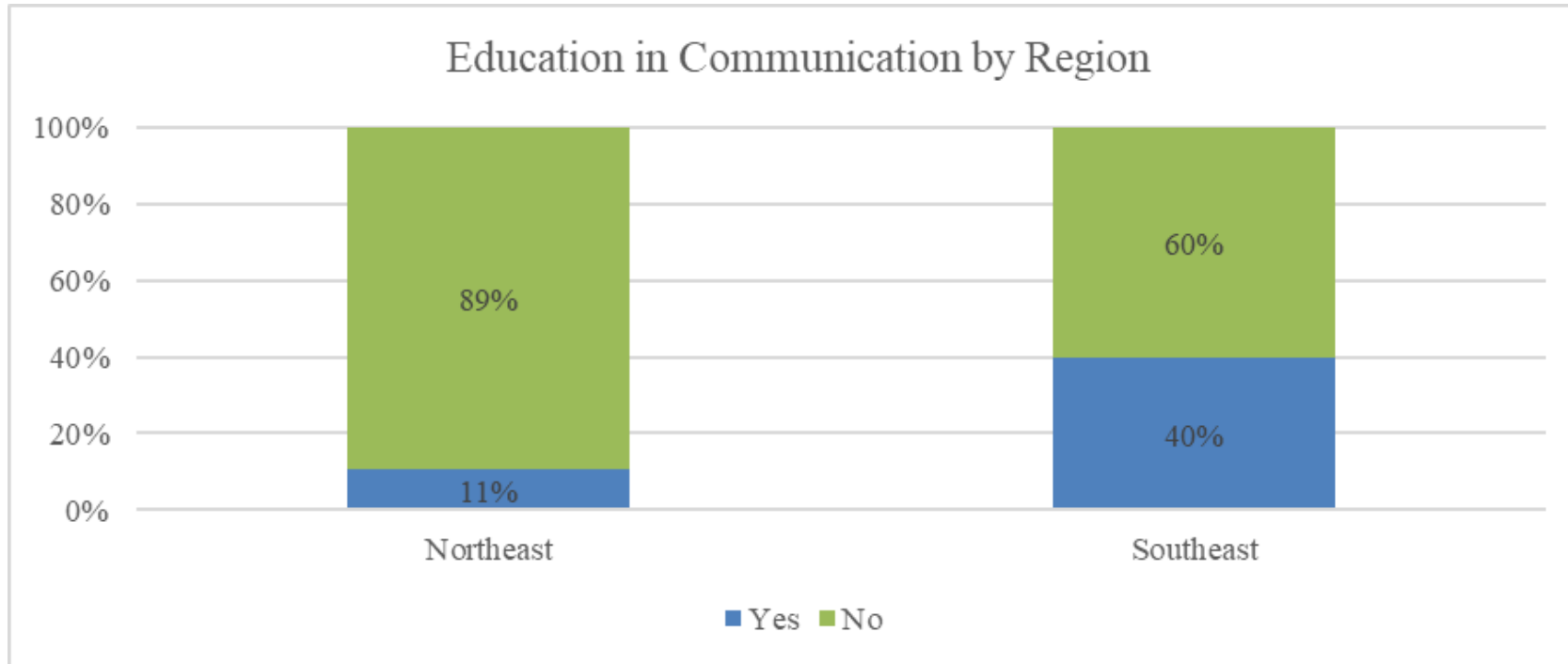


Figure 4.17 Education in Communication by Region.

Regionality

Geography	Person to person	Radio	Podcasts	Television	Email	Paid Search / Search Engine Optimization	Social Media	Print (i.e. Newspapers, Magazines)	Newsletters	Press/Media
Northeast	3.79	1.21	1.26	1.16	3.84	1.68	3.53	2.63	3.16	2.84
Southeast	3.87	1.87	1.60	2.33	4.00	2.40	3.93	3.20	3.87	3.60

Table 4.14 Method of Communication by Region (Means Scores on a Scale of 1-4).

Geography	Facebook	Instagram	Twitter/X	LinkedIn	TikTok	YouTube	Snapchat
Northeast	3.37	3.11	1.32	1.63	1.21	2.42	1.05
Southeast	4.00	3.80	1.67	1.40	1.20	2.13	1.07

Table 4.18 Social Media Platform Importance by Region (Means Scores on a Scale of 1-4).

Target Audiences

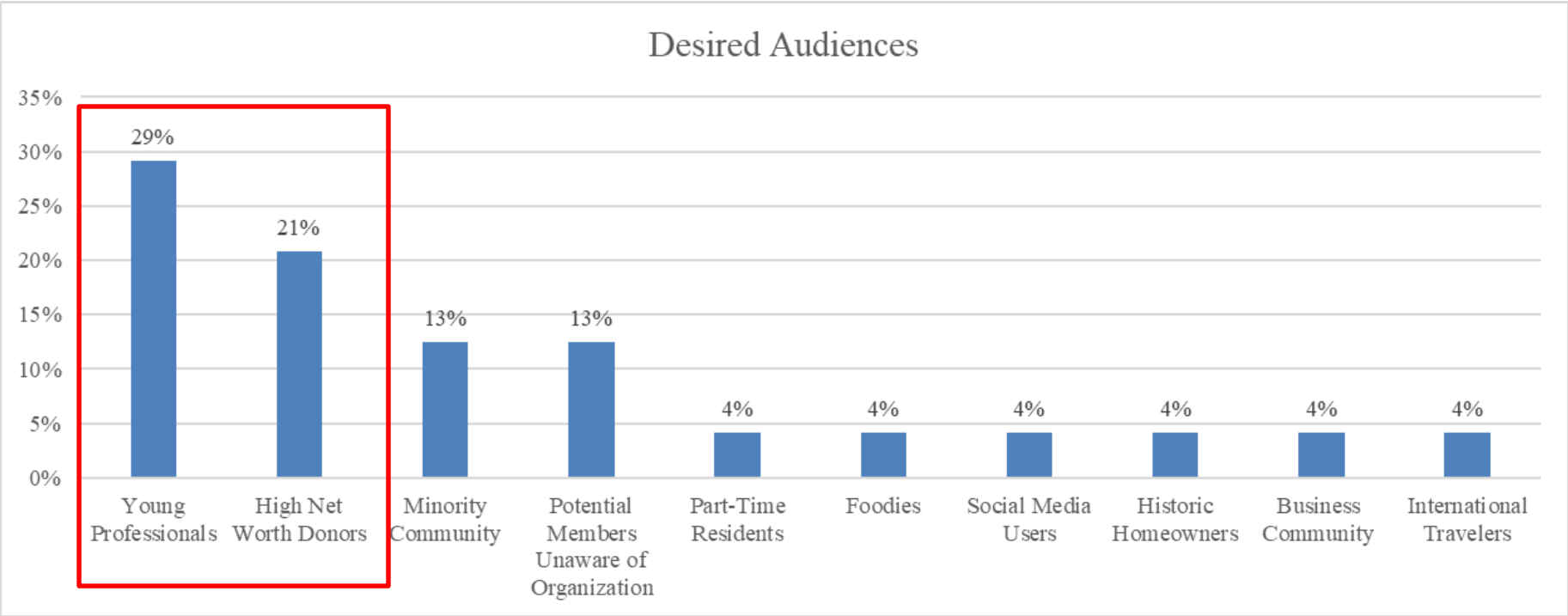


Figure 4.39 Desired Audiences.

Target Audiences

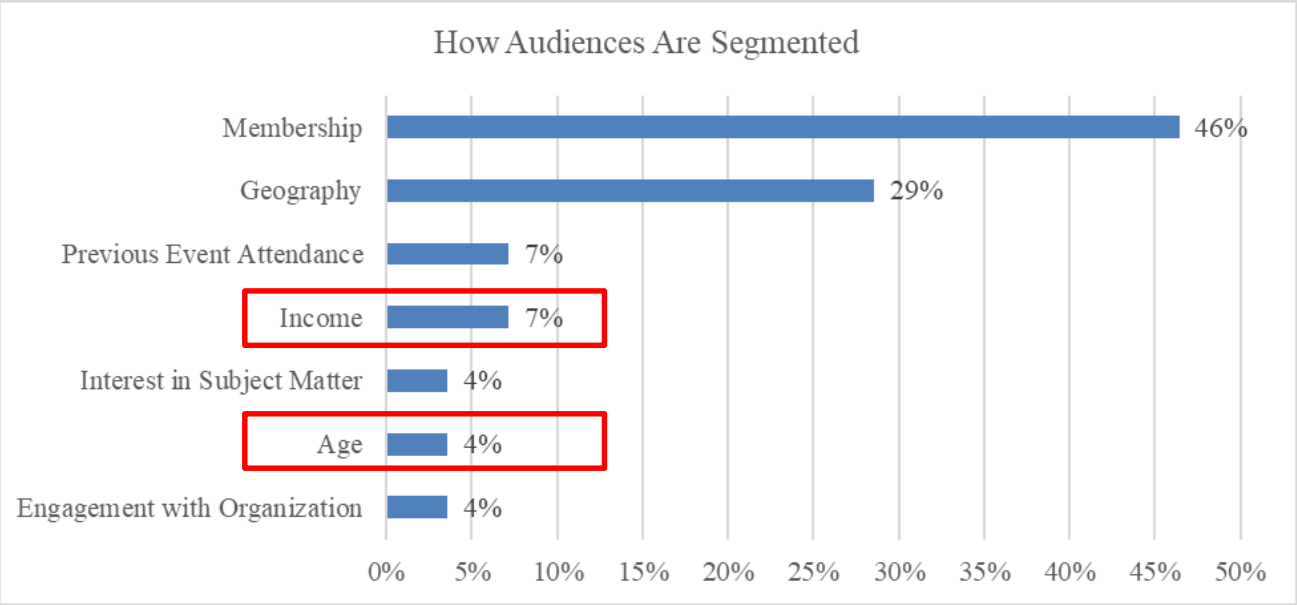


Figure 4.37 Ways in Which Audiences Are Segmented for Communications (Response Percentages of the Sample).

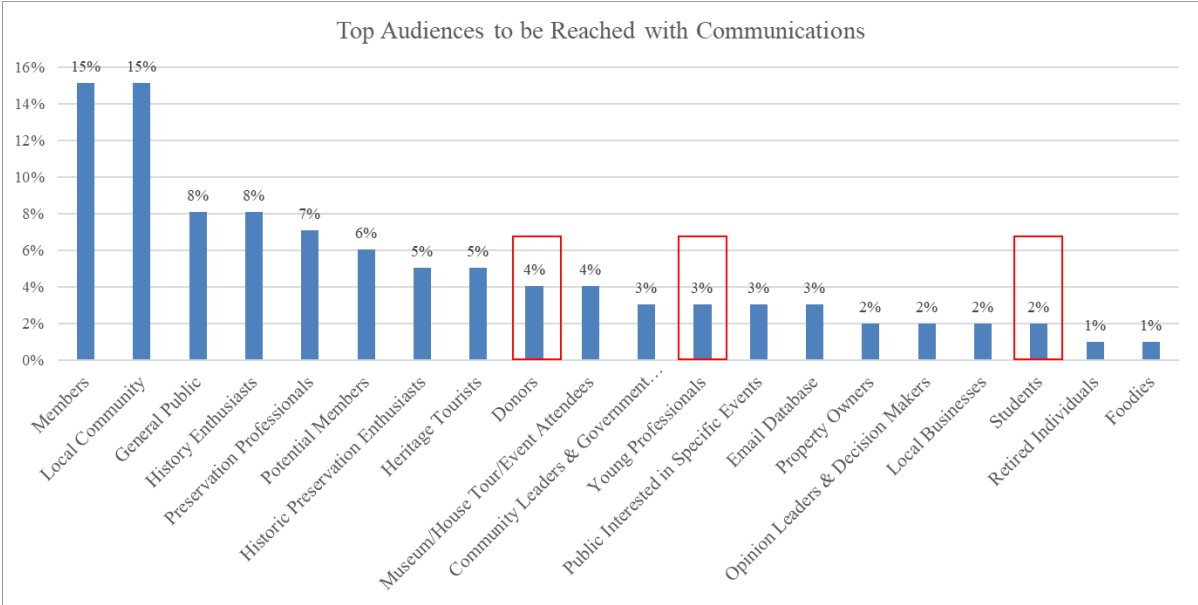


Figure 4.38 Top Goal Audiences For Communications.

Training and Resources

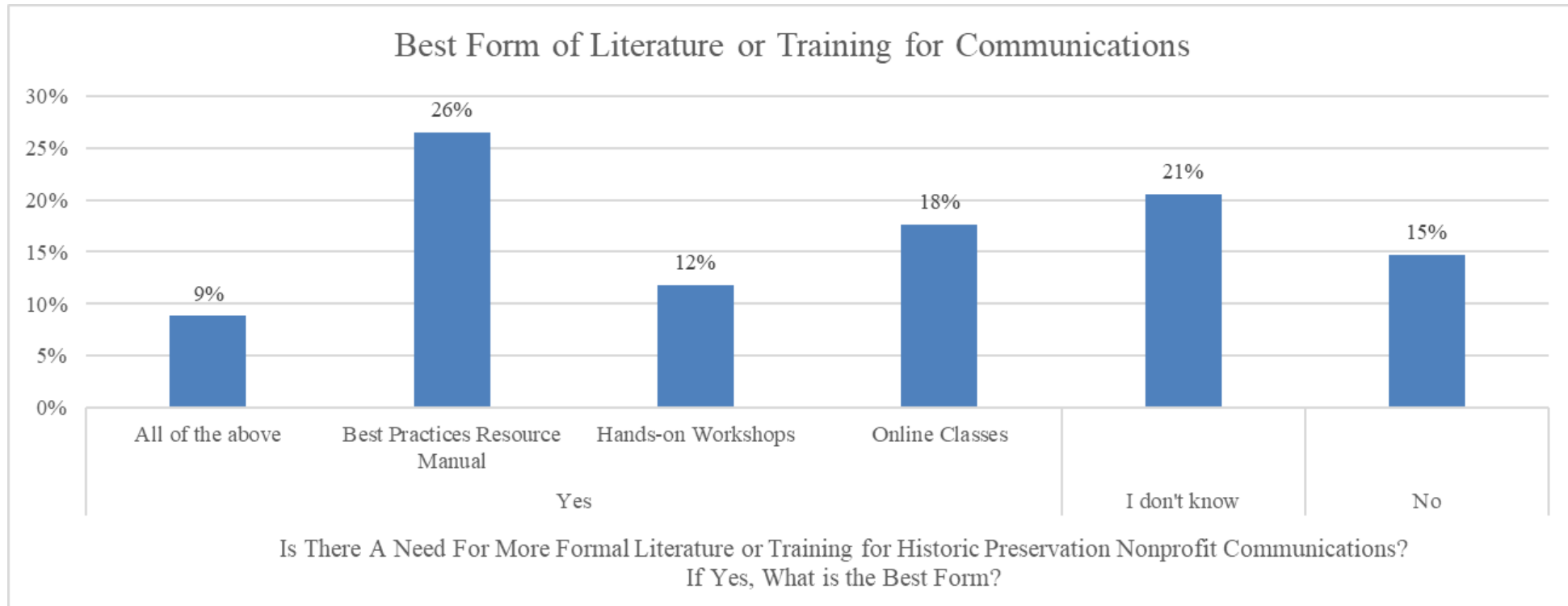


Figure 4.44 Best Form of Training for Communications.



Conclusion

- Areas of Future Research
- Significance and Implications



THANK YOU