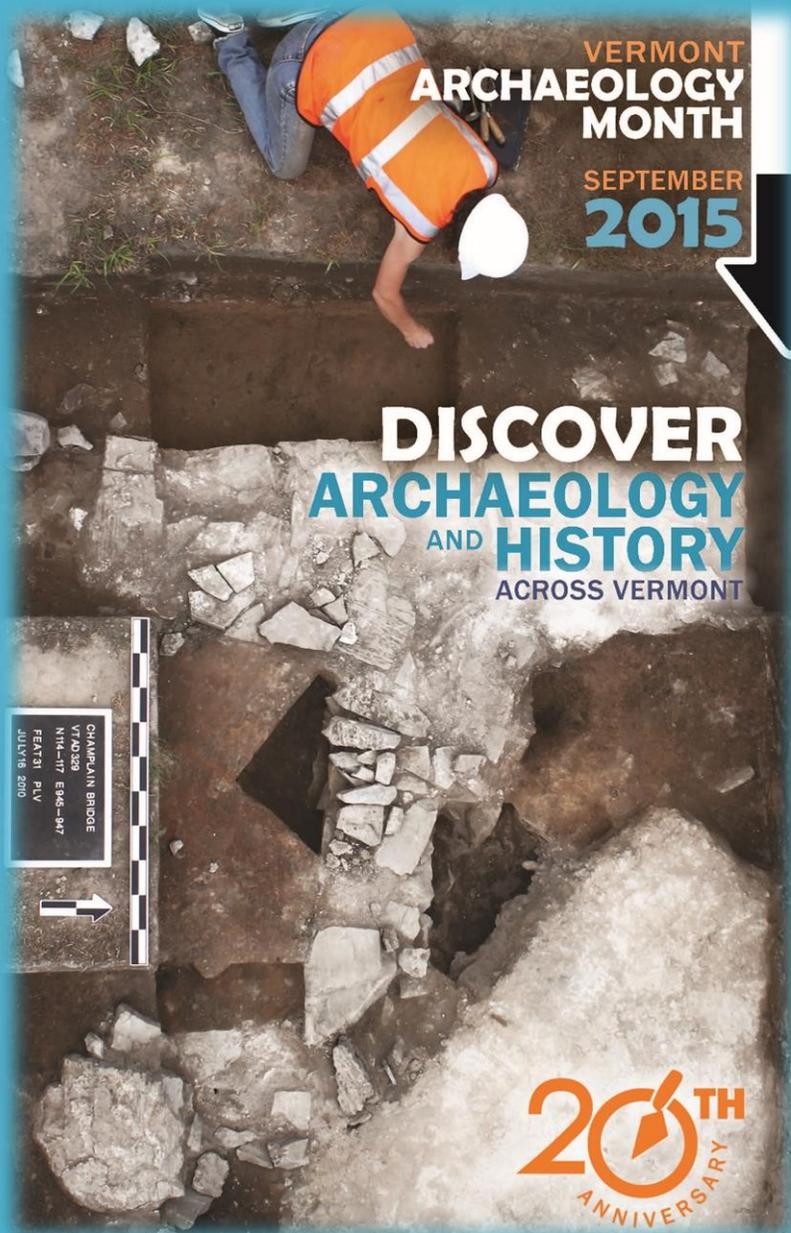


VERMONT ARCHAEOLOGY MONTH 2015

FINAL PROGRAM REPORT



Prepared by:

Prepared for:

Agency of Commerce and Community Development
Vermont Division of Historic Preservation

Vermont Agency of Transportation

Jess Robinson, State Archaeologist
Kate Lepore, VAM Coordinator

Jeannine Russell, VTrans Archaeology Officer

TABLE OF CONTENTS

TABLE OF CONTENTS.....	ii
LIST OF FIGURES	iv
LIST OF TABLES.....	iv
ACKNOWLEDGEMENTS	v
EXECUTIVE SUMMARY	1
SUMMARY OF EVENTS	2
The “ <i>Bringing the Past to Light: New Technologies and New Interpretations in Vermont Archaeology</i> ” lecture	2
The “ <i>Whiskey on the Lake</i> ” lecture.....	2
The “ <i>The Missisquoi Summit</i> ” Symposium.....	2
The Time Travels through Nature: A Guided Walk	3
The Hiking Tour of 19th c “Old Job”	3
The Native American Pottery Workshop	3
The Soldiers atop the Mount festival	3
The Artifact Roadshow and Flintknapping Demonstration	4
The Chittenden Town History lecture	4
The “ <i>Peace and Conflict: mid-18th Century Life around the Forts of the Middle Connecticut River Valley</i> ” lecture.....	4
The “ <i>Before the Lake Was Champlain</i> ” film screening	4
The “ <i>Archaeology in and Around Essex</i> ” lecture.....	5
The “ <i>Mammoth Discoveries</i> ” lecture	5
The Homer Stone Quartzite Quarry Open House	5
The Native American Pottery Workshop	5
The Five Formidable Forts of the Lake Champlain Narrows Tour.....	6
The Missisquoi Wildlife Refuge Indigenous Film Festival	6
The Walking Tour of Springfield's Industrial Heritage	6
The Merck Forest Historical Archaeological Site Tour	7
The “ <i>Hyper-Archaeology</i> ” Lightning Lectures	7
The “ <i>History of the Green Mountain National Forest and its Heritage Program</i> ” lecture.....	7
The Taylor Valley Moonshiner Tour and Presentation.....	8
The “ <i>From the “Cabinet of Curiosities” to the Modern Museum: Collections Management and Repatriation in Small Institutions</i> ” open house	8

The Consultant Training Day	8
The Atlatl Workshop.....	8
The 20th Annual Northeast Open Atlatl Championship	9
The Vermont Granite Festival.....	9
The Pittsford Ridge Hike.....	9
The Annual James B. Petersen Lectures	10
The Lower Waterford, Then and Now guided walk	11
The Archeology Day at the Montshire	11
The Hike into History guided walk	11
The Points of Interest: Lake Champlain Bridge Guided Walk	11
The Historic Silver Lake Hike and Talk	12
The Project Archaeology Teacher Training	12
ATTENDANCE, EVENT, OUTREACH, AND PROMOTION ANALYSIS	13
Events	14
Geographic Extent of Events in Vermont	14
Events and Population Density	15
Event Dates	16
Hosting and Partnerships.....	17
Outreach and Promotion.....	18
Websites	18
Poster/Brochures	19
Facebook	21
Twitter and Instagram	23
Paid Advertising.....	23
Direct e-mails, Online Newsletters, and Online Calendars.....	25
Earned Media and Public Exposure	25
DISCUSSION AND CONCLUSIONS	26
APPENDIX I: EVENT SUMMARY TABLE.....	27

LIST OF FIGURES

Figure 1. Total attendance at VAM events from 2011 through 2015. 13

Figure 2. The total number of events during VAM from 2011 to 2015. 14

Figure 3. Average attendees at events on different days of the week during Vermont
Archaeology Month 2014 and 2015. 16

Figure 4. Average attendees at events on different days of the week during Vermont
Archaeology Month 2014 and 2015. 17

Figure 5. 2015 VAM brochure obverse and reverse. 20

Figure 6. Total VAM Facebook page “likes” from September 1, 2015 to October 2, 2015. 21

Figure 7. Graph illustrating the number of people who were reached on Facebook in any way by
the activity on the VAM Facebook page over the course of VAM 2015. 22

Figure 8. Facebook “likes”, “comments”, and “shares” over the course of VAM 2015. 22

Figure 9. Numbers and kinds of external referrers to the VAM Facebook page. 23

Figure 10. An example of a VAM 2015 print media advertisement. This advertisement ran in
Seven Days. 24

LIST OF TABLES

Table 1. List of towns where at least one event took place in 2015 with respective populations
and area in square miles indicated.15

ACKNOWLEDGEMENTS

Jess, Robinson, Vermont Archaeology Month director, was ably assisted in 2015 by Kate Lepore, the VAM coordinator. The success of VAM 2015 is largely attributable to her hard work, creativity, and industriousness. The other members of the VAM 2015 planning, development, and marketing team included: Yvonne Benney-Basque, Scott Dillon, Brennan Gauthier, Elsa Gilbertson, Noelle Mackay, Lucie MacAskill, Heather Pelham, Jen Russell, and Laura Trieschmann. Thanks are extended to each of them for their hard work.

Obviously, VAM could not have happened without the financial and logistical support of our institutional sponsors. The Vermont Agency of Transportation (VTrans) provided the money for VAM again this year, for which we are extremely grateful. The Vermont Agency of Commerce and Community Development, the Division for Historic Preservation, and the National Life Group also provided essential financial or in-kind support.

The VAM team would also like to sincerely thank the following lecturers, presenters, hosts, coordinators, facilitators, volunteers, and advisors:

Richard Amore	Mark Hudson
Dale Azaria	Tom Hughes
Andrew Beaupre	ECHO Leahy Center for Lake Champlain
Bob & Cheryll Berg	Essex Community Historical Society
Bixby Memorial Library	Essex Memorial Hall
Black River Action Team (B.R.A.T.)	Eureka Schoolhouse
Jesse Blondin	Josalyn Ferguson
Linda Bowden	Fleming Museum of Art
Catherine Brooks	Friends of Crown Point
Paul Carnahan	Intervale Center
Joyce Cellars	Johnson State College
Charlotte Library	Leslie Kanat
Chittenden Historical Society	Beth Kanell
Jacob Clay	Barry Keegan
Ellie Cowie	Kellogg-Hubbard Library
John Crock	Ron Kilburn
Davies Memorial Library	Dave Lacy
Paula DeMichele	Living History Association
Carl Fuller	Geoff Mandel
Gail Golec	Tracy Martin
Green Mountain Club	Scott McLaughlin
Green Mountain National Forest	Merck Forest and Farmland Center
Amanda Gustin	Milton Historical Society
Dave Hardy	Missisquoi National Wildlife Refuge
Rebecca Haynes	Montshire Museum of Science
Michael Heckenberger	Elly Moriarty
Gemma Hudgell	Matthew Moriarty

Dave Morrison
National Life Group
Eduardo Góes Neves
Northeast Archaeology Research Center,
Inc.
Charlie Paquin
Laura Peterson
Bill Powers
Queen City Brewery
Kat Raynor
Vanessa Reeves
Debra Sayers
Seth Warner Mount Independence Fife
& Drum Corps
Chris Slesar
Ross Sneyd
Springfield Regional Chamber of Commerce
Kelly Stettner
Stowe Land Trust
Strafford Historical Society
Marjorie Strong
Ken Sturm
Swanton Historical Society
Thunderbird Atlatl
David Tutchener
University of Vermont Consulting
Archaeology Program

University of Vermont Department of
Anthropology
Bob Van Arsdell
Amy VanderKooi
Scott Van Keuren
Maarten & Sarah van Ryckevorsel
Vermont Agency of Commerce and
Community Development
Vermont Agency of Transportation
Vermont Archaeological Society
Vermont Granite Museum
Vermont Historical Society
Vermont State Historic Sites at Mount
Independence, Chimney Point, Hubbardton
Battlefield, and Eureka Schoolhouse
Waterford Historical Society
Tim Watkins
Karen Webster
Nicole Westbom
Stephen Willbanks
Fred Wiseman
Christopher Wolff
Tico Wolff
Margaret Woodruff
Stephen Zeoli

...and to everyone else who participated in the planning, execution, and attendance of events.
Thank you!

EXECUTIVE SUMMARY

Vermont Archaeology Month (VAM) celebrated its 20 Anniversary in 2015. A total of 1,955 people participated in 39 events all across the state, including lectures, demonstrations, hands-on workshops and even the 20 annual Atatl Championship. Examining the variety and quality of events offered in 2015 and in the recent past, there is little doubt that VAM is fulfilling its mission to provide exposure, education, and outreach about archaeology and Vermont's deep and rich past.

The numbers of attendees and events are only one measure of VAM's success. The thousands of listeners, viewers, and readers whose awareness of Vermont archaeology and history increased through radio coverage, radio and newspaper advertisements, and participation in the VAM Facebook community also contributed to the month's overall success. There is, however, always room for improvement. Toward that end, a detailed analysis of VAM 2015 and recommendations for VAM 2016 and beyond follow the summary of events in this report. It is hoped that this report and the recommendations contained within it will provide a springboard for further VAM improvements and refinements for years to come.

VAM is a collaboration between the State of Vermont's Agency of Transportation (VTrans) and various entities within the Agency of Commerce and Community Development (ACCD). The Vermont Division for Historic Preservation (VDHP), with the State Archaeologist as director, led the collaboration. Kate Lepore, the VAM coordinator, also worked with ACCD and event hosts, facilitators, sites, presenters and demonstrators throughout the summer and during VAM to ensure its success. The other members of the VAM 2015 planning, development, and marketing team included: Yvonne Benney-Basque, Scott Dillon, Elsa Gilbertson, Lucie MacAskill, Noelle Mackay, Heather Pelham, and Laura Trieschmann of ACCD and Brennan Gauthier and Jen Russell of VTrans.

As in past years, VTrans provided the primary funding. ACCD and VTrans enthusiastically participated in program planning; VDHP organized the events, designed promotional materials with the Chief Marketing Office, administered the VAM website and Facebook page, and promoted VAM events. Again this year, the National Life Group's generous contribution to execute VAM mailings was a valuable ingredient to the project's success.

SUMMARY OF EVENTS

The “*Bringing the Past to Light: New Technologies and New Interpretations in Vermont Archaeology*” lecture occurred on Wednesday, September 2 from 4:00-5:15 PM at the Bentley Science Hall at Johnson State College in Johnson. It was a free event for the public to attend, and was cross-listed as part of the college’s regular science speaker series. Jess Robinson, State Archaeologist, discussed how new discoveries, new technologies, and new interpretations of existing archaeological data have shed light on Vermont's unwritten precontact past. There was a good mixture of students and the general public in attendance. A total of 100 people attended event.

The “*Whiskey on the Lake*” lecture with Dr. Scott McLaughlin occurred on Wednesday, September 2 at 7:00 PM at the Milton Historical Society in Milton. This was a free event for the public to attend. Dr. Scott McLaughlin discussed how professional smugglers avoided lawmen by using the open waters of Lake Champlain to smuggle alcohol into the United States from Canada during the Prohibition years, and how history and material culture that still attest to these practices. The lecture was reported as being one best attended ever held by the Milton Historical Society. The attendees heard about the event from a variety of sources, including the Lake Champlain Weekly, Milton Historical Society Facebook page, Burlington Free Press, the Milton Independent, and the VAM calendar. People from Burlington, Swanton, Fairfax, Grand Isle, Champlain, NY, Colchester, Enosburg, and Franklin were among those in attendance. A total of 70 people attended the event.



The “*The Missisquoi Summit*” Symposium occurred on Friday, September 4 from 3:00-6:00 PM at the Missisquoi National Wildlife Refuge (MNWR) in Swanton. This was a free event for the public to attend. Experts came together to talk about the natural and cultural landscape of the Missisquoi River from the time the glaciers receded until the present day. Presenters included Jess Robinson, Geoff Mandel, Ron Kilburn, Ellen Cowie, Fred Wiseman, Brennan Gauthier,

Ken Sturm, and Gemma Hudgell. Presentations were followed by a panel discussion and audience question and answer session. A total of 30 attended the event, which filled all of the available space in the room. Thoughtful questions were asked and most participants gave the impression of wishing there was more time to discuss and answer questions. The majority of the attendees heard about the event from the VAM calendar and brochure, and from local advertisement by the MNWR.

The Time Travels through Nature: A Guided Walk series occurred on Saturday, September 5, 12, 19, and 26 from 10:30-11:30 AM and from 1:00-2:00 PM in Stowe. The walks were located at the Mill Trail Property in Stowe, Vermont. These were free events for the public to attend. The Stowe Land Trust's Summer Naturalist led a series of guided walks every Saturday in September featuring evidence of farm, mill, and ski inn history at the Mill Trail property. The guided walks were attended primarily by adults. Attendees heard about the events primarily through Stowe Historical Society internal correspondence and the Vermont Archaeology Month pamphlets. A total of 32 people attended the event.



The Hiking Tour of 19th c “Old Job” occurred on Saturday, September 5 from 10:30 AM-3:00 PM in Mt. Tabor. This was a free event open to the public. Green Mountain Club (GMC) Director of Trail Programs Dave Hardy, retired Green Mountain National Forest (GMNF) archaeologist Dave Lacy, and GMNF archaeologist Tim Watkins led a 3.2-mile hike to explore the remains of the 19th c. mill town of Old Job and the earlier “Greeley” site. Feedback from the hosts indicated that advertising for the event was very effective. Approximately half of the attendees were people who saw it advertised in the local newspaper and took interest. Most of the remainder heard of the event through local GMC chapter internal correspondence. A total of 12 people attended the event.

The Native American Pottery Workshop at ECHO Leahy Center for Lake Champlain occurred on Saturday, September 5 from 1:00-3:00 PM in Burlington. The event was included as a free program with admission to the science center. At the workshop, experimental archaeologist Charlie Paquin guided participants through Native American pottery construction techniques while making pinch pots and coil bowls. A total of 40 people participated in the event, which was a large turnout relative to similar programs at the center and previous years' VAM events. Charlie noted that there was a lot of interest and most people heard about the event through advertising in the local papers (the Burlington Free Press and Seven Days) or the ECHO website.

The Soldiers atop the Mount festival occurred on Saturday, September 5 from 9:30 AM-5:30 PM and Sunday September 6 from 9:30 AM-2:00 PM at the Mount Independence State Historic Site in Orwell. The cost for the event was \$6.00 for adults and free for children under 15. Reenactors from 1776-1777 took over the Mount for a weekend of festivities. They demonstrated Revolutionary War camp life, military tactics, colonial crafts, firing artillery, cooking, and clothing manufacture. There was also an interactive “Baldwin Trail Walkabout” on Saturday, children’s activities, the annual reading of the Declaration of Independence, and music by the Seth Warner Mount Independence Fife & Drum Corps. Elsa Gilbertson, the host of the event, conveyed that visitors commented on terrific trails and richness of the site. Many told Elsa that they had a great time and that they plan to come back. A total of 294 people attended the event.

The Artifact Roadshow and Flintknapping Demonstration at ECHO Leahy Center for Lake Champlain occurred on Sunday, September 6 from 1:00-2:30 PM in Burlington. The event was included as a free program with admission to the science center. Experimental archaeologist Charlie Paquin demonstrated how Native Americans shaped projectile points utilizing the ancient technique of flint-knapping. After the demonstration, visitors were encouraged to bring any prehistoric finds that they might possess for archaeologist Charlie Paquin to identify and analyze them. Charlie noted that even through there was a slightly smaller turn out relative to the previous day, the crowd was very enthusiastic. Many of the attendees heard about the event through the local newspapers (Burlington Free Press and ECHO) and through the ECHO website. A total of 30 people participated in the event.

The Chittenden Town History lecture occurred on Tuesday, September 8 at 7:00 PM in the North Chittenden Grange Hall in Chittenden. This was a free event and open to the public. GMNF Archaeologist Tim Watkins gave a presentation on the history of the Chittenden area, including pertinent town history and popular folklore. Tim felt that the presentation “was a big success”, with many more participants than he was expecting. It was not clear how the attendees heard of the event. A total of 40 people attended.



The “Peace and Conflict: mid-18th Century Life around the Forts of the Middle Connecticut River Valley” lecture occurred on Tuesday, September 8 from 6:00-7:30 PM at the Eureka Schoolhouse in Springfield, VT. The event was free and open to the public. Gail Golec recounted the early years of European settlement in the middle Connecticut River Valley, when English and French forts emerged as social and economic centers for Europeans and Natives alike. Although Gail’s talk was very interesting, informative, and well delivered, it was lightly attended. A total of 5 people attended the event.

The “Before the Lake Was Champlain” film screening occurred on Wednesday, September 9 from 5:30-7:30 PM at the Vermont Archaeology Heritage Center in Barre. The event was free and open to the public. Fred Wiseman facilitated the film screening of

“Before the Lake Was Champlain;” a film he co-produced with NY filmmaker Ted Timreck. It focused on interesting, recent discoveries in Northeastern archaeology. Following the screening, Fred gave a short update on his ongoing work on the ethnobiology and cultural ecology of the basin and he engaged attendees in a discussion on new directions in the study of Vermont’s ancient peoples. A total of 25 people attended the event.

The “*Archaeology in and Around Essex*” lecture occurred on Thursday, September 10 at 7:00 PM in the Town of Essex Memorial Hall. The event was free and open to the public. Jess Robinson delivered a summary lecture of the major archaeological sites identified in and around Essex and what these finds reveal about Vermont's ancient and early historic past. People reported that they heard about the event in *Seven Days*, the Essex Historical Society's internal listserv, and the VAM calendar. A total of 22 participants attended the event.

The “*Mammoth Discoveries*” lecture occurred on Saturday, September 12 from 2:00-3:00 PM at the Vermont History Center/Vermont Archaeology Heritage Center in Barre. The event was free with regular admission to the site. The lecture was led by archaeologist Brennan Gauthier with an introduction by Jess Robinson. Brennan discussed the discovery of a mammoth tooth and tusk at Mount Holly and the theories developed at the time to explain the bones, as well as what we now know after 150 years of archaeological and scientific progress. A total of 25 people attended the event.



The Homer Stone Quartzite Quarry Open House occurred on Saturday, September 12 from 1:00-3:00 PM at the Green Mountain National Forest Supervisor's Office in Rutland, VT. The event was free and open to the public. GMNF allowed the public to get a first-hand look at a sample of the more-notable artifacts recovered from the Native American Homer Stone quartzite quarry excavation. It was completed by the Green Mountain National Forest Office, Vermont Archaeological Society, the University of Vermont Consulting

Archaeology Program and many volunteers from 2009-2012. Excavation co-directors Geoff Mandel of UVM's Consulting Archaeology Program and Dave Lacy, retired Green Mountain National Forest archaeologist, facilitated the event and led discussions on the exhibited tools. Dave Lacy was very excited by the great turn out for the event, which he attributed to by the VAM. Specifically, he noted that many participants heard of the event through the Rutland Herald advertisement. Dave mentioned that “several folks who were new to archaeology came in because they saw it in the Herald”. A total of 40 people attended the open house.

The Native American Pottery Workshop at the Kellogg-Hubbard Library occurred on Saturday, September 12 from 1:00-3:00 PM in Montpelier. The event was free and open to the public. Pre-registration was required and attendance was originally limited to 12 people. Nevertheless, a total of 19 people ended up participating, because so many interested people turned up. Experimental archaeologist Charlie Paquin led a hands-on workshop demonstrating the techniques used by Native Americans to build and decorate clay vessels. Charlie noted that

the event was aimed towards children rather than adults, but both enjoyed participating. He mentioned that the library advertised the event very well and were very adept at accommodating the larger-sized group.



The Five Formidable Forts of the Lake Champlain

Narrows Tour occurred on Saturday, September 12 at 10:00 AM, beginning at the Chimney Point State Historic Site and ending at Mount Independence State Historic Site. The cost for participating in the tour was \$20.00 per person, and was free for children under 15. The tour utilized a drive-yourself approach to exploring the locations, material vestiges, and history of five formidable forts of the Lake Champlain Narrows. It included visits to

the Chimney Point location of the 1690 British military occupation and 1731 French Fort de pieux; the Crown Point, NY ruins of the 1734 French Fort St. Frédéric and the 1759 British Crown Point fort and redoubts, and the 1776-77 American Mount Independence fortification in Orwell, VT. The tour was facilitated jointly by Vermont State Historic Sites and the Friends of Crown Point association. A total of 26 people attended the tour.

The Missisquoi Wildlife Refuge Indigenous Film Festival occurred on Saturday, September 12 from 1:00-7:45 PM at the Missisquoi National Wildlife Refuge. The event was free to attend and open to the public. The film festival featured five Native-themed films that used the Missisquoi Wildlife Refuge as a filming location. The films screened included *Before the Lake was Champlain* (2009), *1609: the other side of history* (2009), *The Changeling* (2008), *Against the Darkness* (2006), and *Waban-aki: People from Where the Sun Rises* (2006). Each film was followed by a discussion with Fred Wiseman on the message of the movie and the history and culture of the Indigenous People of the Missisquoi region. A total of 11 people attended.

The Walking Tour of Springfield's Industrial Heritage occurred on Sunday, September 13 from 1:00-3:00 PM beginning at the Great Hall in Springfield. The event was free to attend and open to the public. Kelly Stettner of the Black River Action Team (B.R.A.T.) led the tour, beginning with a display of artifacts recovered from the Black River while cleaning its bed and banks over the past 15 years. The tour then walked to some of Springfield's industrial heritage sites. Kelly reported that the event went well despite the persistent rain. There was great interest from the participants, and they shared suggestions, ideas and insights throughout the tour regarding the history of Springfield and how to bring its industrial heritage into the present. A total of 8 people participated in the tour.

The Merck Forest Historical Archaeological Site Tour occurred on Sunday, September 13 from 12:00-3:00 PM at the Merck Forest & Farmland Center in Rupert. The tour was free to attend and led by Charlie Paquin. He led a guided hiking tour through Merck Forest to visit an early historic archaeological site occupied from ca. 1800 to 1850. The attendance for the event was very low, with only 2 people participating. Charlie noted that the Merck Center did not do any of their own advertising, and that VAM's paid advertising avenues did not likely penetrate the local area very well. In walking the trails before the event, Charlie found that many of the hikers he encountered would have wanted to participate in the tour had they known about it ahead of time. Charlie expressed an interest in trying again next year, but implementing more outreach beforehand.



The “Hyper-Archaeology” Lightning Lectures event occurred on Wednesday, September 16 from 5:00-7:00 PM at Queen City Brewery in Burlington. The event was free and open to the public. It featured short lectures in rapid succession by archaeologists working in various areas around the world. There was an excellent turnout for the event. The feedback was uniformly positive and people remarked about

how accessible the format was for learning about archaeologists’ research and how the brewery provided the perfect atmosphere for archaeological professionals and non-archaeological participants to learn and talk with one another. People learned about the event from Burlington Free Press and Seven Days event calendars, paid advertising and the VAM calendar and brochure. A total of 60 people were in attendance, which was the capacity of the venue.

The “History of the Green Mountain National Forest and its Heritage Program” lecture occurred on Wednesday, September 16 at 7:00 PM at the Charlotte Library. The lecture was free to attend and open to the public. GMNF Forest Archaeologist Tim Watkins presented a brief history of the GMNF and its Heritage Resources Program. He discussed some of the notable archaeological sites in the GMNF and the challenges of preserving them for the benefit of future generations. He reported to VAM that he “was only slated to talk for an hour and ended up hanging out for almost another hour showing/explaining artifacts and answering questions. It

was probably the most well rounded group I spoke to for VAM, with all age groups represented.” There was a total of 23 people who were in attendance.



The Taylor Valley Moonshiner Tour and Presentation

occurred on Thursday, September 17 at 10:00 AM in the Taylor Valley forest in Strafford. The tour was free to attend and open to the public. Archaeologists Brennan Gauthier and Jess Robinson led a guided hike through the Taylor Valley forest, discussing recent research on a group of notorious 1880s cider moonshiners in Orange County. The tour concentrated on interpreting the historic landscape of Taylor Valley, with a focus on identifying the locations of long-forgotten moonshine stills. People heard of the event through local advertising and particularly through the historical society listserv. A total of 22 people attended the event.

The “From the “Cabinet of Curiosities” to the Modern Museum: Collections Management and Repatriation in Small Institutions” open house and lecture occurred on Thursday, September 17 from 6:00-7:30 PM at Bixby Memorial Library in Vergennes. The lecture was free to attend and open to the public. Kat Raynor, manager of the Museum Room inventory project at the Bixby facilitated an open house of the ongoing inventory and exhibition of the archaeological collections. The open house was followed by a short presentation by Kat. It was reported that everyone was very interested and excited about the work that is being done with the collections. Kat noted that a “VPR segment also resulted from a press release surrounding our event for VAM”. A total of 15 people attended the event.

The Consultant Training Day occurred on Friday, September 18 from 9:00 AM-5:00 PM at the National Life Building in Montpelier. The event was free to attend and open to archaeological consultants and architectural historians. The day-long training session was hosted by the Vermont Division for Historic Preservation. A total of 17 people attended.

The Atlatl Workshop occurred on Friday, September 18 from 12:00-5:00 PM at the Chimney Point State Historic Site in Addison. The cost to attend was \$65.00. Atlatl experts Bob and Cheryll Berg of Thunderbird Atlatl taught traditional and modern techniques of atlatl and dart construction, flint knapping, stone point hafting, and cordage making. A total of 8 people participated in the event.



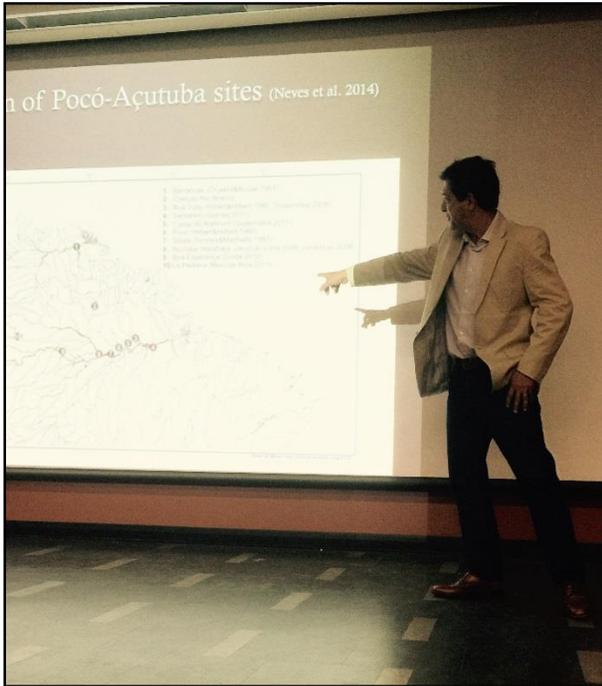
The 20th Annual Northeast Open Atlatl Championship occurred on Saturday, September 19 from 10:30 AM-4:30 PM at the Chimney Point State Historic Site in Addison. The competitor pre-registration fee was \$6.00, while on-site registration was \$7.00. The cost of general admission was \$5.00 for adults and free for children under 15. The atlatl championship involved a both distance and accuracy events, but there were many opportunities for people of all ages to try their hand at the ancient art of mechanically aided spear-throwing. Demonstrations and workshops on flintknapping and Woodland pottery-making were also offered throughout the day and arts and crafts were available for sale. Most people found out about the event through the VAM online calendar and brochure and

through word-of-mouth. A total of 115 people attended.

The Vermont Granite Festival occurred on Saturday, September 19 from 10:00 AM-4:00 PM at the Vermont Granite Museum in Barre. The cost to attend was \$5.00 for adults, \$4.00 for seniors, \$3.00 for children, \$10.00 for families, and free to members. The festival was a celebration of Barre and Central Vermont's granite heritage and featured ethnic music, performances and activities, exhibits, and demonstrations by area stone workers, including a tour of the industrial archaeological landscape of the museum. The festival had an excellent turnout of 225 people.



The Pittsford Ridge Hike occurred on Sunday, September 20 from 2:00-5:00 PM at the Hubbardton Battlefield State Historic Site in Hubbardton. The cost to attend was \$3.00 for adults and free for children under 15. The hike encouraged participants to explore part of the July 7, 1777 American evacuation route up to Pittsford Ridge after the Battle of Hubbardton. The tour was led by site interpreter Carl Fuller. A total of 14 people attended.



The Annual James B. Petersen Lectures occurred on Wednesday, September 23rd and Thursday, September 24 at 7:00 PM at the UVM Fleming Museum of Art in Burlington. The lectures were free to attend and open to the public. The University of Vermont and VAM hosted prominent Amazonian archaeology scholars Michael Heckenberger and Eduardo Góes Neves for the annual James B. Petersen memorial lecture series. Each lecture was very well-attended, and many commented that the lectures were some of the best they had ever seen. People heard about the event through Burlington Free Press and Seven Days event calendar postings and advertisements, VAM brochure and calendar website, and internal fliers posted by UVM. A total of 134 people cumulatively attended the lectures.

Fred Wiseman's *Seeds of Renewal Lecture* took place on Thursday, September 24 from 5:30-7:00 PM at the Intervale Center Community Barn in Burlington. The lecture was free to attend and open to the public.



Fred Wiseman summarized his quest to discover local crops with ancient origins from 17th-19th century written documents and modern Indigenous oral history, the daunting task of tracking down existing seed sources as far away as Manitoba and Colorado, and the sometimes frustrating labor in bringing the precious seeds to their first harvests in their ancient homeland. Fred commented that “there were so many questions afterward, that it was hard packing up the displays, etc.” Fred noted that this topic has a great deal of crossover potential with fields apart from archaeology, including those interested in botany, farming, anthropology/social justice, medicine, and people interested in water quality and climate change. A total of 20 people attended the event.

The Lower Waterford, Then and Now guided walk occurred on Saturday, September 26 at 9:30 AM in Waterford. The guided walk was sponsored by the Waterford Historical Society and was free to attend and open to the public. Dave Morrison led the walk around Lower Waterford Village. Participants had a chance to see evidence of past activities and industries in the village, and learned how the "White Village" has changed over time using images from the past century and local records. Among those who participated were a few new home owners from Waterford, a resident of Montpelier, an archaeologist, and some people with connections to the Waterford Historical Society. A total of 14 people attended. Almost all of the people attending the event heard about it through local promotion.



The Archeology Day at the Montshire occurred on Saturday, September 26 from 10:30 AM-4:30 PM at the Montshire Museum of Science in Norwich. The event was free with the price of admission to the museum. Stations were set up throughout the museum with different activities related to the archaeology of Vermont and Native technology, including a pottery workshop, atlatl throwing station,

flintknapping demonstrations, artifact hands-on demonstrations, and a fire pit dig. Many attendees heard about the event through VAM advertising and the Montshire's website. This festival was the most highly attended event of Vermont Archaeology Month and the Montshire staff noted that the attendance for the day was approximately 200 people over the normal daily average. A total of 392 people attended the event.



The Hike into History guided walk occurred on Sunday, September 27 from 1:00-3:00 PM at Mount Independence State Historic Site in Orwell. The event cost \$5.00 for adults and was free for children ages 14 and under. Stephen Zeoli led the tour using the historic Wintersmith map as a guide for exploring Mount Independence as it was in the summer of 1777. A total of 15 people attended the event.

The Points of Interest: Lake Champlain Bridge Guided Walk occurred on

Sunday, September 27 from 1:00-3:00 PM beginning at Crown Point, NY. The walk cost \$6.00

for adults and was free for children under 15. The tour was led by Elsa Gilbertson of Vermont State Historic Sites and Tom Hughes of the Friends of Crown Point. The tour discussed the history of architecture and archaeology surrounding them while walking across the new Lake Champlain Bridge to the Chimney Point State Historic Site. A total of 15 people attended the event.

The Historic Silver Lake Hike and Talk occurred on Sunday, September 27 from 10:00 AM-1:00 PM at the Silver Lake trail in Leicester. The event was free to attend and open to the public. Researcher & author Bill Powers and retired GMNF archaeologist Dave Lacy led a hike to Silver Lake where they discussed the history and archaeology of the area, including the 19th century settlements of the area and the development of a popular hotel on the lake shore. About one third of attendees heard about the guided walk through the VAM event calendar. Some heard about it the local newspaper advertisement and many heard about it through Bill Powers' own advertising and outreach. A total of 35 people attended the event.

The Project Archaeology Teacher Training was scheduled to occur Monday, September 28th and Tuesday, September 29 from 8:30 AM-4:30 PM at the Vermont Archaeology Heritage Center. However, due to a lack of pre-registration it was canceled. Some teachers expressed an interest in participating, but because the event was so close to the beginning of the school year, they were not able to take time away from school. The training event may be rescheduled for later in the fall.

ATTENDANCE, EVENT, OUTREACH, AND PROMOTION ANALYSIS

A total 1,955 attendees participated in 39 events during VAM 2015. These events were held in 22 separate towns or cities in ten Vermont counties. As Figure 1 illustrates, total attendance decreased by approximately 23% from 2014 (n=2,544). This decrease was expected, however, given the decision to stop cross-listing events that were not in line with or only tangentially related to the educational mission of VAM after 2014. Given these self-imposed restrictions, overall attendance was actually much better than predicted.

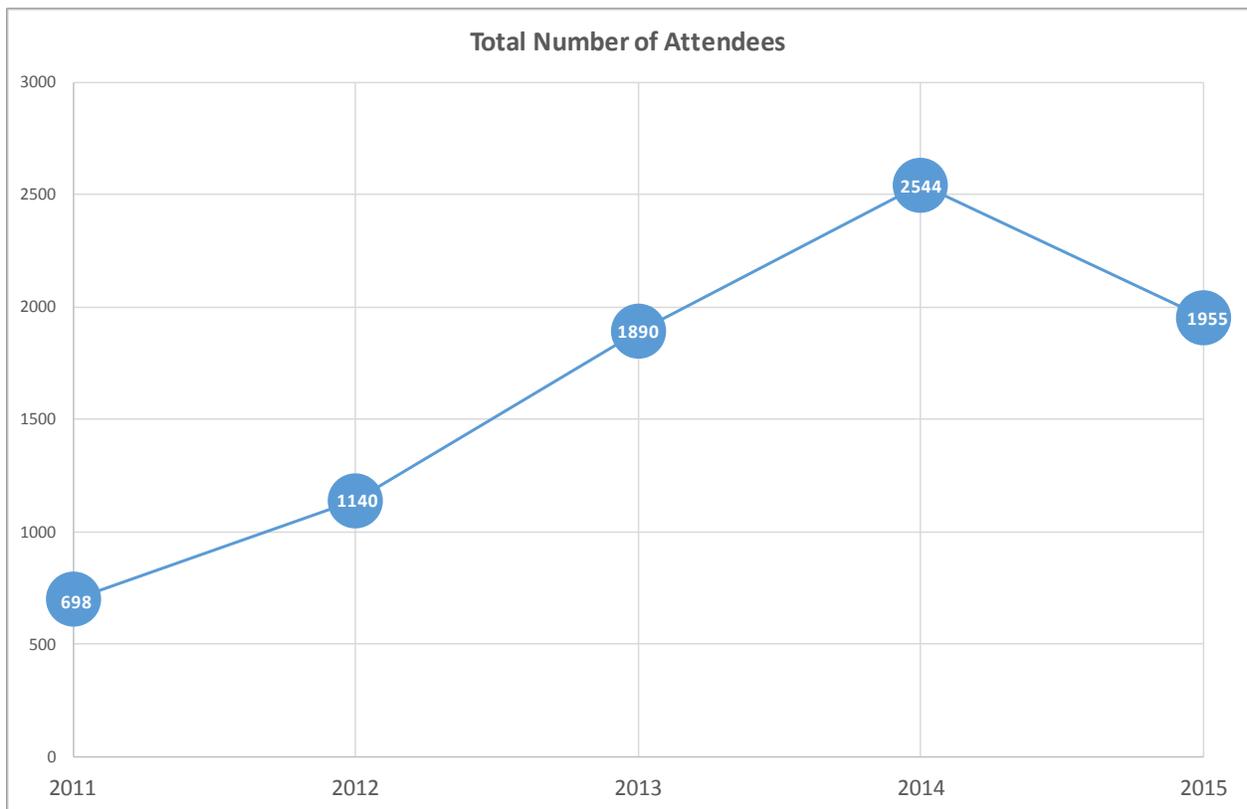


Figure 1. Total attendance at VAM events from 2011 through 2015.

Organization, planning and facilitating a similar number of events to the number held in 2014 required much more effort without cross-listing (Figure 2). As such, local partners and larger institutions like the University of Vermont, ECHO Lake Aquarium and Science Center, the Vermont Granite Museum, and the Montshire Museum of Science are heartily thanked for working with VAM planners to host or facilitate events that were fully coincident with its mission.

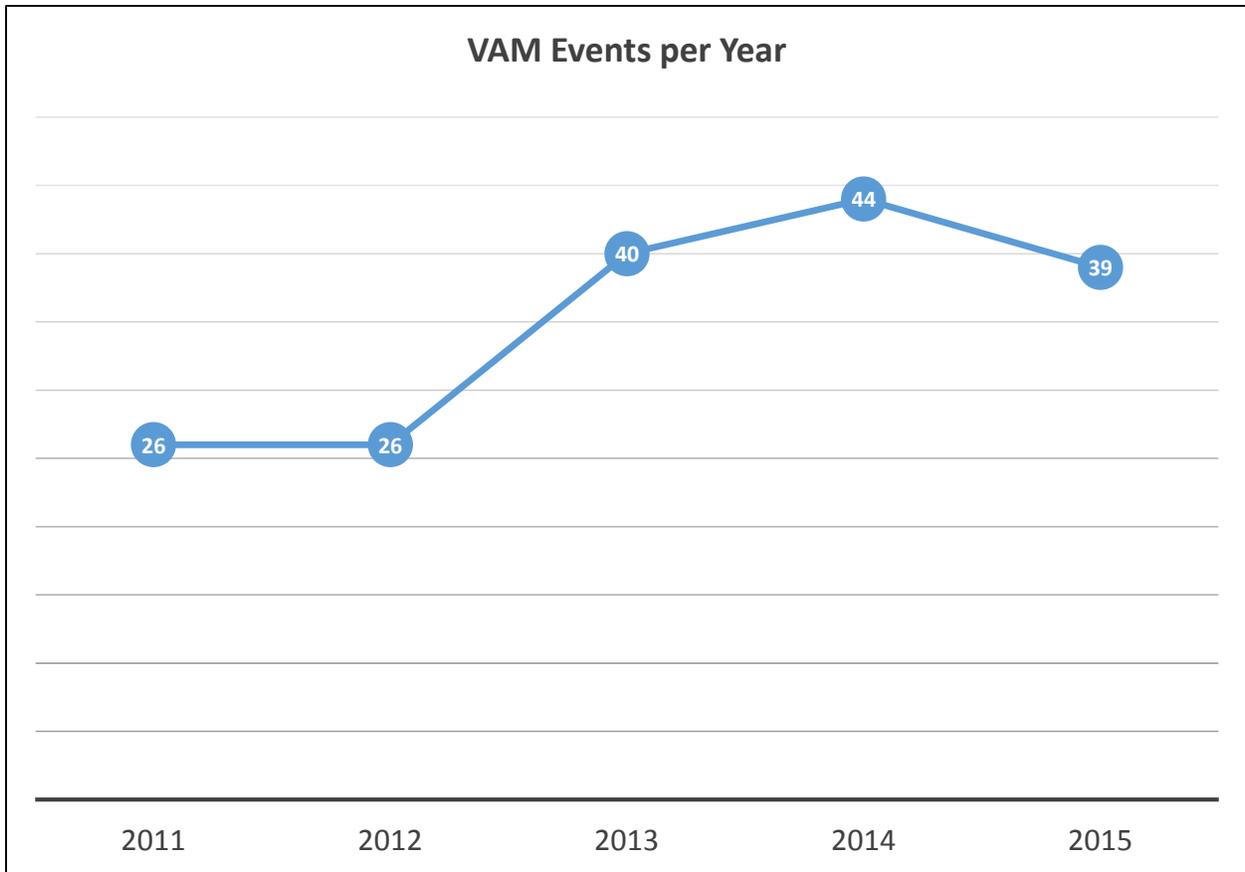


Figure 2. The total number of events during VAM from 2011 to 2015.

Events

In addition to the summaries provided in the previous section, a summary event table is included in Appendix 1. The following section examines aggregate data related to the VAM events.

Geographic Extent of Events in Vermont

The geographic extent of VAM events in 2015 was broad and served one of its overall goals of contacting, informing and educating Vermonters about archaeology and related topics no matter where they might reside. As noted above, a total of 39 separate events were held in 22 Vermont towns or cities in ten Vermont counties in 2015. Viewed another way, approximately 9.3% of all of Vermont's towns or cities and 75% of its counties hosted at least one event. Moreover, VAM 2015 held events in seven towns that had not hosted an event in the recent past. These include Johnson, Rutland City, Stowe, Rupert, Chittenden, Charlotte, and Leicester. Since 2011, VAM events have been held in 55 towns or cities, representing approximately 23.2% of all of Vermont's towns. At least one event was held in every Vermont county over the same time period.

As a result of the recommendations in the 2014 VAM final report, VAM attempted to host or facilitate an event in the Bennington/Pownal area and in the Goshen/Rochester/Hancock area during VAM 2015. These areas were identified as potentially important because of the

density of archaeological sites documented in those regions. Appropriate event venues and partners were not forthcoming for 2015, however. VAM has recently been in contact with newly interested groups in both areas and is hopeful that at least one event will be hosted in each area in 2016. Conversely, VAM fulfilled one of the other recommendations articulated in the 2014 final report by hosting events in areas had not hosted one in the recent past.

Events and Population Density

One criterion considered when planning the 2015 VAM event calendar was the resident population of a given town or city. Intuitively, the larger the resident population, the larger the number of potential attendees available to attend a VAM event. It should be noted, however, that the host had just as much if not more impact on event turnout than the numbers of potential attendees in a particular resident population. Local historical societies, for instance, generated solid turnouts for the events they hosted in 2015 even though several were located in small towns or the events they hosted were scheduled for weeknights.

As Table 1 illustrates, a significant number of events in 2015 were held in areas with high population densities. Taking into account the locations of venues in 2014 and 2013 as well, VAM has held an event in or near to every major population center in Vermont with the notable exceptions of Bennington and Brattleboro.

Town	County	2010 Population	Area in Square Miles
Addison	Addison	1371	48.93
Barre City	Washington	9052	3.98
Burlington	Chittenden	42,417	15.49
Charlotte	Chittenden	3754	50.36
Chittenden	Rutland	1258	73.8
Essex	Chittenden	19,587	39.32
Hubbardton	Rutland	706	28.84
Johnson	Lamoille	3446	45.09
Leicester	Addison	1100	21.78
Milton	Chittenden	10,352	60.89
Montpelier	Washington	7855	10.25
Mount Tabor	Rutland	255	43.81
Norwich	Windsor	3414	44.68
Orwell	Addison	1250	49.67
Rupert	Bennington	714	44.66
Rutland	Rutland	16,495	7.68
Springfield	Windsor	9373	49.44
Stowe	Lamoille	4314	72.76
Strafford	Orange	1098	44.3
Swanton	Franklin	6427	61.67
Vergennes	Addison	2588	2.51
Waterford	Caledonia	1280	39.74

Table 1. List of towns where at least one event took place in 2015 with respective populations and area in square miles indicated.

Looking at only this criteria, VAM continues to do a satisfactory job of hosting a selection of events in areas with large populations, although, again, there is a significant need to host events in the southernmost portion of the state.

Event Dates

The days of the week on which events take place was another important consideration during VAM 2015 planning. In the 2014 VAM final report, it was noted that, on average, Fridays and Saturdays had far-higher average turnouts than the other days of the week (Figures 3 and 4). It was also noted that weekend events allowed greater flexibility in timing and the ability to host events during the day. As such, the 2014 VAM final report recommended that planners and potential hosts and facilitators consider whether the perceived or actual benefits accrued from hosting events during non-Friday weekdays outweighed the obvious advantages of hosting events on the weekends, particularly if locations are carefully considered so as to minimize the amount of potential audience overlap and dilution.

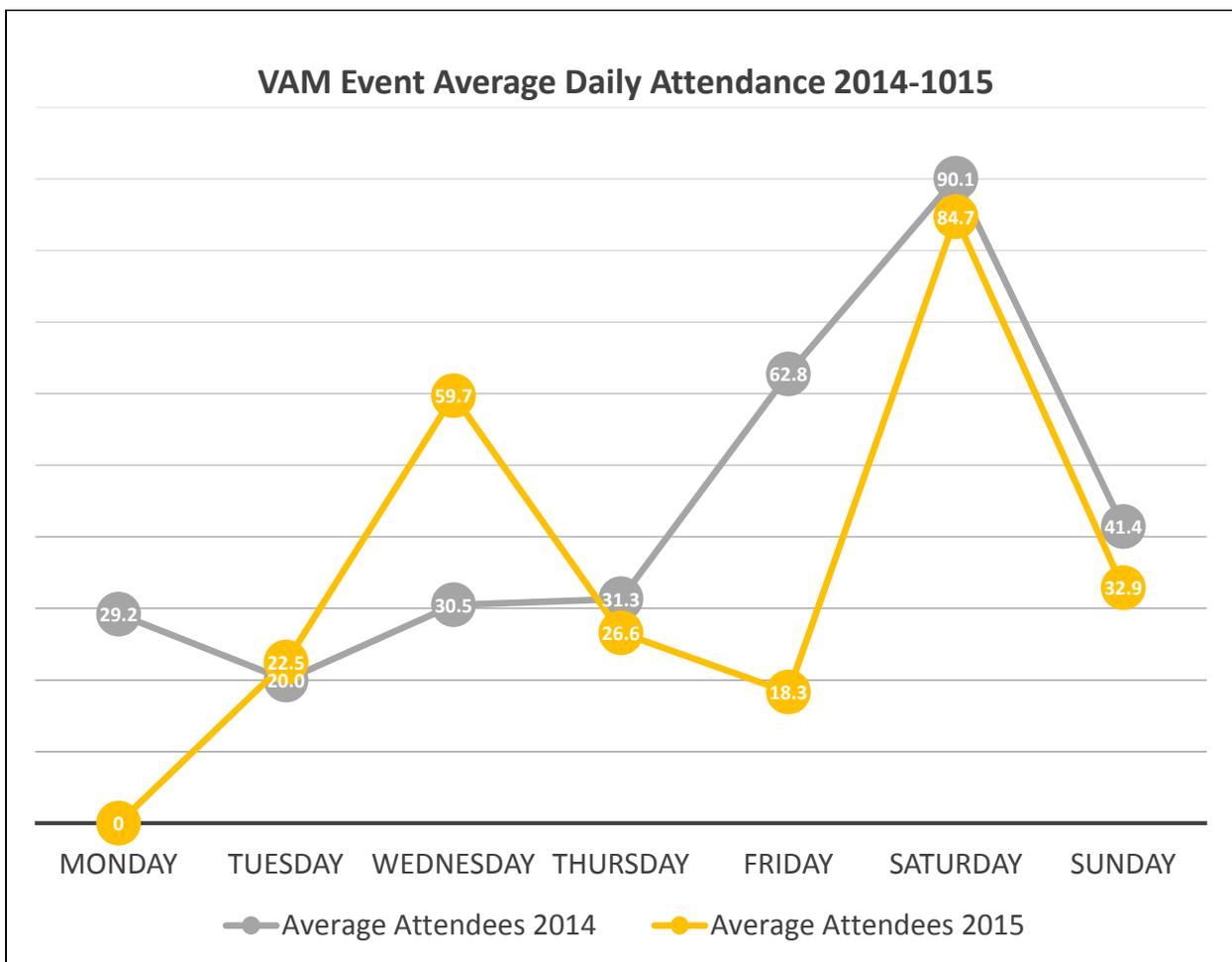


Figure 3. Average attendees at events on different days of the week during Vermont Archaeology Month 2014 and 2015.

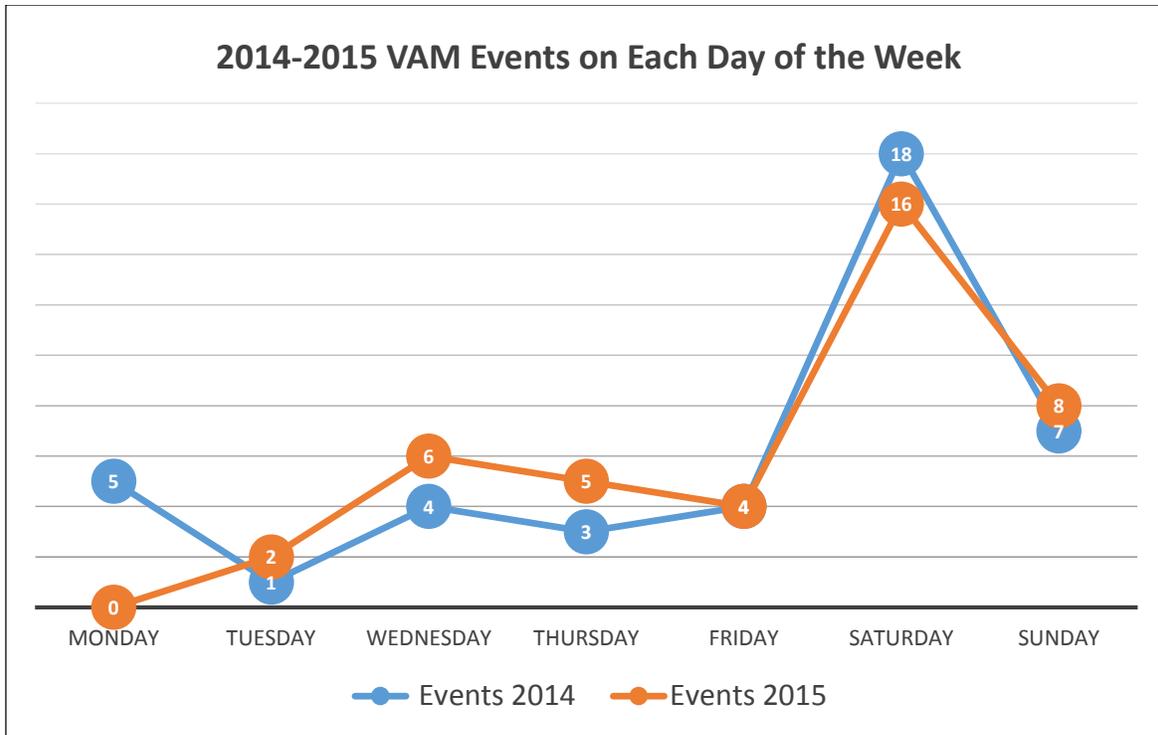


Figure 4. Average attendees at events on different days of the week during Vermont Archaeology Month 2014 and 2015.

For 2015, VAM planners worked with event hosts and facilitators to schedule as many events as possible on Fridays and Saturdays. A total of 18 events took place solely or partially on Saturday, which seems in retrospect to be about the maximum number that could feasibly be hosted on a single day of the week without adversely affecting the potential audience base for VAM. Despite early encouragement to have facilitators and hosts schedule some events on Friday, relatively few were able to logistically accommodate that day of the week this year.

Indeed, because of particular venues' schedules, volunteer availability, and other factors, event hosts and venues continued to schedule a significant number of events on weekday evenings. The exception to this pattern was Monday. In 2014, five events were scheduled on Monday evenings over the course of the month, while in 2015 that number dropped to zero. That change was undoubtedly beneficial, because Monday events in 2014 were generally not well attended.

Hosting and Partnerships

Although the content and circumstances of every VAM event are different, they can generally be divided into two types: those that VAM directly hosts and/or facilitates, and those that VAM cross-lists with partner institutions. In 2015, a total of 27 events were hosted or co-hosted by the VAM, which involved some level of direct involvement and planning by the VAM

staff. An additional five events were organized by the western State-owned Historic Sites of VDHP, VAM's state partner.

A total of seven events were cross-listed events with partner institutions. VAM had no direct involvement with the planning and execution of those events. Rather, the subject and content of the events were seen to fall within the parameters and mission of the VAM after they had been planned. They agreed to promote the events as a component of VAM in return for the additional promotion that we provided.

One of the primary recommendations of the 2014 VAM final report was to discontinue cross-listed events that did not adequately serve the primary educational and outreach missions of VAM. It was determined that making the scope of events too broad could potentially dilute or confuse the core messages VAM aspires to convey. It was also noted that if partners were approached early enough in the year, events could be better tailored to VAM without unduly imposing upon the independent goals and motivations of the partner institutions.

VAM 2015 achieved these goals. The percentage of VAM hosted or co-hosted events increased to approximately 69% in 2015 from 48% in 2014. If one includes the events hosted by the western State-owned Historic Sites, the percentage increases to approximately 82%. Moreover, the remaining events that were cross-listed were chosen with more care and attention to VAM's overall mission. In some cases, such as the *Vermont Granite Festival* and *the Time Travels Through Nature: A Guided Walk* events, the hosts incorporated more archaeology education or activities than they otherwise would have as a result of VAM's cross-listing.

Outreach and Promotion

VAM 2015 outreach and promotion took various forms, both paid and free. The following sections examine each category of outreach and promotion and offers analysis where appropriate.

Websites

VAM 2015 populated and maintained two websites during the month of September. The website listed on the brochure was: http://historicsites.vermont.gov/vt_history/archaeology/. This is the primary page for Vermont Archaeology hosted by VHDP. The first and most prominent entry was Vermont Archaeology Month, headed by a prominent link to a dedicated VAM page. Slightly lower, but still prominently displayed, was a direct link to the VAM 2015 Calendar of Events PDF. This PDF contained full abstracts for each event. It was decided that directing interested consumers to the general Vermont Archaeology page first might make them aware of, and perhaps bookmark, the page in order to access information about Vermont Archaeology outside of the VAM in the future.

The second VAM website was: http://historicsites.vermont.gov/vt_history/archaeology/archaeology_month. This page gave a short summary of VAM as a whole, provided a prominent link to the 2015 Calendar of Events

PDF, and displayed the highlighted events listed on the brochure. The site also displayed several engaging pictures of Vermont archaeology and past VAM events.

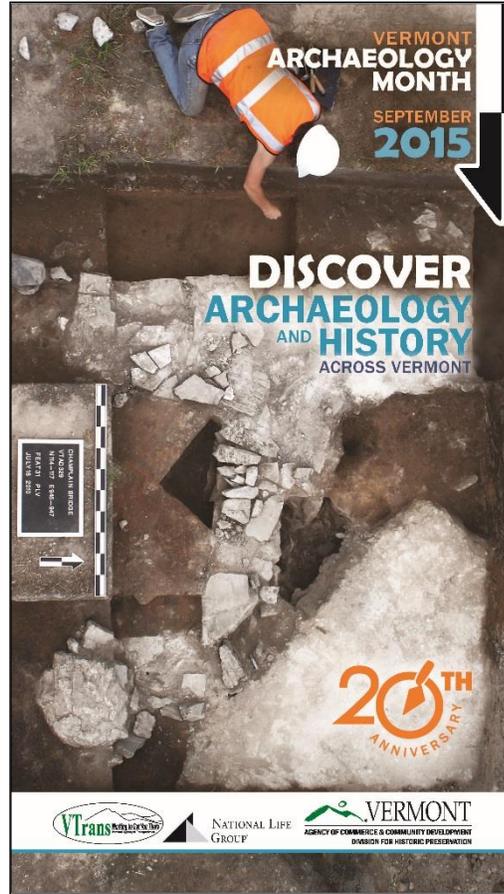
Interestingly, traffic to the http://historicsites.vermont.gov/vt_history/archaeology/archaeology_month page decreased by approximately 82.74% (2,447 to 374) relative to an equivalent time period in 2014. This profound reduction is somewhat enigmatic given the relative robustness of the overall 2015 turnout. As discussed below, one reason might be the accessibility of the entire calendar of events on the brochure itself, lessening the need for interested persons to refer to the online event calendar.

Poster/Brochures

After 2014, VAM decided to stop using rack cards as the primary printed medium to advertise its events. Instead, VAM worked with the Chief Marketing Office (CMO) to develop a two-sided fold-out brochure that displayed an engaging poster-style image with essential information on the obverse and a calendar of events on the reverse (Figure 5). The design was predicated upon a desire to have a printed poster to disseminate in order to address those individuals that had been asking for once since VAM stopped producing them in 2012, and also to have a print medium that listed the entire calendar of events rather than select “highlights.” Several hosts and presenters were upset in 2014 when their events did not get advertised as a “highlight.” Feedback on the design of the brochures was uniformly positive and it will continue to be utilized next year.

VAM printed a total of 2,500 brochures. VAM sent out 1,926 brochures to event organizers, facilitators, hosts, facilities, and to other select libraries and outlets that expressed interest in advertising VAM. Regarding libraries, a preliminary email was sent to all local and college libraries in the state asking if they were interested in receiving and displaying brochures on VAM’s behalf. VAM sent brochures to those that responded positively. The remainder of the brochures were withheld to disperse by hand at events and to replenish earlier recipients if/when they ran out. Moreover, because of the poster format on the obverse, it was thought that brochures left over at the end of the month would still have value as giveaways at the Vermont Archaeology Heritage Center.

Attendee feedback commonly cited the VAM brochure as one means by which they learned about particular events. Moreover, because the entire calendar of events was listed on the brochure, interested individuals could see all events taking place in their areas or that interested them without being required to access the VAM website as an additional step. This convenience appears to be at least partially responsible for the drop in internet traffic to the VAM websites.



VERMONT ARCHAEOLOGY MONTH 2015 EVENTS

ALL EVENTS TAKE PLACE IN SEPTEMBER

FOR COMPLETE DETAILS VISIT: HISTORICSITES.VERMONT.GOV/VT_HISTORY/ARCHAEOLOGY

<p>2 Bringing the Past to Light: New Technologies and New Interpretations in Vermont Archaeology BENTLEY SCIENCE HALL, JOHNSON STATE COLLEGE, JOHNSON + 4:00-5:00 PM State Archaeologist Tom Fahnestock discusses how new technologies, techniques, and interpretations are changing archaeological data. How has the light of Vermont's archaeological past been shed?</p> <p>2 "Whiskey on the Lake" with Dr. Scott McLaughlin MILLS HISTORICAL SOCIETY, WILTON + 7:00 PM Join a local professional, archaeologist and outdoors and the open waters of Lake Champlain to sample alcohol from the United States and the 17th and 18th centuries.</p> <p>4 "The Missisquoi Summit" Symposium MISSISQUI NATIONAL WILDLIFE REFUGE, SWANTON + 9:00-4:00 PM Join us as we explore some of the archaeological and cultural heritage of the Missisquoi River from the first people who lived here to the present day.</p> <p>6 Time Travels Through Nature: A Guided Walk MILL TRAIL PROPERTY, STOWE + 10:30-11:30 AM AND 1:00-2:00 PM Discover the flora, fauna, and the history of the Mill Trail property on a guided walk with an archaeologist from the site of the Mill Trail.</p> <p>8 Hiking Tour of 18th-Century "Old Job" LONGAPPOWASH TRAIL, WITFORD + 10:30 AM-3:00 PM Join us for a guided walk on a trail and archaeological site along the "Old Job Trail" in the "Old Job" area. Meet at the Long Appowash Trail parking area, Forest Road #13.</p> <p>9 Native American Pottery Workshop EDD LEAHY CENTER FOR LAKE CHAMPLAIN, BURLINGTON + 1:00-3:00 PM + FREE WITH EDD CENTER ADMISSION Come and learn to make pottery with archaeologist and potter Charlie Fagan as he guides you through Native American pottery making and teaches you while making your very own pinch pots and coil bowls.</p> <p>5-6 Soldiers Stop the Mount MOUNT INDEPENDENCE STATE HISTORIC SITE, DUNWELL + 10:00-11:00 AM AND 1:00-2:00 PM + \$5 ADULTS, FREE UNDER 18 Step back to 1791 and 777 as we explore the Mount Independence State Historic Site. Hear about the battle and the site's significance. We'll also have a guided walk and a picnic.</p> <p>6 Artifact Roadshow and Flint Knapping Demonstration EDD LEAHY CENTER FOR LAKE CHAMPLAIN, BURLINGTON + 1:00-2:30 PM + FREE WITH EDD CENTER ADMISSION Archaeologist Charlie Fagan will identify and analyze your personal artifacts and demonstrate flint knapping. We'll also have a guided walk and a picnic.</p> <p>8 Chittenden Town History NORTH CHITTENDEN GRANGE HALL, CHITTENDEN + 7:00 PM Archaeologist Tom Fahnestock will present a lecture on the history of Chittenden and discuss the site of the Chittenden area.</p>	<p>8 Peace and Conflict: Mid-18th Century Life Around the Forts of the Middle Connecticut River Valley BUREAU SCHOOLHOUSE, SPRINGFIELD + 6:00-7:30 PM Café Culture sources the early years of European settlement in the middle Connecticut River Valley, when social and economic centers for European and Native Americans transformed into a battleground for the French and British. One archaeological site is the site of the Fort of the Middle Connecticut River Valley.</p> <p>9 "Before the Lake Was Champlain" Film Screening VERMONT ARCHAEOLOGY HERITAGE CENTER, BARRE + 5:30-7:30 PM Join Dr. Fred Weisman for a film screening on water in the world. Discover the role of water in the world's history, especially regarding Lake Champlain.</p> <p>10 Archaeology in and Around Essex TOWN OF ESSEX MEMORIAL HALL, ESSEX JUNCTION + 7:00 PM State Archaeologist Tom Fahnestock presents a summary of what the archaeological site identified as an ancient Essex. Discover about Vermont's ancient and early history.</p> <p>12 "Missisquoi Discoveries" with Elizabeth Gaudier VERMONT HISTORY CENTER, BARRE + 2:00-3:00 PM Discover on the 28th discovery of a mammoth tooth and site on Mount Holly and what it means for the future of a chertologist and early prehistoric.</p> <p>12 Homer Stone Quarries Quarry Open House GREEN MOUNTAIN NATIONAL FOREST OFFICE, BURLINGTON + 1:00-3:00 PM Come and see a sample of the thousands of tools, weapons, and debris recovered from a massive quarry of the Missisquoi National Forest. Meet with the archaeologist and see the site.</p> <p>12 Native American Pottery Workshop KELLOGG/SIBBARD LIBRARY, MONTPELIER + 1:00-3:00 PM PLEASE CALL TO PRE-REGISTER AT (802) 223-3338 Join and participate in the pottery workshop. We'll have a hands-on workshop demonstrating the techniques used by Native Americans of Vermont to build beautiful vessels.</p> <p>12 Five Fortifiable Forts of the Lake Champlain Harbors Tour CHIMNEY POINT STATE HISTORIC SITE, ADDISON + 9:00 AM + \$10 ADULTS, FREE UNDER 18 + CALL TO PRE-REGISTER AT (802) 799-2412 Follow along on this day-long tour of the forts of the Lake Champlain Harbors. Hear from the archaeologist and see the site.</p> <p>12 Time Travels Through Nature: A Guided Walk MILL TRAIL PROPERTY, STOWE + 10:30-11:30 AM AND 1:00-2:00 PM Discover the flora, fauna, and the history of the Mill Trail property on a guided walk with an archaeologist from the site of the Mill Trail.</p> <p>12 Missisquoi Wildlife Refuge Indigenous Film Festival MISSISQUI NATIONAL WILDLIFE REFUGE, SWANTON + 1:00-4:00 PM Join us for a film festival featuring the Missisquoi Wildlife Refuge film festival. Discover the history and culture of the indigenous people of the Missisquoi region.</p>	<p>13 Walking Tour of Springfield's Industrial Heritage GREAT HALL, SPRINGFIELD + 1:00-3:00 PM Edie Steiner shares an interesting collection of objects, glass, knick-knacks and other artifacts pulled from the Glass River of the Springfield area. Springfield's industrial heritage.</p> <p>13 Merck Forest Historical Archaeological Site Tour MERCK FOREST & WILDLIFE CENTER, BURLINGTON + 12:00-1:00 PM Join us for a tour of the Merck Forest site. Discover the site's archaeological significance.</p> <p>16 "Hyper-Archaeology" Lightning Lectures GREEN CITY BROWNE TALKING BOOK, BURLINGTON + 5:00-7:00 PM Archaeologists and colleagues are working around the world about their research in their respective fields.</p> <p>16 A History of the Green Mountain National Forest and Its Heritage Program CHARLOTTE LIBRARY, CHARLOTTE + 7:00 PM Archaeologist Tom Fahnestock presents a brief history of the Green Mountain National Forest and its Heritage Program.</p> <p>16 Taylor Valley Mountaineer Tour and Presentation SOUTH STRAFFORD PARK AND RIDE STRAFFORD + 10:00 AM Join us for a guided walk with archaeologist Rosemary Gaudier and Joe Robinson. Learn about a mountain group of 1880s and how they were able to reach the peaks of the mountains of long, large or massive cliffs in the Taylor Valley area.</p> <p>16 From the "Cabinet of Curiosities" to the Modern Museum: Collections Management and Registration in Small Institutions BERRY MEMORIAL LIBRARY, VERENNES + 6:00-7:30 PM Come hear a presentation of a local archaeologist and see what it is like to work in a museum. It is a great first step for anyone interested in the field.</p> <p>18 Attati Workshop CHIMNEY POINT STATE HISTORIC SITE, ADDISON + 12:00-3:00 PM + \$65 FOR MEMBERSHIP AND RESTAURANT + PRE-REGISTER AT (802) 799-2412 Join us for a guided walk with archaeologist Rosemary Gaudier and Joe Robinson. Learn about a mountain group of 1880s and how they were able to reach the peaks of the mountains of long, large or massive cliffs in the Taylor Valley area.</p> <p>20th Annual Northeast Open Attati Championship CHIMNEY POINT STATE HISTORIC SITE, ADDISON + 10:30 AM-4:30 PM + \$8 FOR MEMBERSHIP AND RESTAURANT + PRE-REGISTER AT (802) 799-2412 Participate in the 20th Annual Open Attati Championship. Discover the history and culture of the Attati region.</p> <p>Vermont Granite Festival VERMONT GRANITE MUSEUM, BARRE + 10:00 AM-4:00 PM + FREE TO MEMBERS OR \$5 ADULTS, \$4 SENIORS, \$3 CHILDREN, \$10 FAMILIES Celebrate the Granite Festival. Discover the history and culture of the Granite region.</p> <p>19 Time Travels Through Nature: A Guided Walk MILL TRAIL PROPERTY, STOWE + 10:30-11:30 AM AND 1:00-2:00 PM Discover the flora, fauna, and the history of the Mill Trail property on a guided walk with an archaeologist from the site of the Mill Trail.</p>	<p>20 Pittsford Ridge Hike HUBBARDTON BATTLEFIELD STATE HISTORIC SITE, HUBBARDTON + 7:00-9:00 PM + \$5 ADULTS, FREE UNDER 18 WITH SITE ADMISSION + \$10 FOR THE HIKING TOUR + \$10 FOR THE PICNIC + \$10 FOR THE HIKING TOUR + \$10 FOR THE PICNIC + \$10 FOR THE HIKING TOUR + \$10 FOR THE PICNIC</p> <p>23 James B. Peterson Memorial Lecture: Michael Heckenroder UNIVERSITY OF VERMONT, BURLINGTON + 7:00 PM The University of Vermont hosts prominent American and archaeologist Michael Heckenroder.</p> <p>24 James B. Peterson Memorial Lecture: Eduardo Neves UNIVERSITY OF VERMONT, BURLINGTON + 7:00 PM The University of Vermont hosts prominent American and archaeologist Eduardo Neves.</p> <p>24 "Seeds of Renewal" with Dr. Fred Weisman INTERNATIONAL CENTER COMMUNITY BARR, BURLINGTON + 5:00-7:00 PM Join us for a lecture on the seeds of renewal in the world's history.</p> <p>26 Lower Waterford, Then and Now DANIEL MEMORIAL LIBRARY, WATERFORD + 9:30 AM Learn how the "White Stage" has changed over time using local records and images from the past century. Guided walk covers the area around the library.</p> <p>26 Archaeology Day at the Montshire MONTSHIRE MUSEUM OF SCIENCE, NORWICH + 10:30 AM-4:30 PM FREE WITH MUSEUM ADMISSION Join us for Archaeology Day at the Montshire Museum. Celebrate Archaeology Day and discover the site's significance.</p> <p>26 Time Travels Through Nature: A Guided Walk MILL TRAIL PROPERTY, STOWE + 10:30-11:30 AM AND 1:00-2:00 PM Discover the flora, fauna, and the history of the Mill Trail property on a guided walk with an archaeologist from the site of the Mill Trail.</p> <p>Hike into History MOUNT INDEPENDENCE STATE HISTORIC SITE, DUNWELL + 10:00-11:00 AM FREE WITH SITE ADMISSION Step back to 1791 and 777 as we explore the Mount Independence State Historic Site. Hear about the battle and the site's significance. We'll also have a guided walk and a picnic.</p> <p>27 Points of Interest: Lake Champlain Bridge Guided Walk CHIMNEY POINT STATE HISTORIC SITE, ADDISON + 1:00-3:00 PM \$5 ADULTS, FREE UNDER 18 Guided walk across the new Lake Champlain Bridge.</p> <p>Historic Silver Lake Hills and Lake SILVER LAKE, LEICESTER + 1:00 AM-1:00 PM Guided walk on the history and archaeology of Silver Lake area, a walking tour of the site and the history of the area.</p> <p>28-29 Project Archaeology Teacher Training VERMONT ARCHAEOLOGY HERITAGE CENTER, BARRE + MONDAY 8:30 AM-4:30 PM, TUESDAY 8:30 AM-4:30 PM + DONATE SCOTT McLAUGHLIN AT DIRECTOR@VTAH.ORG TO PRE-REGISTER Join us for a teacher training session. Discover the history and culture of the Vermont Archaeology site.</p>
---	---	---	--

Figure 5. 2015 VAM brochure obverse and reverse.

Facebook

Utilizing Facebook as a promotion and communication vehicle is important and has a number of advantages over other media. Perhaps most importantly, it is free to host a page on the site. It is also widely used by members of the public, regardless of age or demographic profile. Moreover, once a user has liked the VAM page, they will continue to receive notifications through their newsfeed and other avenues unless they actively choose to “dislike” or disconnect from it. As hosts, the VAM is able to get quick feedback about content that people like, view web traffic to specific posts, and pay a relatively modest fee to boost specific posts about events where attendance is particularly important.

At the conclusion of VAM 2014, the VAM website had a total of 1,286 “likes”. Because Jess Robinson, State Archaeologist, maintained and regularly updated the VAM page throughout the year, it continued to accrue followers. By September 1, 2015, a total of 1,386 people had “liked” the VAM page. By the conclusion of VAM 2015, the VAM Facebook page had a total of 1,411 “likes.” This represents an approximate 8% increase from October 1, 2013 to October 1, 2014, and an approximate 2% increase from September 1 to October 1, 2014 (Figure 6).

The gains in “likes” achieved in 2015 relative to the equivalent time period over the previous year were modest. Jess had noticed a slow-down in the accrual of “likes” over the course of the winter months prior to VAM, and hypothesized that organic exposure to the page had reached somewhat of a saturation point. This seems to have been borne out during VAM 2015.

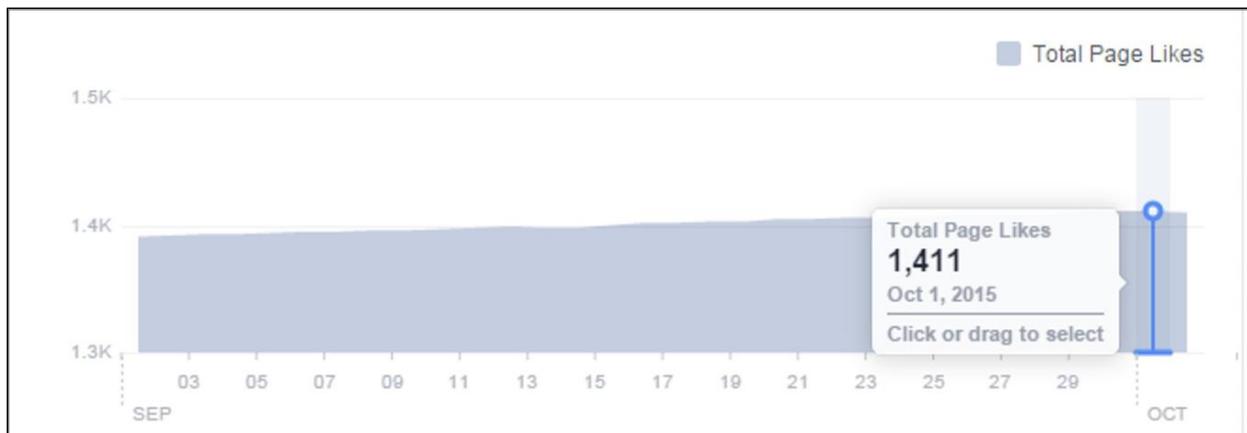


Figure 6. Total VAM Facebook page “likes” from September 1, 2015 to October 2, 2015.

In addition to aggregate page “likes,” Facebook provides a number of other analytical measures for hosts to gauge exactly if, where and how posts were received. Figure 7, for instance, illustrates the total number of people served by any activity on our page, directly or indirectly. VAM reached the highest number of people on September 1 ($n=719$), with our major announcement of the start of the month. There were various other spikes over the course of the month in response to posts, advertising, and other outreach endeavors. VAM did not purchase any paid advertising in 2015.

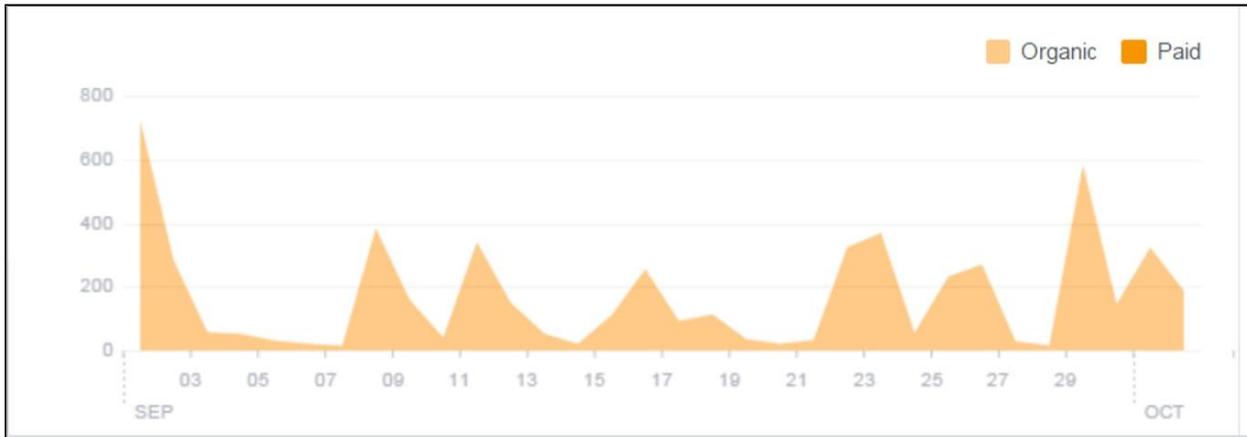


Figure 7. Graph illustrating the number of people who were reached on Facebook in any way by the activity on the VAM Facebook page over the course of VAM 2015.

The “likes, comments, shares” graph indicates when during the month people were most likely to “like” a post (Facebook consumers do not have to have “liked” to entire VAM page to “like” individual posts, although many do), comment about the post, and/or share it (Figure 8). The most activity again appears to have been at the start of the month and then fluctuated thereafter.

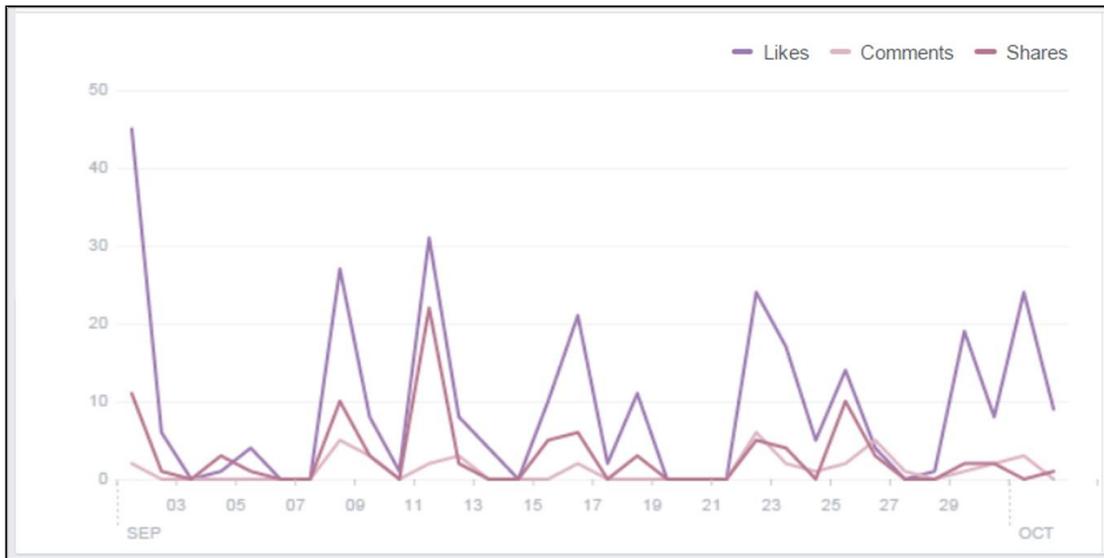


Figure 8. Facebook “likes”, “comments”, and “shares” over the course of VAM 2015.

One more graph worth examining is the numbers and kinds of external referrers that led people to the VAM Facebook page (Figure 9). None of the traffic from these external sources was particularly voluminous, but looking at the data is nevertheless interesting. Over the course of the month, the highest amount of external traffic came from the Google search engine. This suggests that some people interested in VAM were not following the dedicated URL on the brochure because they were unaware of it and were instead getting information on VAM through a

keyword search. This makes intuitive sense because the majority of the searches occurred during the beginning of the month, before brochures or other advertising reached them.



Figure 9. Numbers and kinds of external referrers to the VAM Facebook page.

Ultimately, the VAM Facebook page continues to be a valuable marketing and outreach tool. It is free provides and broad exposure. Indeed, every post to the Facebook page during VAM 2015 reached approximately 1400 people. The ability to cross-post (which was done on several occasions with the State Historic Sites Facebook page) was another benefit that allowed VAM to reach several thousand more people. The ability to get immediate responses to posts and assess feedback and traffic analytics is another important attribute of the service. It will continue to be maintained over the course of the year and will be utilized again during VAM 2016.

Twitter and Instagram

Twitter and Instagram accounts were initiated by Giovanna Peebles earlier in 2014 to advertise VAM and to serve as additional avenues of outreach for the Vermont Archaeology Heritage Center and Vermont archaeology in general. Given the limited exposure and interaction they provided in 2014, and the time needed to continually populate them with content, they were not continued for VAM 2015.

Paid Advertising

The biggest expenditure for VAM 2015 was its paid advertising campaign. The stated goals of the advertising proposal included the promotion of events likely to garner interest from the public, grow the community of people interested in Vermont Archaeology and increase attendance to relevant State-owned Historic Sites. The demographic targets for the campaign were determined to be adults aged 50 years and older, retirees, history buffs, and educators.

For 2015, it was decided to invest in print media and in VPR radio underwriting. The list of advertisements appears in Appendix 2. Generally, their form mirrored in large part the form of the 2014 rack cards with only the relevant events for that area highlighted. The color scheme of the advertisement mirrored the 2015 brochures. Figure 10 gives an example of an advertisement that ran in Seven Days in promotion of several events in western Vermont.

VERMONT
ARCHAEOLOGY
MONTH
 SEPTEMBER
2015

MORE THAN 40 EVENTS!
 Full info: heritage.vermont.gov or 479.1928

SEPTEMBER 19 → **20th Annual Northeast Open Atlatl Championship**
 CHIMNEY POINT STATE HISTORIC SITE, ADDISON * 10:30 AM–4:30 PM
 \$6 FOR COMPETITORS IF PRE-REGISTERED; \$7 DAY OF EVENT
 \$5 ADULTS, FREE UNDER 15 * PRE-REGISTER AT (802) 759-2412
 Participate in or watch this annual championship of atlatl throwing, based on the ancient hunting technique.

SEPTEMBER 23+24 → **James B. Petersen Memorial Lectures**
Sept. 23: Michael Heckenberger | Sept. 24: Eduardo Neves
 UNIVERSITY OF VERMONT, BURLINGTON * 7:00 PM
 The University of Vermont hosts two prominent Amazonian archaeology scholars.

SPONSORED BY:

VTrans Working In. Got Your There? Vermont Agency of Transportation

NATIONAL LIFE GROUP

VERMONT
 AGENCY OF COMMERCE & COMMUNITY DEVELOPMENT
 DIVISION FOR HISTORIC PRESERVATION

Figure 10. An example of a VAM 2015 print media advertisement. This advertisement ran in Seven Days.

For those events from which we were able to obtain written feedback, many people identified local print media as the manner in which they were alerted to the event, as noted in the event summary section. Overall, our print media advertisement strategy appears to have been quite effective.

VPR underwriting was a recommendation of the 2014 VAM final report. With an average weekly audience of 120,000, and programming and content that is often sympathetic to culture and the humanities, it was seen to be a very effective advertising venue for VAM. Because of the

nature of the underwriting and the limited budget with which VAM had to work, however, the content of the message was very limited. Given that the traffic to the VAM website, which was advertised as part of the underwriting segment, was low over the course of the month, the underwriting does not appear to have been entirely successful. Nevertheless, the regular mentions of VAM and the VDHP throughout September likely had significant intangible benefits. It is unclear at this point if VAM will underwrite with VPR again in 2016.

Direct e-mails, Online Newsletters, and Online Calendars

VAM has assembled an email list of over 500 people that have engaged in VAM or other archaeology-related events in the past. As in 2014, direct e-mails proved to be an easy and very effective way to directly communicate the core messages of VAM to people with a demonstrated interest. VAM sent an announcement at the start of the September with an attached PDF of the brochure. Judging by Facebook and website traffic, the e-mail “blast” generated a good deal of initial interest in VAM. We also sent email “blasts” to a curated academic email list, an historical society email list, a museum email list, and to all VT state legislators.

VAM also listed specific events and/or the entire list on a large number of free event calendars in 2015, including: the Vermont Tourism Calendar of Events, the *Mountain Times*, the *Williston Observer*, the *Valley News*, *Vermont Standard*, *Manchester VT events*, *St. Albans Messenger*, *Stowe Reporter Press*, *News and Citizen*, *the Bridge*, *UVM Bored Calendar*, the *Essex Reporter*, *Seven Days*, *Burlington Free Press*, *Times Argus*, Vermont.com, Front Porch Forum, Find and Go Seek, VT Kids, the Rutland Regional Chamber of Commerce, the Chronicle, Vital Communities, the Brattleboro Chamber of Commerce and the Vermont Historical Society’s online newsletter. The effect of these listings on turnout is not altogether known, but because they were free, there was little downside in populating them with relevant events.

Earned Media and Public Exposure

The most notable media event was an hour-long interview about VAM and archaeology in Vermont on September 9 on WDEV. VAM heard many positive comments about the interview. VAM also worked with Laura Peterson of the Department of Tourism and Marketing to create and disseminate a compelling press release, and made several overtures to press outlets. Nevertheless, VAM’s media and press exposure was smaller in 2015 than it had been in previous year. Much of the coverage in 2014 also involved Mr. Robinson’s new position as State Archaeologist, which accounts for some of the diminished coverage in 2015. VAM also suspects that some outlets, such as Vermont Edition and WCAX, were reluctant to cover VAM over two consecutive years.

DISCUSSION AND CONCLUSIONS

After reviewing each event and analyzing the aggregate data generated from them, there is little doubt that VAM is largely fulfilling its mission to provide exposure, education, and outreach about archaeology and Vermont's deep and rich past to Vermonters. Nevertheless, our review has highlighted areas in which VAM can continue to improve and also revealed potential initiatives or ideas that VAM may wish to pursue in the future.

VAM is doing a good job of placing events in population centers and in underserved areas, while at the same time maintaining decent attendance. Nevertheless, VAM recognizes that there remains an acute need to host at least one event, and preferably more than one, in the southern portion of the state. VAM has been communicating with potential partners in the Bennington area, and it is hopeful that we will have at least one event scheduled there in 2016.

The cross-promotion of events was reduced and greatly streamlined in 2015 to ensure maximum benefit for VAM. Although this increased the overall workload for VAM planners, it ultimately led to a more focused and archaeology-centered overall program.

Direct traffic to VAM websites decreased remarkably in 2014. Although the reasons for the downturn in web traffic are not entirely clear, one factor was likely the production of a brochure that contained the entire calendar of events, alleviating the need for interested individuals to make another step to the website for pertinent information. Feedback on the design of the brochures was uniformly positive and it will continue to be utilized next year.

Facebook again proved to a valuable marketing and outreach tool with little associated cost. Moreover, assuming that the popularity of Facebook continues, and does not get supplanted by another social media platform, the VAM Facebook page will only increase in importance through time as more "likes," and therefore followers, are accrued. Having stated that, it appears that followers to the VAM Facebook page have slowed markedly over the course of 2015. To gain exposure to new audiences in 2016, it may be necessary to judiciously purchase sponsored posts and also highlight the Facebook page more prominently in advertisements and other promotional vehicles.

The VAM 2014 advertising strategy consisted print media advertisements and VPR underwriting. These advertisements appear to have been quite effective as gauged through event feedback testimonials. The success of the VPR underwriting is far less certain, although there was likely some less tangible benefit to VAM and VDHP that the continual and broad name exposure provided. The paid advertising strategy was also augmented by free postings to a large number of events calendars, which appear to have also generated interest and attendance at VAM events. Finally, earned media exposure was diminished in 2015 relative to the previous year.

Ultimately, VAM 2015 was very successful and provided nearly 2000 people with meaningful archaeology education and outreach opportunities. By carefully refining and tailoring or outreach, education, and advertising strategies, VAM will continue to be successful in the future.

APPENDIX I: EVENT SUMMARY TABLE

DATE	COUNT	DAY	TIME	VAM 2014 EVENT NAME	TOWN	COUNTY	ATTENDANCE	STAFF PARTICIPATION
2-Sep	1	Wednesday	4:00 - 5:15 PM	<i>Bringing the Past to Light: New Technologies and New Interpretations in Vermont Archaeology</i>	Johnson	Lamoille	100	Jess Robinson
2-Sep	2	Wednesday	7:00:00 PM	<i>Whiskey on the Lake with Dr. Scott McLaughlin</i>	Milton	Chittenden	70	
4-Sep	3	Friday	3:00-6:00 PM	The Missisquoi Summit	Swanton	Franklin	30	Jess Robinson, Kate, Yvonne Benney-Basque; Brennan Gauthier
9/5/2015; 9/12/15; 9/19/15; 9/26/15	4	Saturday	10:30-11:30 AM; 1:00-2:00 PM	Time Travels Through Nature: A Guided Walk	Stowe	Lamoille	32	Kate Lepore
5-Sep	5	Saturday	10:30 AM-3:00 PM	Hiking Tour of 19th c "Old Job"	Mt. Tabor	Rutland	12	
5-Sep	6	Saturday	1:00 PM-3:00 PM	Native American Pottery Workshop at ECHO Leahy Center for Lake Champlain	Burlington	Chittenden	40	
9/5/2015 and 9/6/2015	7	Saturday and Sunday	Saturday 9:30-5:30 PM; Sunday 9:30-2:00 PM	Soldiers Atop the Mount	Orwell	Rutland	294	Elsa Gilbertson
6-Sep	8	Sunday	1:00-2:30 PM	Artifact Roadshow and Flint knapping Demonstration at ECHO	Burlington	Chittenden	30	Jess Robinson

				Leahy Center for Lake Champlain				
8-Sep	9	Tuesday	7:00:00 PM	Chittenden Town History	Chittenden	Rutland	40	
8-Sep	10	Tuesday	6:00 - 7:30 PM	<i>Peace and Conflict: mid-18th Century Life Around the Forts of the Middle Connecticut River Valley</i>	Springfield	Windsor	5	Jess Robinson;
9-Sep	11	Wednesday	5:30-7:30 PM	"Before the Lake Was Champlain"	Barre	Washington	25	Jess Robinson
10-Sep	12	Thursday	7:00:00 PM	<i>Archaeology in and Around Essex</i>	Essex	Chittenden	22	Jess Robinson
12-Sep	13	Saturday	2:00-3:00 PM	<i>"Mammoth Discoveries" with Brennan Gauthier</i>	Barre	Washington	25	Jess Robinson
12-Sep	14	Saturday	1:00-3:00 PM	Homer Stone Quartzite Quarry Open House	Rutland	Rutland	40	
12-Sep	15	Saturday	1:00 - 3:00 PM	Native American Pottery Workshop	Montpelier	Washington	19	
12-Sep	16	Saturday	10:00:00 AM	Five Formidable Forts of the Lake Champlain Narrows Tour	Addison and Orwell, Vermont, and Crown Point, NY.	Addison	26	Elsa Gilbertson
12-Sep	17	Saturday	1:00-7:45 PM	Missisquoi Wildlife Refuge Indigenous Film Festival	Swanton	Franklin	11	
13-Sep	18	Sunday	1:00-3:00 PM	Walking Tour of Springfield's Industrial Heritage	Springfield	Windsor	8	
13-Sep	19	Sunday	12:00 - 3:00 PM	Merck Forest Historical Archaeological Site Tour	Rupert	Bennington	2	

16-Sep	20	Wednesday	5:00-7:00 PM	Hyper-Archaeology II	Burlington	Chittenden	60	Jess Robinson, Kate Lepore, Brennan Gauthier, Yvonne Benney-Basque
16-Sep	21	Wednesday	7:00:00 PM	A History of the Green Mountain National Forest and its Heritage Program	Charlotte	Chittenden	23	
17-Sep	22	Thursday	10:00:00 AM	Taylor Valley Moonshiner Tour and Presentation	Strafford	Orange	22	Jess Robinson, Brennan Gauthier
17-Sep	23	Thursday	6:00-7:30 PM	<i>From the "Cabinet of Curiosities" to the Modern Museum: Collections Management and Repatriation in Small Institutions</i>	Vergennes	Addison	15	
18-Sep	24	Friday	9:00-5:00 PM	Consultant Training Day	Montpelier	Washington	17	Jess Robinson
18-Sep	25	Friday	12:00 - 5:00 PM	Atlatl Workshop	Addison	Addison	8	Elsa Gilbertson
19-Sep	26	Saturday	10:30 - 4:30 PM	20th Annual Northeast Open Atlatl Championship	Addison	Addison	115	Elsa Gilbertson
19-Sep	27	Saturday	10:00 AM-4:00 PM	Vermont Granite Festival	Barre	Washington	225	
20-Sep	28	Sunday	2:00-5:00 PM	Pittsford Ridge Hike	Hubbardton	Rutland	14	
23-Sep	29	Wednesday	7:00:00 PM	UVM Petersen Lecture Pt. 1	Burlington	Chittenden	80	Jess Robinson, Kate Lepore, Brennan Gauthier

24-Sep	30	Thursday	7:00:00 PM	UVM Petersen Lecture Pt. 2	Burlington	Chittenden	54	Jess Robinson, Kate Lepore
24-Sep	31	Thursday	5:30-7:00 PM	Seeds of Renewal Lecture	Burlington	Chittenden	20	
26-Sep	32	Saturday	9:30:00 AM	Lower Waterford, Then and Now	Waterford	Caledonia	14	
26-Sep	33	Saturday	10:30 AM-4:30 PM	Archeology Day at the Montshire	Norwich	Windsor	392	Jess Robinson, Brennan Gauthier
27-Sep	34	Sunday	1:00 - 3:00 PM	Hike Into History	Orwell	Rutland	15	
27-Sep	35	Sunday	1:00 - 3:00 PM	Points of Interest: Lake Champlain Bridge Guided Walk	Addison	Addison	15	Elsa Gilbertson
27-Sep	36	Sunday	10:00- 1:00 PM	Historic Silver Lake Hike and Talk	Leicester, VT 05769	Addison	35	
							1955	Total