

CORTLAND RURAL CEMETERY



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PREMISE



A walking tour based on veterans buried in the cemetery

- Tour guides in period-accurate clothing
- Tours told from the perspectives of allies AND combatants
- Covering: Civil War, World War I/II, Korean War, Vietnam War

GOALS

To attract visitors to Cortland Rural Cemetery

- Achieved with a unique experience
- Performed held in a place holding primary sources of individual veterans
- Gives information on wars in Cortland, instead of requiring travel to museums or battle sites



To teach Cortland locals about “distant” historical topics

- Domestic and foreign wars covered
- Information on the lives, perspectives of soldiers

USING PUBLIC HISTORY TO TEACH

By presenting public history in multiple ways, we can engage the audience by:

- Teaching about “overlooked” parts of history, or those difficult to find near Cortland
- Focusing our tour on unique topics
- Making it interactive! Visitors can ask questions and walk around the cemetery with a map guide (with additional facts about the cemetery)
- Teaching more about individuals during their time period

DOS AND DON'TS

Do:

- Encourage visitors to make their own interpretations
- Be willing to admit the mistakes of each side
- Adjust information based on age group



Don't:

- Persuade visitors to think a certain way
- Give personal details on the recently deceased
- Discredit the cemetery's purpose as a place for mourning



VOLUNTEERS

Until popularity increases, volunteers will most likely be scarce or found via internships with students of history

- Must have historical background or be taught material
- Must be willing to refer visitors to other guides or experts
 - No information will be fabricated or omitted
 - All viewpoints of a topic will be addressed
 - No personal opinions of the guide will be given





ATTIRE



- All volunteers will wear age and time appropriate clothing
 - Mimicking the people discussed when they were alive
- All outfits will resemble uniforms worn by soldiers or generals of the era
- Preferably, clothing will be authentic and donations to the collection are welcome
 - Otherwise, costumes will be made as accurately as possible

HIGHLIGHTING STORIES

- The headstones of soldiers contain information about the soldiers
 - Branch, rank, years in service and some personal information can be viewed directly

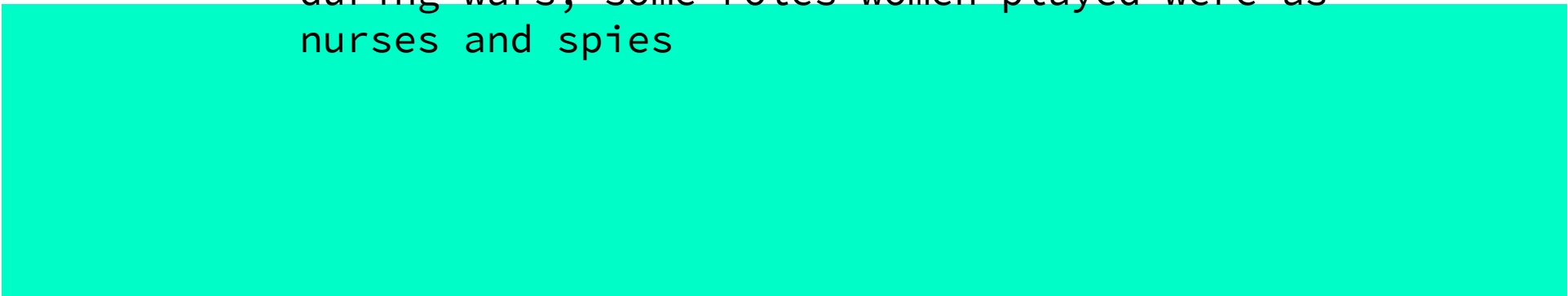


- Interesting and important soldiers will be addressed
 - Including important stories
 - Could also receive a plaque/sign explaining their stories and life in Cortland

HELPFUL ORGANIZATIONS

- The American Legion
- The War memorial downtown
- Local Veterans of Foreign Wars organization
- For building the tour, these establishments will be important to us to help ensure that the men and women we're talking about can be represented to the fullest extent.

DISPLAYING WOMEN'S ROLE IN HISTORY

- The tour will also mention women's roles and jobs during wartime
 - Guides will describe how women were active during wars; some roles women played were as nurses and spies
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SPREADING THE WORD

- Advertising internships to college students
 - Improving the relationship between college and cemetery
- Increasing online and social media presence
 - (The cemetery already has a facebook page)
- Collaboration with outside community organizations
 - Church youth groups, i.e. St. Mary's church
 - 1890 House
 - 'Experience Cortland' Tourism Office
 - Cortland County Historical Society



FUNDRAISING

Because most public history sites are run by non-profit organizations, we may use fundraising tactics like:

- Cemetery-themed baked goods sale (i.e. skull cookies, ghost cupcakes, etc.)
- Start a GoFundMe page
- Brochures/posters at other local historical sites
- Car washes
- Incentives/prizes for visitors (i.e. first ten people)
- Representatives at public events - to elaborate on the tours
- Collaboration with the 1890 house - free advertising!



Slide 12

- 1 Lara: Elaborating on how bad John said they need funding
Lara Fogel, 5/12/2019

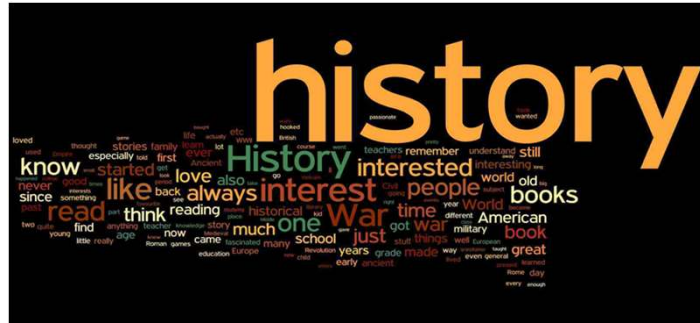


SPECIAL EVENTS



Special events will be hosted on some holidays

- **Fourth of July** - presentation on the American military through the years
- **Veterans Day** - presentation on how the U.S. and other nations acknowledge their veterans
- **Halloween** - nighttime candlelight tours with emphasis on the “scarier” aspects of battle (for older audiences)
- **Christmas** - emphasis on Christmas Truce of WWI
- **Hanukkah, Kwanzaa, Ramadan** - emphasis on Jewish, traditional African, and Muslim veterans respectively
- **On Occasion** - discussions with historical veterans (Q & A sessions with guides staying in character)



IMPORTANCE

There are many benefits to helping Cortland Rural Cemetery!

- More visitors generate donations for a non-profit
- Cortland receives more tourism
- The cemetery becomes more than a place to hold the dead
- Learning about deceased residents and past wars becomes more than looking through records
- Students and volunteers gain experience in teaching public history
- Visitors witness history as a fun encounter

EXPANDING THE IDEA

Although our goals are a “tall-order”, we would involve other organizations to help us guide our ideas in the right direction:

- The American Legion
- ‘Experience Cortland’ Tourism Office
- Cortland County Historical Society

ACCOMPLISHING THE 3 PILLARS

- Memory
 - Community memory of Cortland is addressed
 - Family members, friends, past community members buried at the site are remembered
- Collaboration
 - Cooperation with outside organizations
 - Cortland history department
 - Church organizations
- Outside Classroom Walls
 - The site is outside and open to all the public

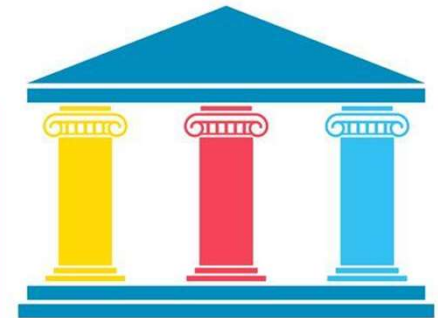


IMAGE CITATIONS

- Images provided by Google Images

