

Guidelines for Partner Descriptions

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Short Descriptions

Construct short descriptions that provide a brief overview of the individual, institution, or department.

- Limit to no more than 328 characters with spaces (about 55 words).
- Vary word order so that all the partners on the page don't sound the same.
- Focus on the partner's purpose—what the partner does.
- Include interesting facts about the partner.
- Acknowledge any financial support the partner has provided to the PTH/DL.
- Italicize publication titles in the short description text.
- Do not include hyperlinks.
- Do not describe our **digital** collections associated with the partner.

Partner Icons

We will not add icons to the partner records.

Long Descriptions

When information is available, construct long descriptions that expand upon the information in the short description.

- Generally, limit to 500 words.
- Employ headings and bullet points to define content.
 - Use Heading 3 (“### text” in Markdown) for headings.
 - Stick to short, clear phrases such as “About the Partner,” “History,” “Funding,” etc.
- Emphasize the purpose, goals, and activities of the partner.
- If needed for context or interest, include information about history, funding, and service area/audience.
- Italicize publication titles in the long description text.
- Limit use of hyperlinks. Embed any links in text rather than listing the URLs.
- Do not profile the associated collection(s) here.
- When entering the description into the system, also complete the longitude and latitude fields to produce an accurate map location for the partner. (A finder tool is available in the partner description entry form.)
- If no long description is provided, the system will repeat the short description here.

Some Caveats

Write descriptions with an eye to longevity so we can avoid continual correction. Something you would describe as “new” won't be in five years.

Be aware of information such as collections or contact information that is automatically appended to the long description.

Partners sometimes have very specific ideas about their partner and collection descriptions. Negotiation and/or bending the rules may be required for good partner relations. Use good judgment.

Examples

When the short description is too long, condense by focusing on most important points.

Original:

Pottsboro Public Library

The Pottsboro Area Public Library was organized in May 1985. In April 1986 the library was officially opened in a donated mobile home. October 1989, the Library moved to a location in Preston Plaza, Pottsboro. In 1991, the Resource Savings Building on Highway 120 was purchased with grants, donations and fundraisers. The Pottsboro Area Public Library was accepted in the Northeast Texas Library System (NETLS). It was the only all-volunteer library in the area, including the librarian. In Jan. 1998, the Library received a Telecommunications Infrastructure Fund Grant to provide computers and equipment for patrons to access the Internet. Also in 1998, the International Rotarian District 5810 built and

[ABOUT](#) [BROWSE](#)

Better:

Pottsboro Public Library

The Pottsboro Area Public Library originally opened its doors in April 1986 in Pottsboro, Texas. It was accepted into the Northeast Texas Library System (NETLS) and was the only all-volunteer library in the area. In 1998, the Library received a Telecommunications Infrastructure Fund Grant to provide computers and equipment for patrons to access the Internet.

Joined: June 2015.

[ABOUT](#) [BROWSE](#)

When the short description is too short and/or focuses too heavily on the digital collection, use information from the partner's website to flesh it out. Avoid usage of phrases such as "[partner] presents."

Original:

The Sixth Floor Museum at Dealey Plaza

The Sixth Floor Museum at Dealey Plaza presents nearly 700 photographs from its Dallas Times Herald Collection that document the events surrounding the Kennedy assassination, November 21-25, 1963.

Joined: September 2011.

[ABOUT](#) [BROWSE](#)

Better:

The Sixth Floor Museum at Dealey Plaza

The Sixth Floor Museum at Dealey Plaza first opened its doors in 1989 on the sixth and seventh floors of the building formerly known as the Texas School Book Depository in Dallas, the site of the infamous assassination of President John F. Kennedy. It has a growing collection of more than 45,000 items related to President Kennedy's assassination and legacy.

Joined: September 2011.

[ABOUT](#) [BROWSE](#)

When the short description focuses solely on the collection, reword it to center on the partner.

Change the wording of short descriptions that use phrases such as “this partner presents.”

Original:

Breckenridge Library

The Breckenridge Library presents a number of historical newspapers including the Breckenridge Daily American (1922-1940), Breckenridge Weekly Democrat (1926-1933), the Stephens County Sun (1933-1940), and the junior and senior high school newspaper published by the journalism students, The Dynamo (1932-1939).

Joined: January 2010.

[ABOUT](#) [BROWSE](#)

Better:

Breckenridge Library

The Breckenridge Library is a part of the Breckenridge Library and Fine Arts Foundation. It is a private library providing public services to Breckenridge, Stephens County and the surrounding area. The library occupies over 7500 square feet and contains over 27,000 titles.

Joined: January 2010.

[ABOUT](#) [BROWSE](#)

If the partner's contribution to The Portal is the result of a grant or another type of special funding, incorporate the funding in the short description.

Original:

Lucy Hill Patterson Memorial Library

In 1953-1954 the City of Rockdale Library was opened with 2,300 books donated by the citizens and the Texas State Library, and on October 17, 1954, the public was invited to an open house. In 1961, Dr. George Hill Patterson made a \$12,500 donation in memory of his mother, Lucy Hill Patterson, who was born in Rockdale.

Joined: February 2015.

[ABOUT](#) [BROWSE](#)

Better:

Lucy Hill Patterson Memorial Library

In 1953-1954 the City of Rockdale Library opened with 2,300 books donated by citizens and the Texas State Library. On October 17, 1954, the public was invited to an open house. In 1961, Dr. George Hill Patterson made a \$12,500 donation in memory of his mother, Lucy Hill Patterson, who was born in Rockdale. The Library's contributions were made possible through a Tocker Foundation Grant.

Joined: February 2015.

[ABOUT](#) [BROWSE](#)

Use headings to break up blocks of text in the long description.

Original:

You Are Here: / home / explore / partners / cleng peerson research library of the bosque museum

Cleng Peerson Research Library of the Bosque Museum



The Bosque Museum, a 501(c)3 corporation, has a board of 9 trustees and an Executive Director and several staff members. It was organized in 1954 with a collection begun by Jacob Olsen who was an early Norwegian immigrant, collector and the first avocational archaeologist in Bosque County. He gave his collection to Clifton College in 1924; however, the items were moved to the museum in 1954. The museum contains artifacts of early Norwegian immigration, books written in Norwegian, Danish, Swedish, German, and classical languages. There were over 1,000 books brought to America by immigrants and an archival and document collection and photographs. Many other books in the library include Texas history, immigration, and frontier life.

The museum contains several important collections and displays. There is a replica of a Smithsonian- involved archaeological site--The Horn Shelter. It was added as a focal point of early Paleo-American existence dating to 11,000 years ago. Other displays include Jacob Olson's log cabin and artifacts from Cleng Peerson, the Norwegian immigration leader to Texas. Peerson's history, travel, life and death are recorded. Early pioneer life as well Civil War are included.

The mission of the museum is to conserve ...

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Contact

Dr. Shirley Dahl

Better:

You Are Here: / home / explore / partners / cleng peerson research library of the bosque museum

Cleng Peerson Research Library of the Bosque Museum



Mission

The mission of the museum is to conserve and teach the visitor about the land, people and culture of Bosque County.

History

The Bosque Museum was organized in 1954 with a collection begun by Jacob Olsen who was an early Norwegian immigrant, collector and the first avocational archaeologist in Bosque County. He gave his collection to Clifton College in 1924; however, the items were moved to the museum in 1954. The museum contains artifacts of early Norwegian immigration, books written in Norwegian, Danish, Swedish, German, and classical languages. There were over 1,000 books brought to America by immigrants and an archival and document collection and photographs. Many other books in the library include Texas history, immigration, and frontier life.

Notable Collections

The Bosque Museum, a 501(c)3 corporation, has a board of 9 trustees and an Executive Director and several staff members. The museum contains several important collections and displays. There is a replica of a Smithsonian- involved archaeological site--The Horn Shelter. It was added as a focal point of early Paleo-American existence dating to 11,000 years ago. Other displays include Jacob Olson's log cabin and artifacts from Cleng Peerson, the Norwegian immigration leader to Texas. Peerson's history, travel, life and death are recorded. Early pioneer life as well Civil War are included.

[READ MORE](#)



Contact

Dr. Shirley Dahl

When the long description is carried over from the short description and/or provides an insufficient amount of information, augment with information from the partner's website where possible.

Original:

You Are Here: / home / explore / partners / abilene christian university library

Abilene Christian University Library



The Abilene Christian University Library collections include the Prickly Pear yearbooks from 1916-2007, and includes photos and information about the university, students, professors, sports, and organizations.

Contact

Laura Baker

✉ bakerl@acu.edu

Address

ACU Library
221 Brown Library
ACU Box 23208
Abilene, TX 79699-9208



Better:

You Are Here: / home / explore / partners / abilene christian university library

Abilene Christian University Library



The Abilene Christian University Library is ACU's resource for scholarly Christian communication, innovative technology, and interdisciplinary creativity. The main hub is in Brown Library, which provides a wealth of digital resources for students and faculty alike. The ACU Library is made up of five areas: Information Services, The Adams Center for Teaching and Learning, The Learning Studio, Educational Technology, and Special Collections and Archives. The ACU Library's contributions to The Portal to Texas History include the Prickly Pear yearbooks from 1916-2007 as well as photos and information about the university, students, professors, sports, and organizations.

Contact

Laura Baker

✉ bakerl@acu.edu

Address

ACU Library
221 Brown Library
ACU Box 23208
Abilene, TX 79699-9208



When revising both short and long descriptions of the same partner, incorporate main points in the short description and go into further detail about the partner in the long description. Incorporate information about funding in the short description. Use headings in the long description to expand upon points in the short description and create a logical structure of information.

Original short description:

Texas Historical Foundation

The Texas Historical Foundation sponsored digitization of two projects. They partnered with us to provide access to their quarterly Heritage magazine, which publishes articles related to the preservation of historic artifacts and sites around Texas. The Texas Historical Foundation also funded the digitization of several volumes of the early session laws of the Republic of Texas.

Joined: May 2009.

[ABOUT](#) [BROWSE](#)

Better short description:

Texas Historical Foundation

The Texas Historical Foundation was established to aid preservationists in saving important relics of Texas history, including buildings, artifacts, and historical sites. The THF has sponsored the digitization of their quarterly publication *Texas Heritage Magazine* and several volumes of the early session laws of the Republic of Texas.

[ABOUT](#) [BROWSE](#)

Original long description:

Texas Historical Foundation



The Texas Historical Foundation sponsored digitization of two projects. They partnered with us to provide access to their quarterly Heritage magazine, which publishes articles related to the preservation of historic artifacts and sites around Texas. The Texas Historical Foundation also funded the digitization of several volumes of the early session laws of the Republic of Texas.

Contact

Gene Krane

512-453-2154

GKRANE@AUSTIN.RR.COM

Address

Texas Historical Foundation
P.O. Box 50314
Austin, TX 78763



Better long description:

You Are Here: / home / explore / partners / texas historical foundation

Texas Historical Foundation



History and Mission

Established in 1954, the Texas Historical Foundation is a 501(c)(3) organization whose mission is to help preserve the history of the great state of Texas. Its official mission is to "serve past, present, and future Texans by supporting research and publication of Texas history, assisting in the preservation of historic and prehistoric artifacts and information, and raising and providing funding for these purposes."

Funding

Using exclusively private funds, the THF grants money to preservationists so that they can work toward preserving the relics of Texas history. Since 1990, the THF has worked with nearly \$1.4 million dollars, funding 251 projects and counting across Texas.

Texas Heritage Magazine

The THF's quarterly magazine shares the stories of Texans, past and present, to educate future generations and provide a glimpse into the heart of Texas culture. In publication since 1983, the magazine has won several awards and covered such notable events as the opening of the Bob Bullock Texas State History Museum in Austin and has been recognized by numerous esteemed historical organizations and business groups.

Contact

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