

Library News

news from the James A. Gibson Library

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SPOTLIGHT ON RESEARCH: THE TERRY O'MALLEY FONDS



David Sharron and Sharon Broderick examining pieces from the Terry O'Malley Fonds.

One of the highlights of Special Collections and Archives at Brock University is a rich collection of advertising records known as the Terry O'Malley Fonds. Terry O'Malley, an iconic figure in Canadian advertising, donated his professional archives to Brock University in 2003, creating an exceptional resource for researchers in disciplines ranging from communication to political science.

O'Malley's illustrious career is reflected in the collection, which includes personal correspondence, campaign materials, awards, and scrapbooks. In addition, the files include rough drafts and sketches that offer a glimpse into the creative thought processes of one of Canada's marketing legends.

Sharon Broderick, Lecturer in the Department of Marketing, International Business and Strategy at Brock, marvels at the scope of the collection. "What is unique," notes Broderick, "is that Terry saved so much of his work, essentially capturing the time and place."

Russell Johnston, Chair of Communication, Popular Culture, and Film at Brock, agrees: "Terry's creative output was remarkable. There is no equivalent collection in Canada and these resources have the potential to attract scholars from across the world."

Johnston and Broderick have each integrated the collection into their teaching at Brock, encouraging students to explore the archival materials. Johnston's students have used the collection to study the campaigns prepared by O'Malley's advertising agency, Vickers & Benson, for his course "Advertising, Mass Media and Culture." Broderick's students have examined the collection in preparation for the Grant Dobson Case Competition, which is held during the annual Terry O'Malley Lecture in March.

The collection also gives researchers a unique perspective into advertising in its historical context. "Students can compare campaigns that succeeded with those that failed," notes Johnston, "and analyze how campaigns matched the culture

of the day...having Terry's original notes and sketches makes this collection unmatched in terms of primary research.

The list of companies and organizations that Vickers & Benson worked for was vast and diverse including the Liberal Party of Canada, McDonald's Restaurants, Ford Motor Company of Canada, Toronto Blue Jays and the Ontario Ministry of Tourism and Recreation among others. Edie Williams, Special Collections and Archives Assistant, has worked closely with the collection for years and has seen students examine campaigns for clients such as Carling Red Cap (Red Cap Forever), Planter's Peanuts, and the Bank of Montreal.

And the collection continues to grow, illustrating O'Malley's ongoing commitment to Brock University. O'Malley is more than happy to have researchers exploring his notes and sketches: "Advertising agencies are renowned for not having archives for the simple reason that they tend to throw away 'bad ideas'...the background notes in this collection illustrate the process that takes place as you deal with a situation."

Has the advertising world changed since the early campaigns? According to O'Malley, it is the same and different – "You are still looking for a unique idea but the execution is completely different." Interestingly, O'Malley has seen the human element disappear from agencies as technology replaces the banter that once filled agency offices: "With everyone emailing and texting, the offices seem very quiet."

Terry O'Malley was inducted into the Marketing Hall of Legends in 2007. The 2009 Terry O'Malley lecture, hosted by the Department of Communication, Popular Culture, and Film, will be held on March 11.

All are welcome to visit Special Collections and Archives, which is located on the 10th floor of the Brock Library and open from Monday through Friday, 9:30-4:30. For more information about the Terry O'Malley Fonds, please visit: http://archives.library.brocku.ca/main.php?g2_itemId=3319 and the Terry O'Malley Finding Aid at: <http://www.library.brocku.ca/library/spcl/omalley.pdf>

EXPLORE THE HISTORY OF NIAGARA WITH THE MAP LIBRARY'S LATEST DIGITAL INITIATIVE

Colleen Beard, Map Librarian, is thrilled with the latest collection of air photos available on the Map Library website. Over the course of eight months and with Map Library Assistant Sharon Janzen at the helm, over one thousand photographs of the entire Niagara Region were scanned and made accessible through a Google Maps interface. The photographs offer a fascinating glimpse into the landscape of the Niagara Region during the 1930s.

"The photos are incredibly detailed," notes Colleen, "such that the viewer can even enhance the underwater shadows of the pier ruins at the entrance to Lock 1 of the first Welland Canal." Coupled with the Map Library's Historical Maps of Niagara, the aerial photos work to illuminate the changing landscape of the Niagara Region.

In the 1934 air photos, viewers can also explore Crystal Beach Amusement Park (which operated from 1890 to 1989),

Niagara Falls, as well as the future site of Brock University.

These photographs, along with the 1921 air photos and historical maps, offer students and faculty members at Brock University exciting new methods for exploring the history, geography, and culture of the Region. Professors can have their students use these tools to study local transportation routes, the history of the Welland Canals, and more.

Maps are becoming increasingly interactive and free tools such as Google Maps and Google Earth have been integrated into the Map Library's digital initiatives.

The Map Library's latest collection of air photos is available at <http://www.brocku.ca/maplibrary/airphoto/airphoto.html>. For more information about the Map Library, please contact maplib@brocku.ca



[Port Dalhousie, situated at the termination of the Welland Canal, Lake Ontario](#)

YALE LIBRARIAN TO SPEAK AT BROCK

The Library is pleased to have Alice Prochaska, University Librarian at Yale University, speak to the Brock community on Thursday, March 12, 2009. Prochaska received both her BA and PhD (D.Phil) in Modern History from the University of Oxford and was the Director of Special Collections at the British Library prior to her arrival at Yale in 2001.

She has published and lectured extensively and her most recent works focus on the stewardship of international historic collections, the power of digitization to restore important materials to their communities of origin, and the philosophy and ethics surrounding the notion of cultural restitution. Please visit the library website for more details about this lecture.

LOOKING FOR CANADIAN DATA?

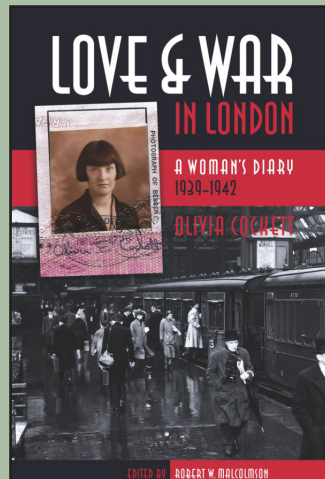
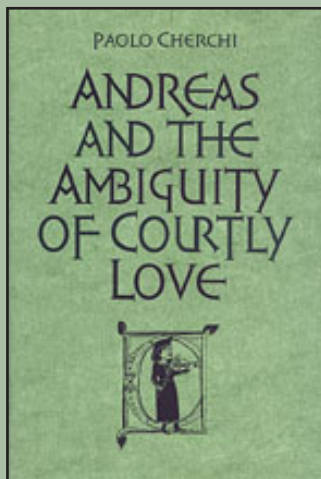
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NEW EBOOK COLLECTION!

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Access the Canadian Publisher's Collection through the library databases page and find individual titles through the library catalogue.



CONNECTING STUDENTS WITH FACULTY RESEARCH

The Library is exploring new ways to promote faculty research to the Brock community and to students in particular. In the Matheson Learning Commons, we have mounted two exhibits of faculty publications that have received attention from students as they pass by.

During the fall term, we kicked off our new faculty lecture series with Professor Martin Danahay, of the English Department, and Professor Stephen Cheung, of the Department of Physical Education and Kinesiology. Professor Danahay's Hallowe'en-themed lecture explored the mythology surrounding the Jack the Ripper murders and drew in his research on Robert Louis Stevenson's *Dr. Jekyll and Mr. Hyde*. In late November, Professor Cheung's lecture "Into the Deep: Challenges in Marine Survival" presented his research into the effects of extreme temperatures on the human body.

We are dedicated to celebrating and promoting research to the Brock community – stay tuned for more events in the near future!

WHAT TYPE OF LEARNING OCCURS IN A LEARNING COMMONS?

Karen Bordonaro, Liaison Librarian & Instruction Coordinator, Barry Joe, Associate Professor, Digital Humanities

The Matheson Learning Commons at Brock University is a physical place designed to support, empower, create, and share learning opportunities for all learners who come through its doors. The type of learning it was built to facilitate is referred to by various names, among them "social learning," "proximal learning," and "situational learning." This type of learning is not socializing. Instead, it is learning that is predicated on Vygotskian theories of social interaction whereby learners learn from one another and learn together. Vygotsky's Zone of Proximal Development (1978) is a model that suggests physical proximity to other learners can spark learning. The need to know by one person can be expressed in proximity to another learner who may already have that knowledge and be willing to share it. This sharing creates new knowledge. Initial social interaction can therefore initiate, support, empower, and share learning through the use of technology, collaboration, and peer assistance. Case studies that illustrate these various possibilities can be found at: https://kumu.brocku.ca/twiki/Learning_Commons#Proximal_Learning_and_Technology_in_the_Learning_Commons:_Case_Studies

Social or proximal learning can take place both

spontaneously and in a more structured format. For example, an instructor whose curriculum is built around inquiry-based or problem-based learning could structure an assignment that requires students to go to the Learning Commons and engage in a collaborative self-directed research project. Students would be accountable for not only completing the assignment, but also for being able to explain what they learned and how they learned it. This type of learning is sometimes also called "dispersed learning" because the learning takes place outside the classroom. The social learning piece of dispersed learning could rest on interactions between students and faculty advisors, between students and librarians, between students and other students, and so on. Each piece of social learning adds to the whole learning process.

If you would like to incorporate structured proximal learning into your curriculum, contact a member of the Learning Commons Programming Committee: Karen Bordonaro (kbordonaro@brocku.ca), Barry Joe (bjoe@brocku.ca) or Giulia Forsythe (gforsythe@brocku.ca).

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