**Group 9 PAGE TABLES**

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| ***Home Page*** |
| **Path/url:** /home |
| **Page Goals:** Introduce Florida History Society (FHS) |
| **Message Focus:** Highlight different historical facts about Florida |
| **Calls to Action:** Learn more about what Florida Historical Society offers |
| **Audience:** Prospective visitors: I.e tourists, teachers, and students (Preferably between the grades of 3rd – 8th grade) |
| ***Content:***  **Headings**:  Images that display famous historical moments in Florida on the header (Displayed on a carousel)  **Social Media engagement:**  Facebook feed, Blog Posts  **Event reminders**  **Popular books in the shop**  **Footer:**  Location, operation hours, social media (Facebook, YouTube) |
| ***About Us Page*** |
| **Path/URL:** /about |
| **Page Goals:** Give information about Florida Historical Society |
| **Message Focus:** Overview of Florida Historical Society |
| **Calls to Action:** Description of basic contact information and known affiliates |
| **Audience:** Prospective visitors looking to learn more about FHS |
| **Content:**    ***Overview***  Located in Cocoa, Florida, they have dedicated themselves to preserve Florida’s past through the collection and archival maintenance of historical documents and photographs, publication of scholarly research on Florida history through a variety of public history projects and programs.  ***Affiliates***  *Rosetter House Museum*  Florida Frontiers  Library of Florida History  FHS Archaeological Institute  Visit our known affiliates |
| ***Rosetter House Museum Page*** |
| **Path/URL:** /rosetterhousemuseum |
| **Page Goals:** Location and brief description of Rosetter House Museum |
| **Message Focus:** Display images of the Rosetter House Museum |
| **Calls to Action:** View tours, information, rental information, (these links are archived) |
| **Audience:** Potential visitors/ tour groups |
| **Content:**  Images that display Rosetter House Museum  **FAQS, Foundation, Tours, Rental, History, Contact** (These links will be archived) |
| ***Florida Frontiers Page*** |
| **Path/URl:** /floridafrontiers |
| **Page Goals:** Give information about Florida Frontiers |
| **Message Focus:** Brief description of media of Florida Frontiers |
| **Calls to Action:** View newspaper, frontiers television, radio, and podcasts |
| **Audience:** Potential visitors/tour groups/schools/companies |
| **Content:**    **Newspaper**  Weekly newspaper article that covers history-based events, exhibitions, activities, places, and people in Florida  **TV**  Television program that explores a wide variety of topics relating to Florida history and culture. Florida Frontiers television is on stations around the state and YouTube channel.    **Radio**  Weekly half-hour radio program airing on public radio stations throughout the state. The radio program has interview segments, features covering historic based events, exhibitions, activities, places, and people in Florida.  **Podcasts**  Half-hour radio programs that are available to listen to and download from the website. There are multiple applications that access the Florida Frontiers Podcast.   * Acast * ITunes * Player.FM * Podbean * Pocket Cast * Spotify * Stitcher * Tunein |
| ***FHS Archaeological Institute Page*** |
| **Path/URL:** /fhsarchaeologicalinstitute |
| **Page Goals:** Display information about FHS Archaeological Institute |
| **Message Focus:** Briefly describe FHS Archaeological Institute |
| **Calls to Action:** Send user to magazine collection |
| **Audience:** Potential visitors and repeat visitors |
| ***Content:***  Magazine collection that informs the audience, which intersects between history and archaeology. |
| ***Education Page*** |
| **Path/URL:** /education |
| **Page Goals:** To educate the public with primary and secondary source materials |
| **Message Focus:** Media sources to inform the audience |
| **Calls to Action:** educate |
| **Audience:** Teachers and students, potential visitors |
| ***Content:***  **Library Classroom resources**  Modules designed for teachers and students to be able to access and interpret primary sources found at the Library of Florida History. Modules that are designed for students in grades 4-12 but can be adapted for use in both lower and upper levels. Most of the documents in the modules can be utilized outside of the social studies curriculum to connect history with other disciplines.    **Digital Media Resources**  Video resources available for education and classroom use. Videos such as lectures and documentary programs. Aside from video resources this section also contains image resources as well to serve the same purpose for educational use. |
| ***Events Page*** |
| **Path/URL:** /events |
| **Page Goals:** Inform audience details about events |
| **Message Focus:** Conventions and conferences to inform the audience |
| **Calls to Action:** Attend conferences, activities, and interviews |
| **Audience:** Potential visitors |
| ***Content:***  Calendar that displays, conventions, conferences, activities and any other events occurring with Florida Historical Society and their known affiliates. |

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| ***Media Page*** |
| **Path/URl:** /media |
| **Page Goals:** To communicate and interact the audience with articles, blogs, and videos |
| **Message Focus:** Learn more about Florida history using media |
| **Calls to Action:** View articles, blogs, tv episodes, and videos |
| **Audience:** Potential visitors/tour groups/schools/companies |
| ***Content:***  **FF Radio Programs (Archived, Repeated Content)**  Weekly half-hour radio program that airs on public radio stations around the state. Program is a combination of interview segments and produced features covering history-based events, exhibitions, activities, places, and people in Florida  **Fast Florida History (Archived, Repeated Content)**  A video series exploring the complex and fascinating story of Florida’s past, produced by the Florida Historical Society  **FHS Quarterly (Archived, Repeated Content)**  Academic journal published four times per year by the FHS. Each issue features peer-reviewed articles focusing on a wide variety of topics related to Florida History.  **FHS Press (Archived, Repeated Content)**  List of books published by the Florida Historical Society, so users can purchase.  **FHS Blog (Archived, Repeated Content)**   * Preservation blog – highlights architectural preservation efforts throughout the state of Florida * Florida Frontiers blog - that covers history-based events, exhibitions, activities, places, and people in Florida. |
| ***Membership Page*** |
| **Path/URL:** /membership |
| **Page Goals:** To increase stability and recognition in the organization |
| **Message Focus:** To involve the community |
| **Calls to Action:** Send user discounts to the gift shop, newsletters, Society Report |
| **Audience:** Potential visitors and repeating visitors |
| ***Content:***  Description of each membership type of the Florida Historical Society |
| ***Support Page*** |
| **Path/URL:** /support |
| **Page Goals:** To display the individual sponsorship opportunities for individuals, businesses, and foundations. |
| **Message Focus:** Support educational outreach throughout the state. |
| **Calls to Action:** donate or sponsor |
| **Audience:** occasional visitors, tourists, businesses, and foundations |
| ***Content:***  Sponsorship opportunities that are available for individuals, business, and foundations.  **Florida Historical Society Media and Publications**   * Florida Frontiers * Florida Frontier TV series * Florida Historical Society Press * Florida Historical Quarterly   **Florida Historical Society Special Programs**   * Friends of Florida Historical Society sponsors the “Discover Florida” speaker series at the library of Florida history in Cocoa. Free lectures to the public. |
| ***Research Page*** |
| **Path/URL:** /research |
| **Page Goals:** Inform audience about different collections housed at the FHS Library consisting of documentary materials relating to Florida’s history and pre-history |
| **Message Focus:** Collections of rare books (publications, first edition, limited printed fiction and non-fiction titles), documents, archival collections that consist of 10,000 print photographs and online catalog |
| **Calls to Action:** Research facts, articles, documents, and images |
| **Audience:** Potential visitors, teachers, and students |
| ***Content:***  **Library of Florida History**  In 1997, the Library of Florida History was established in Historic Cocoa Village in Brevard County. The library is housed within a historic post office, originally constructed in 1939 by the WPA. No research fee or membership is required to conduct research at the facility, however, due to the rarity of many of the materials in the collection, and the volume of research requests received, we request that patrons first schedule an appointment with the archivist ahead of a visit so that they can pull the material.  **Search Collection**   * **Keyword Search –** Perform a general search across multiple fields for catalog records online. * **Advanced Search –** Search for a word or a phrase within a particular search category or use multiple categories to further narrow down your search results. * **Random Images –** Display random assortment of images from the records. * **Catalog Searches (Archives/Photos/Libraries/Objects) -** Browse records within the catalog without performing a search   **Finding Guides**  List of Finding Guides that are referenced materials archived in the FHS Library |