



## 2009 AASHTO NTPAW Skills Awards Entry Form

(Entry form may not exceed two pages.)

### ENTRY INFORMATION

Division No.	2. Print and Electronic Publications
Category No.	2d. Other print publications
Title of Entry	<i>Moving Maryland Forward. A century of modern road building.</i>

### CONTACT INFORMATION

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### ENTRY PROFILE

- 1) Situation, goals and objectives of public relations activity

The year 2008 marked the 100<sup>th</sup> anniversary Maryland State Highway Administration, formerly known as the State Roads Commission (SRC). The commemorative book, *Moving Maryland Forward –A century of modern road building*, is one element of the multi-prong, year-long celebration of this great accomplishment. Planning for the book began in 2006, with a goal to honor those who have served to build and sustain our State road system and to provide the wonderful history of a system that is a vital but often underappreciated part of all our daily lives.

In planning for this book, it was determined that there was yet another purpose of the publication. Yes, the book would be a historical account that would satisfy expectations of the stakeholders, but it was equally important to make the book attractive and relevant to the general public. For this reason, along with the numerous sources of written history, illustrations and photographs were deemed to be critical elements to the book.

Through the liberal use of pictures and interviews with stakeholders (some who have been working in Maryland transportation for more than a half century), the history of the State road system was framed within the context of American and Maryland social history. From the days when snow was left to naturally melt because it was considered an “act of God,” to the times when segregated facilities prevented white and black SRC employees from visiting job sites together, to the transitional period from draft boards to personal computers, and the creation of Smart Growth projects which facilitate more community interaction during planning - this book is a history of Maryland’s roads and its people.

Harold J. Counihan, Ph.D., a professor of history, was hired to research and write the full-length “coffee-table” book, while a photo researcher was utilized to augment the text with relevant photographs, a task that appeared easier than it turned out to be. Great care was taken to acquire, preserve and, in some cases, enhance hundreds of historic images for use in the book. The researcher’s work involved numerous visits to the Maryland State Archives, Maryland Historical Society, Enoch Pratt Free Library, the Maryland Department of Transportation archives and in-person interviews statewide. In the course of interviewing former transportation industry employees, legislators, government officials and numerous other personalities, a variety of sidebar stories emerged. Many of the more interesting of these were incorporated into the book.

The design and printing of this publication was executed using the latest technology. Creative design elements for the book, provided by Integrated Designs, Inc., include the use of duotones and drop shadows on photos, cross over chapter artwork, photo color correction, photo manipulation and silhouetting, and photo collage work. Image retouch/resizing, spread designs, cover design were created in Adobe Photoshop. Adobe Illustrator was used for vector artwork (logos and sponsor ads), and Quark Xpress was used to design the page layout.

The 9.25” x 10.75” book is case bound and equipped with a blue linen cover with a silver foil-stamped centennial seal, protected by a beautiful blue dusk cover. The paper inside is made of 50 percent recycled chorus art silk.

2) Target audience

- Maryland citizens (public, high school and university library users)
- Highway enthusiasts
- Transportation industry employees (past and present)
- Social and environmental groups

3) Measurable results

Funding for this project was established through grants and support from government agencies, associations and sponsorship from private industry.

A total of 10,000 books were printed and gifted to stakeholders and to every library in the state, to the Maryland Archives, to the Maryland Historic trust, to each high school statewide, and to college and university libraries in Maryland, as part of the permanent historical record of our state’s highway system.

After the official book release and signing at the Enoch Pratt Free Library in Downtown Baltimore, there have been numerous inquiries about purchasing the book. Plans to provide books for retail are underway.