

## 2022 GOVERNOR'S HISTORIC PRESERVATION AWARDS

### **Save As: NextGen Heritage Conservation**



Why do we save historic places, and for whom? What does cultural heritage have to do with social justice? The podcast *Save As: NextGen Heritage Conservation* explores these and other questions through interviews with graduate students at, and alumni of, the University of Southern California (USC). The podcast seeks to build support for heritage conservation by making it accessible, compelling, and relevant; helping residents understand their communities by connecting history with contemporary life, and helping emerging conservationists talk effectively about their work. In occasional "Where Are They Now?" interviews, alumni discuss their current work and diverse career paths, promoting heritage conservation as a profession.

*Save As* was created by Trudi Sandmeier, Director of USC's Graduate Programs in Heritage Conservation; Willa Seidenberg a professor at USC's Annenberg School of Communication and Journalism; and Cindy Olnick, a communications expert specializing in heritage conservation. *Save As* centers around the voices of students and young leaders working in and for their communities and exploring California history. Most episodes interview one guest about their master's thesis, but some broaden the lens with class projects that involve community

partnerships. One episode featured students from a studio class who partnered with Union Station Homeless Services in Pasadena, generating creative, practical ideas to help end homelessness through heritage conservation.

A guest guide was created with general and technical tips, and students receive coaching before and during their interviews. Students talk about their work in their own words and, in some cases, the words of those they interviewed. The website ([saveas.place](https://saveas.place)) includes slideshows with images, maps, and census cards, as well as links to more information. Bi-annual retreats are held to review progress and plan improvements. In 2021, the *Save As* team participated in a session about podcasts at the California Preservation Foundation conference.

*Save As: NextGen Heritage Conservation* makes current scholarship accessible to new audiences, showcases new knowledge about California, connects history with contemporary life and social issues, and literally amplifies the voices of emerging leaders in heritage conservation. It is a demonstration of the innovative, 21<sup>st</sup> century approaches to advancing and supporting the mission and work of historic preservation.