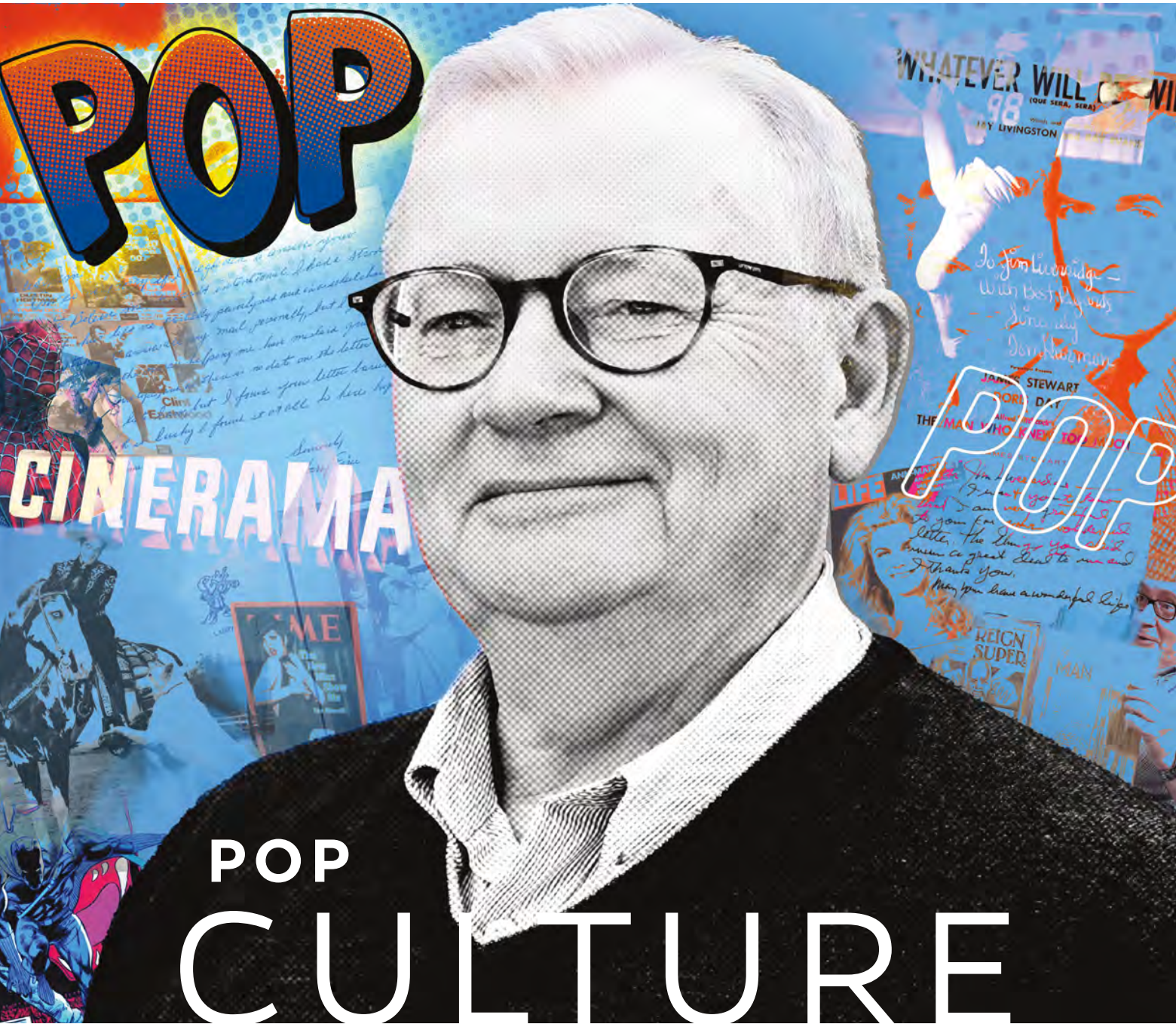


THE KING OF



JIM LIVERSIDGE POPPED INTO THE SMATHERS LIBRARIES TO RECOUNT HIS 30-YEAR CAREER AT THE UNIVERSITY OF FLORIDA.

ALEX AVELINO / DIRECTOR OF COMMUNICATIONS

As career origin stories often go, it began with a classroom assignment.

In the third grade, a young Jim Liversidge was instructed to create a scrapbook of a momentous event. In 1963, the obvious choice of topic was thrust upon the eight-year-old, the Kennedy assassination. Liversidge created his first scrapbook and a spark of creativity ignited. He found joy in collecting and organizing current event ephemera and created dozens of scrapbooks over the next 10 years. Many of these scrapbooks are a part of the Jim Liversidge Pop Culture Collection, one of the Special & Area Studies Collections (SASC), in the Smathers Libraries. A pop culture collection collects the day-to-day current events of a demographic and generally consists of music, television, politics, movies, and performing arts materials.

Liversidge surrounded himself with pop culture from an early age. He emphatically wrote letters to movie stars for their autographs and bopped to cassette tapes. He longed for Christmas holidays when his family in Boston would travel to the Cinerama and enjoy movies like “How the West Was Won,” “It’s A Mad, Mad, Mad, Mad World,” and “The Battle of the Bulge.” A graduate of Emerson College in Boston, with a degree in mass communications and journalism, he spent five years in radio and television before taking a night gig at the Geisel Library at Saint Anselm College in New Hampshire. He learned he enjoyed the atmosphere, and though he never became a librarian, “the collegiality, the friendliness, and the helpfulness from these people” in libraries was the right fit for him and so commenced his library legacy.

Liversidge’s start in Smathers began in various departments, in 1993, before moving into the position of collection supervisor in 1996 in SASC. He noticed boxes of neglected performing arts materials and began organizing, a skill he honed during his early scrapbooking years. Eventually offered the curator position of that collection, Jim asked John Ingram, former Senior Associate Dean of the Libraries, if he’d be interested in accepting his personal pop culture memorabilia collection, which is more than 100 boxes of political, current events, and performing arts material.




Fig 2.: Above - St. Francis School (Lawrence, Massachusetts), 3rd grade, 1963. (photo credit Jim Liversidge)




Fig 3.: Left - WDER Radio (New Hampshire), 1984. (photo credit Jim Liversidge)

LIVERSIDGE & WOODLAND



JIM LIVERSIDGE
The off-the-wall voice of Southern New Hampshire is now Program Director and morning man of WDER. He'll bring you lively chatter week-day mornings along with News Director Al Camponelli from 7 to 11 - ALL ON 1320!



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The Telegraph Video Showcase, Friday, July 6, 1984

Fig 4.: Above - WDER Radio newspaper promotion (New Hampshire), 1984. (photo credit Jim Liversidge)



Fig 5 and 6.: Liversidge shows off one of his pop culture scrapbooks and displays a signed Bob Hope autograph.

Fig 7.: Class presentation (Judaica Suite), 2018. (photo credit Jim Liversidge).

As we strolled the stacks during his homecoming interview, Jim delightfully noticed some boxes were missing from the shelves and temporarily moved to the Grand Reading Room for use in research. “This is great,” he said. “This is what you want.” Knowing researchers, students, and the curious are utilizing his materials is a source of pride, especially considering the early struggles to make the collection happen.

Pop culture was not always collected at academic institutions and when Jim began his career at UF and offered up his trove, there was some resistance to creating this collection. Institutions like the Library of Congress and other systems established this (now) popular collecting area. **Jim began its foundation in Smathers Libraries, which houses the Belknap Performing Arts Collection, the Suzy Covey Comic Book Collection, and the Jim Liversidge Collection.** [S](#)

popular.uflib.ufl.edu/collections

<https://news.ufl.edu/2022/07/popular-culture-collections>



Fig 8.: Vintage political pins.



Fig 9.: Liversidge in the Special Area and Studies Collection stacks.



Fig 10.: Top - Liversidge office space in Smathers Library. Photo: UF Preserving Pop Culture Video.

Fig 11.: Above -Mister Rogers autographed headshot to Jim in the Jim Liversidge Collection.

Fig 12.: Right - Bo Diddley: An American Original Exhibit and Collection, Poster, 2019. <https://ufdc.ufl.edu/aa00065501/00001>.

Fig 13.: Right - Bo Diddley visits the Libraries with Liversidge, 2003. <https://journals.flvc.org/source/article/view/116812/114977>.

Fig 14.: Right - John David Ridge: A Life in Costume Exhibit, 2020, John and Jim with the Spider-Man trilogy costume design. [https://exhibits.uflib.uflib.edu/JohnDavidRidge](https://exhibits.uflib.ufl.edu/JohnDavidRidge).

Back cover photo: Pam Marlin. *UF Then & Now - Bringing the Past Into the Present*. <https://ufdc.ufl.edu/AA00005029/00004/citation>.

