

TENNESSEE ARCHIVISTS

PROCEEDINGS OF THE CONFERENCE ON
ARCHIVES & SOCIETY

CLARKSVILLE, TENNESSEE
JUNE 7-8, 1984

and

FALL 1984 NEWSLETTER, NO. 13

The Conference on Archives and Society was more than the Tennessee Archivists annual Spring meeting. The conference was an opportunity to discuss how to improve the image and stereotype that non-archivists have of archivists and archival work. The lack of understanding that non-archivists have of archival work is not restricted to Tennessee. It is such a concern that during 1984 the Society of American Archivists focused the attention of the archival profession on improving the image of archivists and archival work.

The papers which follow were presented at the Conference on Archives and Society on June 7 and 8, 1984, in Clarksville, Tennessee. They are representative of the topics discussed during the conference and were lightly edited. They are published here to stimulate archivists and the institutions which employ them to enhance their image in their communities. Only through a grassroots effort can we as archivists improve society's view of the archival profession.

Mark R. Winter
Vice president, Tennessee Archivists

* ARCHIVES: THE OUTSIDER'S POINT OF VIEW *

by Angela Hatton, Clarksville Bicentennial Commission, Clarksville, Tennessee

When Mr. Thweatt first called and asked me to be on this panel, I was delighted and eagerly accepted. I didn't know a lot about what I was supposed to do at first but, never being one at loss for words, I assumed that I could talk about just about anything asked of me. When I started giving it more thought, I realized just how little I personally knew about archives and the archival profession. The only good thing about that is that if you really want an "outsider's" view this morning, you're definitely going to get it from me.

Let's talk for a moment about what outsiders think. In the first place, archives is not the topic uppermost in most "outsiders" thoughts. We don't use the word very often and most of us probably don't have a very good grasp of what the word actually means. So, to start with, I looked in my handy Webster's New Word Dictionary (left over from college) and found that the definition of "archives" is "a place where public records are kept or the public records kept in such a place." Well, that certainly tells a lot! But what mental images do most lay people conjure up when the word is mentioned? To put it bluntly, I wouldn't be surprised if most people think of some dark mysterious place, full of deep secrets, mostly inaccessible to the average "John Doe," maybe a little dusty and certainly not a place you would go to hang around or have a "good" time.

If you have ever had the need to do any research as I did while in college or graduate school, you might go a little further and think of it as a place where you can find an awful lot of facts about almost anything if you have the time and the patience to dig them out. But the thing that is missing from this somewhat dreary description is probably, to me, the most important thing that outsiders overlook about archives, and the thing I generally overlook myself. I think that archives should be the most important place someone can go to learn facts about the distant or recent past, a place where they can learn the methods used in the past--procedures used and discarded, used and improved on.

All too often when we are given a task or a job to do, we tend to jump in with both feet and start from scratch. What we are really doing is recreating the wheel. Not only is this ineffective in terms of planning in both the public and private sectors, but the results from this kind of action often tend to merely relive the errors or recreate the problems encountered by others before us. However, if we were to simply take a little more time in the planning and organizing part of any project or activity and look back through the effective use of archives, we would undoubtedly learn a great deal about how to effectively approach our jobs.

This is a lesson I am seeing right in the middle of our Bicentennial year in Clarksville. Two years ago when the Steering Committee was named, this energetic group of 18 volunteers sat down and began to outline the plans for our celebration. We couldn't find a central archives in Clarksville of everything that happened here in 1934 during the Sesquicentennial but we did find some things. We also got a great deal of material from Nashville by requesting materials from their archives and by interviewing the planners of the Century III celebration.

We put together what I think is a very good year of activities with a great deal planned throughout the year for everyone. But what our early planning did was simply outline the facts--what we were going to do--not how it was going to be done. I know many people thought this only happens once every 200 years and you can't get information about how to do this from any archives. Maybe, but I'm not so sure. In any event, we proceeded with our planning and while we are pleased with our results, it, like so many things we all do every day, could have been better.

One very good thing that came out of our early planning was the realization that you couldn't go somewhere and pull out the files that we would like to have to go by when we started. So we developed a historical records committee and assigned them the task of pulling our records together for the future. This has meant extra work for us now and the records may not be used in the future. But it is something I have thought a great deal about over the past several months in organizing our records and trying to decide how to do even a simple thing like developing a filing system. I have found that I am conscious of what someone in the future will think of our records. I have gone so far as to make notes at the end of each activity about what went right, what went wrong, how things could have been done differently if we had only thought about it at the time. At times this seemed like a senseless exercise that no one will appreciate. But in calmer moments I realize that not only will it possibly help someone in the years to come, it also helps me organize better now.

In summary, I would like to make one point for the archivists present. Don't assume that everyone knows what you have in your files. Don't assume that people even know where your files are located and how to go about using them. Most of us don't and if you volunteered your assistance it could be of great value to those public officials who are trying to cope with today's problems and are probably re-inventing the wheel while they are doing so.

* PROMOTING THE ARCHIVES AND ITS COLLECTIONS *

by John Harkins, Memphis/Shelby County Archives, Memphis, Tennessee

I have taken the liberty of restricting my comments on promotion of archives to "an overview" because it would not be easy to give any kind of comprehensive approach to promoting all types of archives. The scattergun approach that we are taking today is appropriate because we represent such diverse types of institutions. They include state, county, municipal, academic, religious, and, perhaps, business institutions.

Obviously, with such different types of institutions, we have very different types of constituencies. Naturally, some things which are quite germane for one situation will have little or no meaning in some others. But many techniques and approaches should apply to more than one kind of institution and more than one type constituency.

Our best approach to the entire problem of promoting archives may well be to do pretty much as NARS does and as we do informally in other situations. That is, we ought not so much try to tell each other what the other should be doing. Rather we should simply tell each other what we are doing, or trying to do, or would like to try to do. Over the last few years I have certainly entered into enough schemes to try to raise the visibility of the Memphis/Shelby County Archives that I can more than expend my remaining time talking about it.

Probably the first thing each of us needs to do is indulge in a little introspective probe into how we feel about lobbying and promoting our institutions. "It's undignified." "It makes me feel uncomfortable." "If I had wanted to go into sales, promotions, public relations, etc., I would not have spent all of that time in graduate school." "If I am going to do all of that promotions work, I expect a lot more money than they are now paying me." The rationalizations are nearly endless and we can and often do seize upon such ways out. Like Pogo, "We have met the enemy and he is us."

If the continuation of our archives and their vitality depend upon us getting the message of our mission across, and it becomes increasingly apparent each day that they do, the next question is "Who should do it?" In almost every instance the answer is YOU. You must reach an understanding of this and make a determination to do something about it, or, you must be willing to see all of your other efforts suffer because you are either uncaring or stubborn.

Once you feel that you can make a commitment to promoting your institution, the next step is to identify your constituencies. These people will be the "target" of your promotional pitches. For the Memphis/Shelby County Archives, our budget bosses are, in expanding order:

1. The history department of the public library.
2. The library administration.
3. County government officials and employees.
4. City government officials and employees.
5. Citizens at large even though we cannot reach them all and many will never care. Therefore, we have identified several groups of citizens that we must try to reach. These include frequent researchers, local history societies, hereditary societies, civic and service clubs, newcomer groups, and just about anyone else who will listen and/or feed us.

Once you have identified your institution's constituencies, how do you try to reach them? My personal opinion is that you do everything that your available time and the dictates of good taste will permit. Let yourself try any and all aspects of selling yourself, your services and facilities, and your institution. Let go. Grab a spotlight or two. You may find that you enjoy being a "hot dog."

What kinds of things should you try? The basics are pretty simple. You are probably doing a lot of good public relations things already, without thinking of them as being promotional. The following list of promotional activities is not all inclusive, but is intended to show what can be done.

1. Efficient, interested, and friendly service is probably the most important thing you can do for your patrons. Don't be afraid to smile and to show genuine interest in researchers' projects. Always try to extend to them all of the little extras that you would appreciate receiving. Don't let your colleagues get by with doing otherwise. Negative attitudes are infectious.

2. Attractive business cards are a premeditated courtesy and convenience for the people that you deal with. They enable people to contact you quickly when they need additional information and helps authors, editors, and directors to get your institution's name correct in their credit lines. Finally, if you have given really good service, business cards make it easier for patrons to write letters of thanks or to include you in their acknowledgements.

3. Design, print, and distribute an effective brochure which gives a brief explanation of your institution, its mission, the types of archival holdings, and how to obtain more information. Location, hours, and telephone numbers are essential. It also helps if your design permits mailing the piece without an envelope.

4. Because people like to tour the stack areas to assure themselves that all of the "good old stuff" really is there, find a way to give guided tours of your facility. The tours may be conducted by staff members, but trained volunteers may also lead visitors through the stacks.

5. Develop dramatic in-house displays which use original documents. Where this is not feasible, or for exhibits which you will be loaning, you can make reasonably good facsimile reproductions using tea to stain touched up photocopies. At the Memphis Public Library, we have twenty-two branch libraries to send exhibits through. You can also seek out business and historical groups with display areas to fill.

6. If possible, encourage researchers to establish a "friends of the archives" group. This group could provide volunteers to assist with the processing, provide clerical help, lead tours of the facility, and provide liaison with other historical groups, to name a few. The friends of the archives also generate funding for items that are unlikely to survive the budgetary process. Finally, they can provide moral support in times of crisis.

7. You can also demonstrate that your operation is not just a frill by logging your acts of assistance. In addition to the nuts and bolts of your reference service, you need to track the uses of your materials in books, articles, films, slide shows, video programs, etc. The extent to which your materials enrich such creative efforts may surprise you. Try to keep a showcase of published items using your materials and maintain a file of acknowledgements and letters of thanks. These things come in handy at annual report and grant writing time.

8. Create a good slide-tape show about your facility. You need to write the script for it and you can probably shoot the slides for it as well. Get whatever professional help you can, but failing that get plenty of outside critiques from people whose opinions you respect.

9. When your slide-tape presentation is completed, make it available to civic, service, and historical groups unstintingly. Have someone who will represent your institution effectively introduce the program and field questions afterward. You may do well to transfer the program to video tape.

10. In conjunction with tapping other groups for support, you should be willing to support some of them with your membership, attendance, and, possibly, a little volunteer work. The latter might take the form of consultant service to help organize and preserve their documents.

11. Possibilities for video use are not limited to your canned promotion pieces. Cable and other public service television formats often welcome ideas which relate to the community. In some instances, their franchises require a certain amount of community service. The Memphis Public Library, for example, operates one of the city's three community access cable channels. On CIC-TV-9 I produce and host a program called "Historically Speaking." It is an interview format during which a guest and I discuss any aspect of local or regional history which seems to have audience appeal and educational value. The programs air four times over a two week period and are frequently repeated after a lapse of several months. We use as much "show and tell" material as we can because it makes the programs more visually interesting. Thus, on every show we are selling our history, our materials, and our institution. It is also possible to do an occasional blurb on a commercial channel, if you advise talk show hosts of your areas of expertise and your availability.

12. The print media may be even more effective than television. Every archivist needs friends who are in the press, probably the more the better. This can be done by passing on the wonderful little anecdotes that you stumble across. When some of the writers are in your debt, you might suggest that they write something promoting your facility. You should try to keep the writers in your debt, however, against possible times of need. Learn to compose and submit effective news releases for the occurrences of community interest your institution may generate.

13. Finally, if your budget is funded through any legislative body, you need to know at least a little about the art of lobbying. Rather than attempt to deal even briefly with this very sensitive issue, I recommend that you order a copy of the Librarian Lobbyist Handbook. It is filled with truly helpful dos and don'ts and is available from the Tennessee Library Association, P.O. Box 120085, Nashville, TN 37212.

That covers all that I wanted to say. Thank you for your time and attention.

* PROMOTING THE ARCHIVES AND ITS COLLECTIONS *

by Sharon Receveur, City of Louisville Archives, Louisville, Kentucky

This paper seeks to offer some suggestions as to how we in archivy may be able to make ourselves and the collections we manage more visible to potential donors and patrons. It is not an easy task. There are some occupational realities we archivists must be aware of and strive to overcome if we want to increase the use of our collections. And we must be aware also that we must be prepared to pay the cost of our promotional activities. An increase in visibility means an increase in the belief by potential users that our collections are accessible, and that there is staff ready, willing, and able to help with research efforts.

I think that the first step in any promotional activity we archivists undertake must be to ask ourselves what we intend to accomplish through our publicity efforts. Is our goal increased financial support? Is it our readiness to become a primary research facility? Do we wish to increase our donor base? Whatever the goal, our motives will determine the level and kind of publicity activities we begin.

Once our motives for promoting our collections are understood, then it is possible to also identify the market in which to concentrate our publicity efforts. Given the limited time and monetary resources available to most archives and archivists, this step in the process of obtaining maximum return for our investment cannot be overemphasized. For example, it would be foolhardy for me, as the director of a municipal institutional archives, to court the affections of geneological groups. Likewise, historical societies would be wasting time promoting their collections among elected officials whose institutions routinely accession official correspondence. There are exceptions to this, of course, but the point is well-taken. If you can't be of help to a particular interest group, concentrate your efforts on those whom you can help, and who can be of potential help to you.

This advice may seem simplistic to many. However, each of us knows the consequences of misplaced promotion efforts among archival institutions - alienated affections, split collections, competition for funding, etc. Fundamental to understanding the best markets for our promotional activities therefore, must be a clear understanding of our collecting intentions.

Once our markets have become clearly identified, the real work of selecting the proper avenues for directing our publicity begins. In this area we might be well-advised to consult with other institutions and groups with proven track records of success. Annual or semi-annual professional meetings do not afford us the best opportunity to exchange this kind of information. However, personal visiting between archival institutions is one way in which archivists can share ideas and problems, and create a climate of cooperation between them. All archivists handle documents which are natural organic accumulations of unique material. We take justifiable pride in our custodianship of them. But we are in a "Catch-22" situation. If we are good at what we do, we become progressively more familiar with our collections. As we do so, our knowledge of other non-allied collections may suffer. Increased intercommunication among local and regional repositories will help reduce our tendencies towards parochialism and enable research efforts. Making records available for fruitful research is, after all, the goal of every

archives. Often, familiarity with one another's collections can help to spin-off joint programs and projects. The University of Louisville Archives and Records Service and the City of Louisville Archives, for example, have joined efforts to develop microfilm projects, and have made applications to obtain grant funds to work on certain collections together. Most importantly, our knowledge of the details of the collecting policies of our sister institutions has enabled us to be of greater help to our patrons. Of all the publicity we might encourage, the positive word-of-mouth promotion by patrons is by far the most valued.

As we consider other avenues for promotion available to us, we must not ignore the obvious within our immediate reach. Many archives function under the aegis of a library. Libraries are making wide use of the media these days to promote their non-traditional collections and programs. Archives with such administrative ties might find ways to piggy-back publicity efforts to those of their host institution. Also it would be well for us not to ignore the many talents our fellow archivists may have developed during their previous work experiences. (Sometimes it seems that the only universal prerequisite to employment for archivists is that we must first have been engaged in some other professional activity!) I know an archivist with considerable experience as a graphic artist. Another I know has taught local history courses for many years. I also have teaching experience, and was in office systems sales for a time. Those of us institutional archivists who work with a Records Management staff have found that Records Managers can increase the archival workload significantly as they move through the other offices within our institutions. At such times as the Records Managers cause whole series to be accessioned into the archives, we may find that we are grateful that we don't also have an increase in patron traffic! These are examples of some of the talents which are to be found within our own environments. Those talents can and should be tapped as promotional programs are being developed.

There are two more areas of promotional activity which I want to mention. The first has to do with our avoidance, at all costs, of slipping into the widely-held stereotype of an archivist. With apologies to James Joyce, I call this "A Portrait of the Archivist as an Old Man," subtitled "A Loving Caress of Ancient Documents Under a Bare Bulb, and Other Dusty Tales." I don't think that much can be done about the stereotypes of the archivist or of archives in general. Stereotypes surround every human condition and endeavor, and there is little that can be done about the natural tendency people have to develop them. However, we are in a favorable position to influence the reputation of our own institutions, and we can turn apparent liabilities into assets if we are diligent, determined and clever enough. To do this we must increasingly endeavor to talk the same language as our patrons and potential patrons. Recently, our archives participated in an anniversary celebration of the founding of the Louisville Courier-Journal by developing questions and answers to a "Trivial Pursuit" game about local history published in the paper. The interest the game aroused in our archives was gratifying, but it was not of such a volume that spending a minute or two with callers unbearably disrupted our normal workload. Serious scholarship was not served through this promotion, nor was it intended to be, but we feel we created an identification

with a contemporary interest and thereby we may have dissolved a little of the mystique in the some of the public's perception of an archives.

Another way to avoid the stereotype is to make others aware that archival materials are only part of an information continuum which begins when information is recorded. We need to feel that all recorded information, whatever the medium, is fair game for our attention. In Louisville's City Archives, for example, we are promoting our archives as an information resource center through the installation of a teleprinter connected to a National League of Cities' database called LOGIN. Through it, we are able to make queries of other municipalities on an almost endless variety of topics of interest to the City administrative and legislative branches. We are also able to run searches of the data-base to discover what information has been published concerning these topics. The response to this system has been so overwhelming that we are glad that we are phasing in its availability to all City agencies. As one of our patron's recently remarked, "I never expected to see computers in an archives!"

I have already mentioned the second type of promotional effort we archivists can find useful by being mindful of the public media's needs for human interest items. A game of "Trivial Pursuit" was but one example of how a relationship with the media can work. In Louisville, as in other areas of the country, the newspapers hire university journalism majors for the summer. Why not call the newspapers in your area and tell them that you would be pleased to show their summer interns around your archives? Perhaps they will develop ideas for "soft news" stories. Our experience with this approach has been excellent. Occasionally, the stories are of sufficient interest that they attract the attention of local t.v. and radio stations. All it takes is an awareness on our parts of the superficial value to the public of our collections. Serious scholars don't have to be convinced of the value of archives. If it is public attention we want, we have to speak their language.

In sum, we archivists must know our capacities for the increased workload which comes from the increased exposure our promotional activities will produce. We must search honestly for the reasons why we want the publicity, and in so doing, discover the most promising markets to target for that publicity. We need to develop relationships with other archival institutions so that our patrons will know that they can be satisfied in their research efforts no matter which archives is the first to be contacted. As we prepare to promote our collections to our target markets, we need to look within our own areas for staff talents which may lay undiscovered, and make as full use of them as we can. And last, we need to find ways to debunk the archives/archivist stereotype and replace it with the image of ourselves we want to project, availing ourselves of the public media to do so whenever possible.

* OUTREACH: REACHING CONSTITUENT GROUPS *

by Bill Sumners, Southern Baptist Convention, Nashville, Tennessee

A 1976 SAA Survey of Archival Outreach showed that thirty percent of the responding institutions reported that they had no outreach programs. Ann Pederson concluded that this "confirms the general reluctance among archivists to view outreach as a worthwhile, much less essential, archival function." My own perceptions of archival outreach and promotion have changed drastically since 1976. On some occasions, however, I continue to be dismayed at the reluctance of archivists to promote and publicize their holdings to educate and inform their clientele of their resources and services.

David Gracy, in an open letter to Society of American Archivist members, asks whether archivists will have a meaningful role in the information that is upon us. Gracy states:

Archivists know that the records we preserve undergird our survival as a people by guaranteeing our roots. If teachers, students, politicians, the general public, and special interest groups do not care whether adequate documentation is kept, if they see archivists simply as antiquarians dotting over outdated records useful only to a small minority, the archival function in society, and society as a whole will suffer. Moreover, archivists in the future will become precisely the dotting, moleish, retiring creatures in dusty stacks that many so readily picture us to be.

Gracy challenges us to state our case for existence. A former boss explained to me that he tried to shield our efforts at collecting manuscripts from the records management program. "If they really knew," he said, "that we were collecting these political papers and agricultural records we would be in trouble." Somewhere along the way we had not stated our case very plainly. Unfortunately, this is more common than we like to admit. How many of us deal with administrators, supervisors, or librarians who have little or no understanding of our archival program, our users--and who sometimes question our very existence? In my current position, the former head of the department constantly characterized the archives as "that old junk." It is no wonder that the archivist position was deleted when he was department head.

Another task that concerns us is "the image that the public holds of our profession--if any." Eva Mosely calls on us to "try to eliminate the question, "You are a what?" from conversations about what we do.

Once we define who we are and what our function is we can determine our commitment to archival outreach. In the January 1984 SAA Newsletter there appeared a draft report from the study group on the definition of an archivist. Within the section called "Practice," the report states that "archivists encourage and promote the use of records through publications, exhibits, educational programs, and other outreach activities. These efforts are directed toward both users of records and the society at large." If we agree with this statement we then need to look at ways to "encourage and promote."

The first element in determining outreach efforts is to determine your audience. Who are your users? Is there a potential audience that is yet unaware of resources or services available to them in your library or archives? You will probably agree that you have several audiences. Your audience may include staff members of your own institution (university or business), students, faculty members, local historians, genealogists, "serious" researchers (scholars) and the news media.

I have found it valuable to develop a priority listing of users. All of our archival program is related to our priority users list. It is important to review this priority users list at least on an annual basis.

Once your audiences have been identified you can examine the ways to attract these users to your archives. I will mention some types of outreach and promotion efforts that can be used by archivists.

1. News Notices. Use notices in scholarly journals and newsletters to publicize holdings and programs. The Journal of Southern History, the Journal of American History, the Tennessee Archivists Newsletter, History News, and local historical society newsletters are just some of the publications available for spreading news about your archives.

2. Publications. Publications include descriptive brochures, newsletters, guides, and research opportunity reports.

- A. Descriptive brochures are good for providing general information about your institution. Be sure the brochure includes all the information researchers will need, such as hours, photocopy facilities, address, and telephone number. It should describe your holdings and programs and be mailable. The SAA has a Problems in Archives Kit (PAK) on "Developing Brochures" which might be useful to those institutions planning a brochure.
- B. Newsletters are excellent ways to keep people informed about available resources and activities. It is also valuable in other ways such as fund raising and image building. Newsletters are important in developing an image of an active and aggressive archival program. Be sure that the archival program is not merely image or people will ask "Where's the beef?"
- C. Guides to your holdings are another way to attract users. Guides need not be fancy or expensive, but it should be informative. It should describe your major holdings with data on finding aids and access restrictions.
- D. At Auburn University the archives staff annually prepared a three or four page report to the head of the history department on potential research topics making use of archival holdings. The department head could then use this document to guide students to the archives and share it with other faculty members.

3. Local Media. Don't overlook local newspapers, radio, and television or potential avenues to sell your archival program. You will often have to initiate the contact or build up some type of communications with the local media. If you have provided needed material and information for the newspaper they should be willing to assist you in your efforts to promote the archives. Be sure to use your institution's public relations office, if you have one. At Auburn and at the Baptist Sunday School Board (BSSB), the public relations people use the archives and are eager to assist in promotional articles and press releases.

4. Exhibits. Exhibits are excellent ways to promote an idea and the archives. Displays within the archives or parent institution, properly promoted, may attract some first time visitors to your institution. These new patrons may be back for more serious use of your material. Exhibits that go beyond the confines of the archives have an even greater impact on the public. Exhibits may be placed in libraries, banks, city halls, shopping malls, and churches. They not only entertain but will enhance the reputation of your institution and inform the public of your archives and its programs. Related to exhibits is the willingness to allow tour groups to visit the archives. School groups and classes are the usual patrons for such tours. Tours are also good ways to break some images or stereotypes that students may have about archives.

5. Speaking Engagements. Getting the message to interested groups is always helpful. This might mean meeting with the department heads of the university, and speaking to the local chapter of the Daughters of the American Revolution, the local historical society, the Rotary Club or the Boy Scouts. Usually you will want to describe what you do and how your institution may be of service to them. Remember that most of the people within your own institution have no comprehension of your work and purpose and the value of the archives to their work. So don't miss opportunities to speak to groups within your own institution.

6. Special Projects. This category includes production of slide-tape programs, video-tape productions, resource kits for teachers to use in local history projects, or open house or reception-type events. Numerous archives use slide-tape programs to inform users and to publicize its resources and services. It is helpful to describe to the public what an archives is and what it is not.

At Auburn University a graduate archives student, who had taught history in the local schools, assisted me in developing an instructional packet for a series of lessons on local history. We copied original documents and photographs, developed reading material, and prepared worksheets and a list of sources for additional reading. Copies of the packet were distributed to the teachers in the local high school. Our purposes were to promote interest in local history, expose students to original historical documents, and to encourage teachers to use the university archives when developing lesson plans.

There are probably many other methods of archival outreach that I have not mentioned. The point that I am making is that promotion and outreach need to be an integral part of an archival program. Why? There are several reasons. We must:

1. Increase public awareness of who we are, what we do, and that what we do is important to them.
2. Increase the use of our archival holdings. Our efforts of acquisition, arrangement, description, and conservation are of little value if the collections are not used.

As the public becomes aware of the archives and uses its collections, administrators will notice the activity (if you tell them) which, should, in turn, raise the possibilities and potential of the archives. So be prepared.

You will need to periodically appraise your outreach efforts to see if they are accomplishing the desired goals. Evaluation reports, researcher user forms, and use statistics are all ways to judge the success of your promotion activities. Try to determine the most effective ways to enhance your visibility and attract users to your institution.

The president of the BSSB spoke briefly to the TTLA meeting at the Board earlier this year. He complimented those people who were involved in providing resources and information to users. But, he concluded, "your most important contribution is your ability to help change lives."

We are helpers in expanding horizons, opening avenues of research, broadening scopes to students, scholars and other users. We assist people in finding a bit of their heritage and at the same time they discover much about themselves. Our responsibilities are much more than custodial. We are not only holders of the past but sharers of it as well. Such responsibility and opportunity should make us take seriously efforts to spread the word about who we are, what we do, and about the institution where we work.

* PUBLIC PROGRAMS: LINKS TO THE PUBLIC *

by James Summerville, American Association for State and Local History, Nashville, Tennessee

As with general, abstract titles, your theme--"Archives and Society"--tempts the imagination to particularities. My job at the AASLH concerns records management and encouraging local governments to do a better job of it in order to save primary sources of history. I shall say more about our project later.

A records manager might find the word "and" the most intriguing one in your program title. So I am going to meditate on that word a minute in thinking about records, about archives and society. If I remember from 9th grade English and diagramming sentences--those rickety scaffoldings of sentences broken apart; they give it the name of "deconstruction" now--"and" was called a conjunction. The teacher put it on a trailing line below an independent clause--out of the way.

But what a powerful, explosive thing it is to conjoin something, to bring together two formerly separate or estranged things. Consider the phrase "this man and this woman" in the marriage ceremony.

But "and" can be powerfully disjunctive. If one names the elements in a modern painting, a woman, and a stairs leading nowhere, and an apple, those "and" do not connect. Indeed, it is the (apparent) lack of connection among the elements in the picture that intrigue.

That is how I hear the word and in the phrase "Archives and Society." Whether in private institutions or in government repositories, the sources of and for history seem not to count for much in the day to day life of our city, state, nation. They are like the figures in the painting. Archives may be juxtaposed to, sometimes literally housed in the corridors of power--but historians, archivists, researchers and their documents don't make much difference there. (At least I am not aware of any politician in trouble for accepting money from the archivists' political action committee.) And yet, there is that word again. ("And" says: "There is always more.")

When one says that archivists and their documents don't have much influence, some splendid ironies leap to mind. One irony is the role of public records in the collapse of faith in government that has marked our history these twenty years past. Researchers and writers have chronicled abuses of power, diplomatic and military intrigue, and just plain corruption leading to the lack of confidence in many public institutions. How have these muckrakers done this? By working in the records kept by that hugely successful venture of government, the archives.

So archivists help in keeping government honest. I know this first hand. For a few years I worked as a lobbyist, and my name was on file in the Tennessee State Library and Archives. I know the public knew what I was up to, because every year I got a solicitation to the Democratic party fundraiser.

Another piece of evidence comes to mind that suggests that the "and" in "Archives and Society" is a conjunction, not a disjunction. Occasionally on Saturday morning, as an amateur historian, I venture down to the reading room of the State Library. Early, because by mid-morning most of the seats are taken. Week after week, these Tennesseans come, in very large numbers. There are something over 20,000 active researchers in our state's history if the numbers on the visitors register are serial.

I do not know many of my fellow investigators very well. History, it is said, is the lonliest profession. But I can tell you a few things about them. First, most are interested in genealogy, probably a majority pursuing the history of their own family. Few of them will discover a great man or woman among their ancestors, if by "great" we mean famous or conspicuous.

But they are cojoining archives and society. It is the living past that matters to them. That past lives in people and the people are remembered only in the documents. Those documents tell my fellow researchers who they were, which for many sensitive Southerners also means who they are. The practice of history is perhaps more alive at the Tennessee State Library and Archives on Saturdays than in the universities during these depressed and discouraging years for higher education and the humanities in particular.

I know something more about these Tennessee historians that is relevant to our archives and our society. These people in search of their forebears are often influential figures in their hometowns. They know the mayor and the county court member. They know the members of the General Assembly (and probably who their parents were).

When my mind wanders, as it often does, I pursue some of the most obscure interests. I think about the potential influence of the people sitting around me. And I reflect on the irony that our state library and archives suffers mightily from understaffing; that there are treasure troves of material uncataloged and hence unavailable for use; that we are facing an information technology revolution--if Time magazine can be believed--with an obsolete mentality toward innovation.

I think about these things, and I have an idea for a new way of connecting "Archives and Society." What if those 20,000 card-carrying Tennessee researchers called their state senator and state representative and recommended an appropriation for the State Library and Archives worthy of the cultural resource that it is? What if those 20,000 people marched to the capitol, carrying signs saying that archives are at least as important as public golf courses?

Archives and Society? Does that "and" really mean "apart from, sheltered away, in but not of?" It is easy to think so when one hears the pious references of public officials to "our proud history"--followed by their failure either to adequately finance or effectively administer a program for public records. Politicians are ever ready to cite the so-called "lessons of history." But every time they do, we should be on hand to point out that such lessons, if any really exist, are embodied in the documents that are in our safekeeping. Our lawmakers, everywhere in that nation, need to be shown that before any "lesson" can be extracted, a collection or a cohort of records must be gathered, inventories or cataloged, stored safely, and made accessible to the people to whom they belong.

Our public policymakers must be shown perhaps one of the few sure lessons of history, that where public records are allowed to deteriorate, or simply to sit where they cannot be used, we learn nothing about the past at all. This is really an unacceptable irony, this deference by so many of our citizens to the past and the slender commitment of public resources to the preservation of documents that are the source of that past.

We must make the and in "Archives and Society" a conjunction again. There must be created in our institutions, in our towns, counties, state, and country a new constituency for the archival treasures we care for. Enterprising, civic-minded people have built support for the arts, for music, for higher learning all across Tennessee. The primary sources for history are also worthy of such commitments.

The first objection, always, is that there is no money, or that there is no time. The deepest lack is really imagination. First, we must decide what needs doing in order to make our archival resources a part of the common life. What is our vision for the past? There may be all sorts of as-yet-unimagined gains for our institutions if the people knew more about our archives and about the resources that are public records.

It is interesting to see that you will be hearing from a television executive tomorrow. How many calls does your institution field each year from reporters and feature writers? Yet, why is the treatment of history in the public press so poor? What if we held seminars for working journalists in our archives, maybe in cooperation with other institutions?

We have so much work to do, with our backlog of collections, and we lament that we have no time and too little help. What about all those talented people being prepared to the masters and doctoral level in history, for whom there will be too few teaching jobs for at least another decade? They need career opportunities and experience at the same time that our archives need help. What if archivists and faculty advisors cooperated in internships for academic credit? What if your professional associations, and the historical societies, recruited these bright, talented young people while they were still undergraduates, associated them with us, and thereby won the support of future community leaders?

There were a number of bright, articulate college students on Capitol Hill this spring, lobbying to keep the legal drinking age at 18. Equally intelligent, able, and effective history majors could do something in behalf of our distressed life and culture, such as calling for a legislative caucus or a public conference on the documentary resources for Tennessee and local history.

How many history classes came to your archives this past year? How many groups from the public universities and colleges? How many teachers, from any level, know about the resources for student research projects in your collections?

At the beginning I mentioned that records managers were always mindful of the word "and" because of its implication of quantity. Those of us concerned with local government records know that the sheer bulk of such documents is one of the problems we face in saving the portion essential for the writing of history. Knowing what we have in the basement rooms and attics of the city hall and the courthouse is the first step to getting control of it and in stopping the loss of these cultural resources.

Last winter the Joint Economic Committee of Congress declared that the nation's highways, bridges, sewers, and water systems are, by and large, in a serious state of disrepair, and that it would cost about \$1.1 billion to fix them. The National Historical Publications and Records Commission made a comparable finding in its 1983 report "Documenting America," concerning a part of the nation's cultural infrastructure, local government records. "The worsening condition of these records is the predominant theme of the project findings," Richard J. Cox wrote in his summary chapter of the report. Mr. Cox went on to cite lurid examples of the inadequate storage facilities, where documents lie moldering away:

In Hawaii, "on one island, 3,000 cubic feet from the 1930s are piled in heaps on floors of World War II quonset huts and military bunkers."

In Minnesota, "rats, mice, bats, and pigeons inhabit countless attics and basements of courthouses and school buildings where valuable records are stored."

Any researcher in history who has ever entered a government building in search of a document can cite his own horror story. I summarize from H.G. Jones's fine study, Local Government Records: An Introduction to their Management, Preservation, and Use (Nashville: AASLH, 1980): "A great majority of the approximately 81,000 political subdivisions in the United States--counties, towns, cities, special purpose districts--remain without a [records management] program of their own and receive little effective assistance from . . . higher levels of government."

No one has been bold enough to say how much this infrastructure problem will cost, but the NHPRC and the Mellon Foundation have awarded AASLH a bit under \$200,000 to make a start. With these funds AASLH will produce an audiovisual program, directed to local government officials, stressing the desirability and cost-effectiveness of sound records management. We will publish an accompanying pamphlet, carrying the same motivational message. We will create a guidebook showing the basic components of good records management, the elements of model records management statutes, and the special nature of court records. Among other topics, the guidebook will discuss inventorying, appraisal, the need for a systems approach, micrographics, and records disposition. Finally, AASLH will establish and operate a clearinghouse to disseminate our audiovisual program and guide and to help local government officials locate answers about records management.

The archival community across the country is a crucial part of this essentially public undertaking. AASLH will be getting advice, counsel, and substantive contributions on the above tasks from the Joint Committee on the Management, Preservation, and Use of Local Government Records. The committee includes representatives from the Association of Records Managers and Administrators, the Society of American Archivists, and the National Association of State Archivists and Records Administrators, as well as historians and local government officials. The chair is Mr. Edward N. Johnson, Jr., an internationally known administrative scientist specializing in records and information engineering.

But nothing will come of any of this without wider and wider circles of public involvement. If we are to have competent state laws and effective state responsibility for local government records, those 20,000 Tennesseans, and their counterparts in other states, have to call their legislators. If we are to have county clerks and registers of deeds and mayors and court officials who make records management a part of their work process and their public service, then the electorate must tell these officials that they expect it. If historians and genealogists and researchers are to go on discovering truths about the "Ordinary People and Everyday Life" of the past, truths available in marriage books, poll tax records, and public works drawings, we must leave our carrels and play the role, at least occasionally, of public people.

Who is going to remind us of our duty to do this? I think it must be the archivists of Tennessee and of the nation. Perhaps you can begin by collecting and assessing the measure of your very great impact on society. It may well be that your institutions perform a far more abundant public service than the public knows. What contributions does your archives make to the life of the campus, city, or state? Can these be demonstrated in tangible terms and shown to the press, to law-makers, to potential friends and allies? Are the people you serve aware of your value to them and to their community?

It is time for archivists--and the rest of us who depend on their good work, reticent as we all are--to move into the public realm. I would be delighted to see, if not a political action committee, at least a strengthened public affairs drive by associations of archivists and other records administrators. Our associations ought to be proposing active connections with many possible allies: primary, secondary, and higher education; the press; and private business, including vendors of new information technology.

All that archivists do is filled with public import and implication. What we must do, if we are to gain public appreciation of our service and public appropriation fitting to it, is to demonstrate the connection between--the conjunction of--"Archives and Society." To do this will be necessary to think about our public relations; our political awareness, and how we can enlist more people in the life of our institutions and work of saving the documents. It will require the archivist in society, as guest speaker at civic clubs, as organizer of public exhibits and programs, as press liaison, as classroom guest, as pro-active advisor to public administrators and institutional executives.

On this point, I would enlist the authority of Joseph Duffy, former chairman of the National Endowment for the Humanities. I am paraphrasing, but I trust without violence:

Archives are no longer a fixed treasure trove of classical wisdom or a repository of antidotes for every contemporary confusion. They are offering instead sources for understanding the shaping power of human intelligence. It is time for archivists to fashion a rationale for their work that accomodates this significant change. This will make our public records even more valuable to the common purpose of wisdom and meaning in America.

The archivists, willfully or not, is connected to, joined with many others working to save the sources of the past for vital use. You cannot help but be involved intelligently, with direction and planning and imagination, in creative alliance with other cultural public servants. The Executive Director of AASLH, Mr. Jerry George, makes this point well in a forthcoming editorial in our splendid journal, History News: "Historic resources mean all things that make up the record of history--documents, artifacts, sites and historic structures. For evaluation, care, and use we need individuals and all kinds of cultural institutions--archives, libraries, museums, historical societies, schools, colleges, universities, and historic site and park operations." (ed.-The editorial appeared in the August 1984 issue.) Listen to all those commas, those "and," those connections being made between historical resources and society.

1983 - 85 OFFICERS

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HOW ARCHIVISTS CAN IMPROVE PUBLIC UNDERSTANDING: SUGGESTED READING

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Compiled by Ann Morgan Campbell, Society of American Archivists, April 1984.

SPRING MINUTES

TENNESSEE ARCHIVISTS
CONFERENCE ON ARCHIVES AND SOCIETY
Clarksville, Tennessee
June 7-8, 1984

The Tennessee Archivists met at the Joe Morgan University Center, Austin Peay State University, Clarksville, Tennessee, on Thursday, June 7, 1984. President John Thweatt called the meeting to order. After a welcome from APSU president Dr. Robert O. Riggs, the first session featured Jim Huhta (Tenn. Heritage Alliance) and Richard Belding (KY Dept. for Library and Archives) speaking on "Perspectives on Archives and Society." Three other sessions followed: "Promoting the Archives and Its Collections" with John Harkins (Memphis-Shelby County Archives), Sharon Receveur (City of Louisville, KY, Archives), and William J. MacArthur, Jr. (McClung Historical Collection); "Outreach: Reaching Constituent Groups" featuring Bill Sumner (Dargan-Carver Library) and Robert Patterson (Clarksville-Montgomery County Historical Museum); and "Public Programs: Links to the Public" with speakers Ellen Garrison (Archives of Appalachia) and James Summerville (AASLH).

President Thweatt announced plans for the proceedings of the conference to be published and made available to members. Thweatt thanked Arthur Goldsmith for his work on local arrangements. Letters from Ann Campbell (SAA) and David Gracy (President of the SAA) were read.

After a banquet at the Best Western Hotel, Thweatt recognized the following special guests: Rev. Jimmy Terry, vice-chairman of the Clarksville Bicentennial Commission; Julia Martin, director of the Warioto Regional Library; and State Senator Riley Darnell. The dinner speaker was Charles Waters, professor of English at APSU and editor of Historic Clarksville. Professor Waters discussed how the book was researched and written, and shared interesting facts from Clarksville's early history.

Sally Ripatti (McClung Historical Collection) announced that the fall meeting will be held in Pigeon Forge, Tenn., on November 1-2, 1984. The Society of Alabama Archivists will serve as co-sponsors of the meeting.

On June 8 the group reconvened for a breakfast meeting at Hachland Hills. Mary Elizabeth Thweatt was introduced and thanked for her help with the meeting. Other special guests were Montgomery County Executive Joel Plummer and breakfast speaker Angela Hatton, who is the executive director of the Clarksville Bicentennial Commission. Ms. Hatton's subject was "Archives: The Outsider's Point of View."

A tour of the Clarksville-Montgomery County Historical Museum (officially opened June 9) and a bus tour of Clarksville historic sites were available to members following the adjournment of the morning session.

Submitted by Sally Ripatti
Secretary, Tennessee Archivists

NEW MEMBERS

The Tennessee Archivists welcomes the following new members:

Sister Marian, O.P.
St. Cecilia Convent
8th & Clay-Dominican Dr.
Nashville, TN 37208

Mrs. Murray Nicholson
Archivist
Catholic Diocese of Nashville
6801 Highland Park Dr.
Nashville, TN 37205

Jay Orr
Country Music Foundation
4 Music Square East
Nashville, TN 37203

Mrs. Hillman Rodgers
Shelby County Historian
9140 Davies Plantation Rd.
Memphis, TN 38134

Delanie Ross
Special Collections
Memphis State Univ. Library
Memphis, TN 38152

Kathleen L. Manscill
Great Smoky Mountains
National Park
Gatlinburg, TN 37738

Charlie Seeman
Country Music Foundation
4 Music Square East
Nashville, TN 37203

Harry Stokes
328 Tyne Court
Old Hickory, TN 37138

Mary Zimmerman
Local History Department
Chattanooga-Hamilton County
Bicentennial Library
Chattanooga, TN 37401

Mrs. Sue Lynn Arnold
Cumberland University
Lebanon, TN 37087

Nena Couch
2500 Barton Ave.
Nashville, TN 37212

Lois C. McDougal
Tenn. State University
Nashville, TN 37203

Marvin Downing
History Department
Univ. of Tenn.-Martin
Martin, TN 38238

Mrs. Maribel Elton
Holston Conf.
United Methodist Church
Rt. 4, Box 405
Abingdon, VA 24210

Dr. S.K. Airee
Director, Museum/Archives
Univ. of Tenn.-Martin
Martin, TN 38238

Peer Edwin Ravhan
Middle Georgia Archives
1180 Washington Ave.
Macon, GA 31201

Jesse C. Mills
2001 Emoriland Blvd.
Knoxville, TN 37917

Vacancy

MANUSCRIPT SPECIALIST, Western Historical Manuscript Collection, University of Missouri, Columbia, MO. Entry-level position. Primary duty is processing collections--arrangement and preparation of finding aids. May prepare collections for microfilming and assist with microfilm program. May assist with reference service. Qualifications: BA in history or another social science; archival training and/or experience preferred. Previous work with collections of business or organizational records desirable. Salary: \$13,752 plus University of Missouri benefits. Position carries Univ. of Missouri academic (non-regular) status. Annual leave, 26 days; sick leave, 24 days per year. Send letter of application, resume, and names, addresses and telephone numbers of three references to Nancy Lankford, Associate Director, Western Historical Manuscript Collection-Columbia, 23 Ellis Library, University of Missouri-Columbia, Columbia, MO 65201. Application deadline is December 31, 1984. The University of Missouri is an equal employment opportunity/affirmative action employer.

Dargan-Carver Receives Photos

The Dargan-Carver Library has received a significant photographic collection relating to Biblical archaeology and Baptist missions. The Fon H. Scofield Photographic Collection includes some 20,000 images (slides, prints and negatives) of archaeological sites, ancient antiquities and Baptist mission activities. The collection was transferred to the Baptist Sunday School Board from the Foreign Mission Board of the Southern Baptist Convention and will be available for use by researchers. The majority of the photographs are views of ancient sites in the Middle Eastern countries.

The Dargan-Carver Library has received all the duplicate slides, prints and negatives and will receive the remaining original slides when they have been de-accessioned by the Foreign Mission Board staff. The acquisition and transfer of the collection was made possible by the assistance of Johnni Johnson Scofield, widow of Fon H. Scofield. Mr. Scofield served as photographer for the Foreign Mission Board. When all the slides are received the collection will be rearranged, indexed, and made available for use.

For more information on the Fon H. Scofield Photographic Collection contact Bill Sumners, Archivist, Dargan-Carver Library, 127 Ninth Ave. North, Nashville, Tn 37234.

AMERICAN ARCHIVIST

Charles Schultz, editor of The American Archivist, encourages archivists to submit articles for possible publication in the journal. Manuscripts should be submitted in English, typed double-spaced throughout (including footnotes at the end of the text). Full-length articles should not exceed 5,000 words and should be accompanied by a 100-word abstract. Three copies of the manuscript should be submitted. Articles published in the journal are eligible for the Fellows' Posner Prize, awarded each year at the SAA's annual meeting to the best article published in the preceding year's volume of The American Archivist.

Manuscripts for consideration should be sent to Deborah Risteen, Managing Editor, SAA, 600 S. Federal, Suite 504, Chicago, IL 60605.

Museum Archives

The Society of American Archivists has added a new title to its list of publications on archival topics. Museum Archives: An Introduction, by William Deiss, is intended to encourage museums to preserve their historically valuable records and to offer guidelines for the establishment of museum archives.

The manual addresses such topics as why a museum should have an archives, planning a museum archives, starting an archives program, and basic archival procedures such as appraisal, accessioning, arrangement, description, reference, and conservation. A brief bibliography and sample forms are also included.

The 40 page manual is available to SAA members for \$4.00, \$6.00 to others. To order, contact the Society of American Archivists, 600 S. Federal, Suite 504, Chicago, IL 60605.