

Indiana University
Indiana University Libraries
Bloomington, IN 47401

Submission to
Society of American Archivists
Picture This! Contest
17 North State Street, Suite 1425
Chicago, IL 60602

Best Successfully Implemented Campaign

Benefit: Archives and special collections are immensely varied. By establishing a theme and narrowing the focus of our month-long celebration, we were able to make a recurring event “new” every year and introduce different (and targeted) audiences to the value of archives. Additionally, the thematic approach offered the opportunity to involve additional partners, thereby showcasing the diverse collections they curate.

History: Indiana University has an astonishing array of archives and special collections. Academic research libraries, increasingly homogenized by widely available electronic collections, will in the future distinguish themselves largely by their unique holdings. To begin promoting such materials at Indiana University—dispersed throughout the campus and administered by several units—we began celebrating Archives Month in 2006.

A campuswide committee selected **Indiana-related materials** as the theme for the first year. Among the events:

- Adventures of a Real-Life History Detective A historian from the PBS television series History Detectives talked about the evolving role of archival institutions and the mysteries of separating facts from myth.
- From the Frontlines: Ernie Pyle A professor described how Pyle’s letters illuminate this famous WWII correspondent
- Local Heroes: Fallen Soldiers of the Revolutionary War and Civil War Local history center discussed the extensive collection of county cemetery records and documents.

The second year focused on **film-related materials**. Selected events:

- Making Bart Simpson Immortal: Moving Image Preservation at the Library of Congress Head of the Moving Image Division of the Library of Congress talked about film preservation and archiving
- My Narrative: Experiences of a Filmmaker Celebrated filmmaker Julie Dash met with classes and the community to talk about her career, work, and life. She described the importance of archives in researching period films.
- Why Archiving Matters Renowned expert on moving-images archives, knighted by Queen Elizabeth II for his contribution to film archiving, spoke about the importance of preserving film.

The theme for 2008 will be **Presidents and Politics**. Planning is now under way. Events will include:

- Strengthening Congress Keynote address and community-wide forum by Congressman Lee Hamilton, co-chair of the 9/11 commission, whose political papers are housed at Indiana University.
- We Want to Be President! Vast sheet music collection at IU features campaign songs of presidents from Thomas Jefferson to Richard Nixon. Musicians will perform selections ranging from the upbeat to the obscure.
- "The Strategy Behind Building a Campaign" An exhibition of political papers and archives will examine the fundamentals of campaigning.

By selecting a theme, we are better able to target audiences with a known interest in the subject matter. Indiana-related materials, for example, interested genealogists and history buffs. Film-related materials particularly interested students of film and popular culture. We are also careful to select topics that will have general popular appeal, with the intention of introducing new researchers and community members to the unique value of archives and special collections.

As the series builds and we learn from our experience, momentum and impact grow. Thin attendance the first year blossomed to standing –room- only the second year. Heightened awareness about film preservation led to meaningful discussions on campus about the need for a campus film archivist. The university's new off-site storage facility will include a film vault, much to the delight of film preservationists and instructors. This year's theme –Presidents and Politics—coincides with the national election. We anticipate impressive crowds, especially for the speech by Representative Lee Hamilton, which will take place in a downtown theater.

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