

SAA Make An Impact! Contest  
Best Poster To Promote 2009 Archives Month

**Wisconsin Historical Records Advisory Board (WHRAB) and the Wisconsin Historical Society  
2009 Wisconsin Archives Month Poster – “Scrapbook Wisconsin”**

**Intended Audience**

The goal of Wisconsin Archives Month is to bring awareness and visibility of archives and archivists to the people of Wisconsin. This year, the "Scrapbook Wisconsin" theme spotlights one familiar way that many people use documents to keep their own records and recall meaningful events in their lives. Whether they are the traditional paper variety pictured in this year's poster or the newer versions made possible by computers and digital photography, scrapbooks are frequently found in our homes and in Wisconsin archives.

Many people of all ages make scrapbooks (or the digital equivalent – Facebook, MySpace, online photo galleries, etc.) as a way to keep historical items and recall important events. The 2009 Wisconsin Archives Month poster shows several items from the Wisconsin Historical Society's ephemera collection, arranged in a scrapbook format. The poster's scrapbook motif reminds people that archives are a common part of their lives.

**Quantity Produced**

1<sup>st</sup> printing: 650

2<sup>nd</sup> printing: 250

Total: 900

**Distribution Plan**

The poster was mailed to 575 primarily Wisconsin institutions, including local historical societies, archives, public and academic libraries, museums, art galleries, local government offices, and genealogical societies that the WHRAB has worked with over the years. An announcement was made in *Columns*, the newsletter of the Wisconsin Historical Society, in which information was given on how to request a free copy of the poster. More posters were mailed or handed out to individuals or institutions who requested a copy. Due to popularity and demand, there was a second printing of 250 posters. The response to this year's poster has been extremely positive.

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