Agenda Item VI.I.

Society of American Archivists
Council Meeting
December 3-5, 2019
Chicago, Illinois

Annual Report: Committee on Public Awareness
(Prepared by Caryn Radick, Chair)

For the 2018-2019 term, COPA worked on the following:

***ArchivesAware!* Blog**

ArchivesAWARE! is a blog hosted by the Society of American Archivists and managed by the Committee on Public Awareness (COPA). It was established in January 2016 to create an online space in which professionals and students engaged in all aspects of archival work could share their experiences of and ideas for raising public awareness of archives and the value that archives and archivists add to business, government, education, and society as a whole.

This year, Vice Chair/Chair-Elect Nick Pavlik stepped down from his role as lead editor in April in preparation for his transition to COPA Chair. He worked with his successor, Rachel Seale, so that she could successfully step into the lead editor role. The blog has been one of COPA's greatest successes and SAA and COPA owe Nick substantial gratitude for his efforts and endeavors to continually refresh the content of *ArchivesAWARE!* and for his engagement with COPA members bringing ideas for posts and series to him. Below is a list of this year's blog posts:

- *Recap of "Carpe Media! Communications and Media Training for Archivists" Workshop at Archives*Records 2018* by Vince Lee and Rachel Seale
- *There's an Archivist for That! Interview with Meredith Torrie, Archivist, Atlanta Housing*, by Rachel Seale
- *Federal Funding Impact Story #10 Dennis Meissner on NHPRC's Archival Research Fellowships Program and "More Product, Less Process"*
- *October 3rd Is Ask an Archivist Day!*
- *Archival Innovators: Bryan Giemza, Director of UNC Chapel Hill's Southern Historical Collection (Part 1 and 2)* by Lindsay Anderberg
- *Archival Ghosts: Spooky Stories from "A Finding Aid to My Soul"*
- *Recap of #AskAnArchivistDay* (share of Emily Lonie's Things I'm Fonds of) post.
- *Recap of American Archives Month 2018*
- *Archival Innovators: Doug Boyd, Director of the University of Kentucky's Louie B. Nunn Center for Oral History* by Vince Lee

- *Responses and Retrospectives: Rachael Woody on the Decline of History Majors and Its Impact on Archives* by Rachael Woody
- *Responses and Retrospectives: Alexandra Bisio on "Tidying Up with Marie Kondo," KonMari, and Archival Appraisal* by Alexandra Bisio
- *"Giving Voice to Archivists": An Interview with Geof Huth and Karen Trivette, hosts of the podcast "An Archivist's Tale"* by Chris Burns
- *There's an Archivist for That! Interview with Rich Schmidt, Director of Archives and Resource Sharing, Nicholson Library/Oregon Wine History Archive*
- *Keeping ArchivesAWARE: News and Highlights*
- *A Conversation with Davia Nelson of the Kitchen Sisters (3 Posts: Part 1: "We've Always Relied on the Kindness of Archivists"; Part 2: "Say Everything Out Loud"; Part 3: "What Do Only You Know"* by Caryn Radick
- *Archival Innovators: Valerie A. Metzler, Independent Archivist/Historian*, by Sami Norling
- *Archives + Audiences: Dan Lamothe on the "Letters from War" Podcast*
- *An Interview with the Hosts of SAA's "Archives in Context" Podcast*
- *There's an Archivist for That! Interview with Lilly Carrel, Archivist, The Menil Collection*, by Vince Lee
- *Keeping ArchivesAWARE: News and Highlights*
- *Outreach and an Archive's Purpose: Finding Users as Well as Donors*, Andrew Harman
- *Archival Innovators: Helen Selsdon, Archivist, American Foundation for the Blind*
- *There's an Archivist for That! Interview with Joel Thoreson, Archives of the Evangelical Lutheran Church in America*, by Anna Trammell
- *Archives + Audiences: Dan Lindsay and Ben Piner on "LA 92" (Part 1 and 2)*
- *An Interview with Micaela Blei, Award-Winning Storyteller and Educator*, by Chris Burns
- *Keeping ArchivesAWARE: News and Highlights*, by Nick Pavlik
- *Responses & Retrospectives: Rachael Woody on Myspace and the Precarity of User Content on Social Media Platforms*, by Rachael Woody
- *Carpe Media Redux*, by Vince Lee and Rachel Seale
- *Advocacy and Outreach Opportunities at the Archives*Records 2019 Annual Meeting*

The blog followed the course charted at the October 2017 in-person COPA meeting at which series and individual post ideas were developed and assigned to individuals or groups. This year, several more series were added and guest posts enhanced the contributions of COPA's members. Below are the blog statistics.

Blog Statistics

Year	Views	Visitors
2016	19,053	11,377
2017	12,838	7,545

2018	27,176	16,742
2019 (to date)	18,123	10,996

#AskAnArchivist Day

2018 was the fifth year of #AskAnArchivist Day on Twitter.

Year	Unique Users	Total Tweets
10/30/2014	1,949	6,065
10/01/2015	3,184	7,845
10/05/2016	3,742	10,005
10/04/2017	4,077	8,927
10/03/2018	2,909	6,758

AskAnArchivist Day took place on October 3. A recap can be found here:https://archivesaware.archivists.org/2018/10/12/recap-of-askanarchivist-day-2018/.

Kitchen Sisters

Davia Nelson and Nikki Silva of The Kitchen Sisters began broadcasting their podcast series "The Keepers" in September 2018 and featured a "Keeper of the Day" on their website and in social media. In recognition of these efforts, COPA nominated The Kitchen Sisters for SAA's J. Franklin Jameson Archival Advocacy Award. Thanks to the efforts of a subcommittee comprising Rachel Seale, Sami Norling, Chris Burns, and Nick Pavlik, the nomination was a success. Nelson and Silva came to the Annual Meeting in Austin to receive their award and spent time at the COPA table in the registration area.

Storytelling

Following on the SAA 2018 Finding Aid to My Soul storytelling event in Washington, DC, COPA pursued a second event for the Austin meeting. Chris Burns worked to identify possible partners, and story teller and Moth Grand Slam winner Micaela Blei was brought in to assist with selection of speakers and running the event. Teresa Brinati, Caryn Radick, and Chris Burns worked with Blei to organize and promote the event, identify 10 speakers (selected based on pitches) and work out the logistics. Along with the story telling event, Blei hosted a story telling workshop. The 2-hour workshop was capped at 60 attendees and was fully subscribed. The story telling event was a great success, with 112 attendees. Rather than having a judging component,

Blei recommended identifying "teams" in the audience who were tasked with coming up with a title for the stories and the story teller would choose the winner. This was also highly successful and COPA plans to pursue another event with Blei next year, possibly with a fuller workshop.

Registration Area Office Hours

COPA held "office hours" in the registration area at the Annual Meeting. The office hours were an opportunity to introduce SAA members to the work of COPA. The Kitchen Sisters spent an hour at the table and drew in attendees. Once again, we featured our work on Elevator Speeches, with a 1,014-piece puzzle version of the elevator speech graphic (completed by the end of the conference) and cards with the graphic that attendees could take away.

Annual Meeting Session

COPA proposed a COPA-based session for the Annual Meeting in Austin. "Are you ArchivesAWARE? Teaming up with SAA's Committee on Public Awareness to Create a Stronger Archives Community" featured a discussion of COPA's initiatives and engaged attendees in a discussion about outreach and barriers to outreach, along with feedback on how COPA was performing its role.

SNAPChat on Twitter

Caryn Radick and Sami Norling worked with Tiffany Cole and Stephanie Crawford of the SNAP Section to host a SNAPchat focusing on hidden labor in archives and drawing on Sami's "Asserting the Archivist" series on the blog. The May 29 chat was successful in engaging COPA with the membership of SNAP.

COPA and COPP

COPA Chair Caryn Radick and COPP Chair Sarah Quigley worked to strengthen ties between the two committees by attending each other's monthly conference calls and discussing possible areas for collaboration between the two committees. One suggestion was working on some "evergreen" press releases. Sarah is continuing as COPP chair for 2019-2020 and will work with Nick Pavlik on possible next steps.

2017-2019 Work Plan

This was the final year of the 2017-2019 Work Plan. Chair Caryn Radick was able to continue on the projects that were undertaken under Chris Burns's leadership. As Chair of COPA for 2019-2020 and 2020-2021, Nick Pavlik and Vince Lee can revisit this plan to determine their course for 2019-2021. The full plan is attached below.

Committee on Public Awareness

2017–2019 Work Plan

I. Goals

A. Inform, excite, and engage SAA members about public awareness.
B. Create content for *ArchivesAWARE!* blog and 2018 and 2019 Annual Meetings, and review advocacy content on SAA website.
C. Increase SAA capability to reach national media on issues concerning archives.

II. Objectives

A. Encourage and enable SAA members to undertake outreach and advocacy work.
B. Collect and/or develop stories about archives and archivists.
C. Maintain COPA presence at 2018 annual meeting.
D. Plan for 2019 Annual Meeting with overarching storytelling theme.
E. Plan for major press releases, media interviews, etc., on current events relating to archives.

III. Strategies

A. Encourage and enable outreach/advocacy participation in 2017–2019.

1. Promote #AskAnArchivist Day (October) and encourage archivists to participate.
2. Review advocacy content on SAA website.
3. Relaunch existing American Archives Month content to SAA website.
4. Assess member needs for a proposed PR/advocacy toolkit.
5. Develop Elevator Speech content for SAA website.
6. Develop *Why Do You Love Being an Archivist?* content (short videos, website material, social media content).
7. Partner with SNAP on a SNAPChat on the topic of archival awareness (Spring).
8. Share examples of outreach programs and draw attention to available outreach/advocacy resources on the *ArchivesAWARE!* blog.

B. Stories about archivists and archives.

1. Continue to solicit and generate content for *ArchivesAWARE!* blog that features archivists and their work. Develop and promote series (There's an Archivist for That, Asserting the Archivist, Archival Outreach Innovators).
2. Review audio recordings from StoryCorps (2015) and Kitchen Sisters (2017) and find clips that could be shared by SAA.

C. 2018 Annual Meeting.

1. Organize and propose storytelling panel session (Nov. 15).
2. Hold media training event for archivists (Develop curriculum by Nov. 1, talk with possible trainers, determine format).
3. Hold Exhibit Hall office hours.

4. Set up a listening booth to highlight clips from StoryCorps and Kitchen Sisters recordings.

D. 2019 Annual Meeting

1. Begin to plan storytelling focus for 2019 Annual Meeting.
2. Pursue a partnership with The Moth.
3. Coordinate with Program Committee on possibility of special forum programming.
4. Investigate potential for local partnership with members of Austin community.

E. Plan for national media outreach.

1. Anticipate 2018 and 2019 events (anniversaries, premiers of movies, etc.) that will have significant archives connections and identify likely content experts.
2. Prepare information and talking points about these events.
3. Research appropriate media outlets/contacts for news releases, interviews, etc.
4. Draft press releases for these events.
5. Establish list of archives spokespeople with expertise in a variety of archives-related topics.