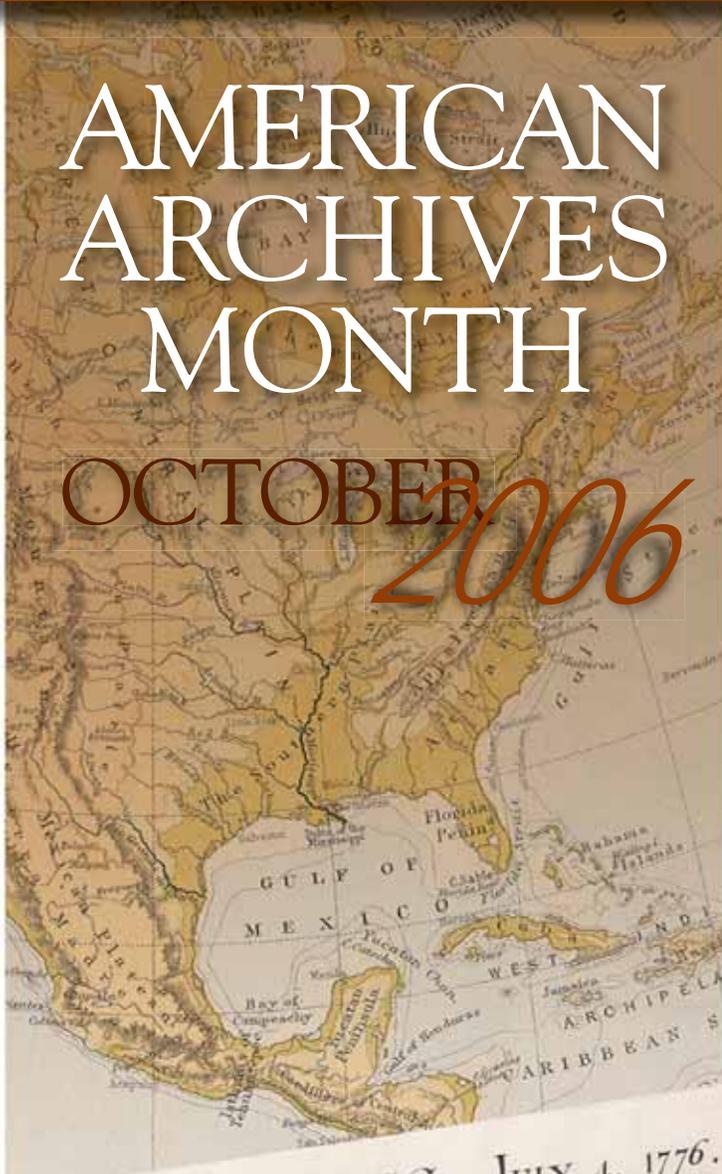


# AMERICAN ARCHIVES MONTH

## OCTOBER 2006



IN CONGRESS, JULY 4, 1776.

Unanimous Declaration of the thirteen united States of America

# Celebrating the American Record





# October is American Archives Month!

Dear Colleague:

When SAA's governing council in 2005 identified "Public Awareness" as one of its top three strategic priorities for the profession and the organization, the group agreed on one key activity to address that priority: Establish an annual nationwide celebration that could be adapted by any group to suit its needs and resources but that could also stand as a unified effort to promote archives and the work of archivists.

The concept of a public celebration of archives is not new. By all accounts, the first celebration of Archives Week occurred in New York City in 1989 under the leadership of the Archives Round Table of Metropolitan New York. The idea soon spread (to the New York State Archives and then beyond) and since that time many states, regional organizations, and repositories have celebrated an annual Archives Week or Archives Month.

Since 2002, the Council of State Archivists (formerly the Council of State Historical Records Coordinators) has provided an online directory of Archives Week/Month activities and resources, including a wonderful poster gallery. Visit [www.statearchivists.org](http://www.statearchivists.org) to view this information.

American Archives Month is intended to boost everyone's current efforts and encourage even more participation. It is a tool that may be used to raise awareness among a variety of audiences, including policy makers, "influentials" within your community, resource allocators, prospective donors, researchers, future archivists, the media (including newsletter editors and community relations departments within your own institution!), and the general public. We encourage you to target your audience carefully, and focus on providing a consistent message that will be most likely to influence the thinking or behavior of that key audience.

If your institution or group regularly uses historical records as part of your work, American Archives Month presents an opportunity to hold public programs that highlight your work and the ways in which historical records make it happen. If your organization or business creates records that in time become valuable for understanding our history, American Archives Month is a great time to call attention to your role as a creator of records of enduring value and your contributions to saving important evidence of the past.

This first nationally distributed *American Archives Month Public Relations Kit* is just the beginning of what we hope will grow over time into a fully coordinated nationwide effort to promote the value of archives and the importance of archivists. American Archives Month is just a tool, but it can be a powerful one if your state, region, or repository will join in our efforts by scheduling an event, issuing a press release, setting up a media prospect list, or taking some other step – however small – toward enhancing public awareness of your capabilities. Our overall goal in "Celebrating the American Record" is to provide materials that will give every archivist the opportunity to make his or her archives program more visible... and more appreciated.

SAA believes that there is strength in numbers, and that the collective voice of archivists can be more powerful than individual voices. We hope that you'll set aside some time in October to "Celebrate the American Record" using the tips and tools provided in this kit to educate your community about the power of archives!

A handwritten signature in black ink that reads 'Elizabeth W. Adkins'.

Elizabeth W. Adkins, CA  
President, 2006-2007

P.S. SAA is always available as a resource. We like to hear your ideas and are happy to answer your questions about conducting American Archives Month activities. Please contact us at 312-922-0140 or at [archivesmonth@archivists.org](mailto:archivesmonth@archivists.org).

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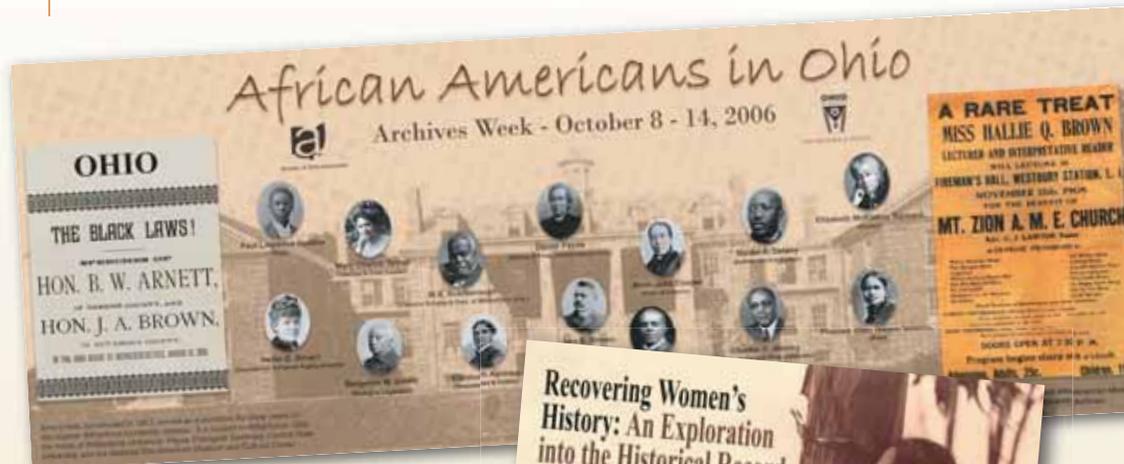
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## Celebrating the American Record



*The Society of Ohio Archivists and  
the state of New Mexico celebrate  
Archives Week in 2006.*

*Posters used with permission.*

## Acknowledgments

Since the late 1980s, Archives Week/Month has seen steady growth at the grassroots level, supported by the energetic and creative members of regional, state, and local archival associations; state historical records advisory boards; and repositories working individually and collectively. It would be impossible to give credit here to everyone who has contributed to this growth. By 2005, Archives Week/Month was being celebrated in a wide variety of ways by no fewer than 35 states, with signs of more to come.

In preparing this American Archives Month Public Relations Kit, SAA gratefully acknowledges the ongoing work of the New York State Archives, the Wisconsin Historical Society and the Wisconsin Historical Records Advisory Board, the Georgia Department of Archives and History and the Georgia Historical Records Advisory Board, the Society of Tennessee Archivists, and the Society of North Carolina Archivists to create and publish the Archives Week action guides from which much of this public relations kit was drawn; the Council of State Archivists, for its commitment to maintaining the Archives Week/Month directory and poster gallery on its website ([www.statearchivists.org](http://www.statearchivists.org)); the Archivists Round Table of Metropolitan New York; SAA's Reference, Access, and Outreach Section; and George Bain of Ohio University, for never, ever, ever giving up on the idea of a nationwide celebration of the power of archives. ■

# Communication Planning 101

As you consider how to participate in American Archives Month, draft a simple communications plan by asking yourself the following questions—always beginning with “Who?”

## WHO?

The **target audience** (the “who”) is the group of individuals whose thinking or behavior (or both) you wish to influence.

Most archives have a range of potential audiences. You could decide to mount a broad effort to make American Archives Month reach as many people as possible, or you could select a cluster of individuals (eg, policy makers, resource allocators, high school students, or even staff within your own institution). Begin this process by identifying all potential audiences, then narrow your list to one or two (or at most three) priorities. Be as specific as possible, because this improves the chances of creating a meaningful and powerful message that is likely to catch the attention of your target audience.

## WHAT?

The **message** (the “what”) is the key information or idea(s) that may serve to influence the target audience’s thinking or behavior. This is the hard part—and it’s all about keeping it simple. A simple message is more likely to be memorable. See “Talking Points: The Value of Archives” for some ideas to get you started.

## HOW?

And the **medium** (the “how”) is the method used to communicate the message to the target audience. We typically think of publications (newspapers, newsletters, magazines) and the Internet when we think of mediums. But mediums may include paid ads, fax or fax-on-demand distribution, blast e-mail, a good old-fashioned letter, a keynote address or session at a professional meeting, a presentation to a local high school class, and many others. Consider what will be the most effective way to present your key message(s) to your key audience(s). ■



## Ideas for Reaching Out to Your Community... Or Reaching In to Your Institution

- Approach your institution’s newsletter editor or community relations department with an article idea for American Archives Month. Hold an open house or tour of the archives. Engage staff throughout your organization by inviting them to participate in a trivia contest on your internal website.
- Organize a workshop or other program within your repository, and advertise it via a community calendar. Workshops for the public might cover researching your family history on the web, digitizing family photographs, or learning the history of your house. Design your workshop to be of interest to your primary audience.
- A\*CENSUS (Archival Census and Education Needs Survey in the United States) has pointed to the “graying” of the archives profession. Use American Archives Month as an opportunity to build an interest in an archives career among 6th or 8th or 10th graders. Tell them about the hidden treasures in your repository – and what fun you have as an archivist. Call your local schools to see if they would be interested in having archivists speak to students during American Archives Month.
- Volunteer your organization as a resource for students preparing projects for National History Day. SAA is an endorser of this year-long nationwide effort whose objectives include providing students with the opportunity to work with and analyze historical documents and other primary source material. Many state archives already participate in National History Day. See [www.nationalhistoryday.com](http://www.nationalhistoryday.com) for more information.
- Write letters to the editors of your local newspapers about the importance of access to public records, or another topic that will allow you to tie in a message about the importance of archives and the work of archivists.
- Invite your local media representatives for a tour of your repository. American Archives Month is an opportunity to begin a relationship that can last throughout the year.
- Invite your governor and state and federal legislators to participate in your Archives Month event(s). Arrange for a gubernatorial proclamation in advance, and submit photos of the presentation to newspapers and newsletters.
- Schedule appointments with your members of Congress during district visits to discuss the importance of the National Historical Publications and Records Commission and the Partnership for the American Historical Record. For more information on the agency and the proposed initiative, see [www.statearchivists.org](http://www.statearchivists.org) or [http://www.archivists.org/news/T-THUD\\_Testimony\\_FY2007.asp](http://www.archivists.org/news/T-THUD_Testimony_FY2007.asp).
- Broadcast your archives message on a local radio or cable television station.
- Contact your state archives to determine how your repository might participate in an established statewide program. ■

# Celebrating the American Record

In future American Archives Month Public Relations Kits, we'd like to feature what your organization did to celebrate. Please send photos and brief descriptions of your efforts to SAA at [archivesmonth@archivists.org](mailto:archivesmonth@archivists.org)

## Talking Points: The Value of Archives

Your repository probably already does outreach. But does it tell the broader story of archives and archivists? Add to any and all of your ongoing efforts some simple language that describes what an archives is, who uses archives, why archives are important, and what archivists do.

- In the course of daily life, individuals, organizations, and governments create and keep information about their activities. Archivists are professionals who assess, collect, organize, preserve, maintain control of, and provide access to the portions of this information that have lasting value. Archivists keep records that have enduring value as reliable memories of the past, and they help people find and understand the information they need in those records.
- These records, and the places in which they are kept, are called "archives." Archival records take many forms, including correspondence, diaries, financial and legal documents, photographs, video or sound recordings, and electronic records.

- An archives serves to strengthen collective memory by creating a reliable information bank that provides access to an irreplaceable asset – an organization's, government's, or society's primary sources.
- Archival records are essential to support society's increasing demand for accountability and transparency in government and public and private institutions.
- Archival records protect the rights, property, and identity of our citizens.
- Archivists play a key role in ensuring that the digital records being created today will be accessible when needed in the future.
- American Archives Month is a time to focus on the importance of records of enduring value and to enhance public recognition for the people and programs that are responsible for maintaining our communities' vital historical records.

### SPECIAL MESSAGES FOR THE MEDIA

- Historical records are unique, one-of-a-kind sources of information. There are more than [X] historical records programs in [state, region, county, city, town], including archives, libraries, museums, businesses, religious institutions, and other organizations. Historical records can also be found in the more than [X] local governments in [the region]. Collectively they contain valuable information for the media to:
  - ~ Put developing news stories into context.
  - ~ Explain current issues in historical terms.
  - ~ Help readers/viewers understand their local communities.
  - ~ Demonstrate how a local activity or topic relates to a larger issue.
  - ~ Better inform and entertain subscribers/audiences.
- Archivists, through their understanding of research and contacts with fellow professionals, can help members of the media (and the public in general!) locate information about selected topics of interest.
- Historical records programs in the local community often contain information that could help the media "localize" national or statewide trend stories.
- To the eye of a trained journalist, many archives would reveal a wealth of feature article leads. ■

# 4 Easy Steps for Developing a Successful Archives Month

## 1 Create Your Media List

Media coverage helps get the archives message to a mass audience, and an essential part of event planning is to invite the media to attend. Your media list should include individuals who cover the humanities, human-interest features, and/or community events in newspapers or magazines and for radio and television stations. (Remember to include community newspapers and local cable channels.)

The lists can be developed and updated through media directories found in your public library (e.g., *Ayers, Editor*, and *Gebbie's Press*). Call the media in your area and ask who covers stories about your topic.

**When you call a newspaper**, ask for the name of the assignment editor of the section to which you are sending the information. Also consider obtaining the names of legislative or business media contacts, depending on your topic.

**When you call a radio or television station**, ask for the name of the news director, the assignment editor, and the public service director, as well as the names of the producers of specific locally produced talk shows.



[www.archivists.org](http://www.archivists.org)

You'll find a sample news release at [www.archivists.org](http://www.archivists.org). Adapt it for your use in your local newspaper.

## 2 Write Your Press Release

The press or news release is the basic and most accepted method of conveying information to many media outlets — TV and radio stations, newspapers, magazines, and websites — at one time. A news release may announce a special event, meeting, speech, award, appointment, research report, or any other information that you consider noteworthy. Reporters receive hundreds of news releases each week, so your challenge is to make yours stand out from the clutter. Make sure your information warrants a release.

Organize your news release so that the primary facts of the story (who, what, when, where, why, and how) appear in the first paragraph. Additional information should appear in descending order of importance. This “inverted pyramid” structure best suits the needs of news professionals, who generally edit from the bottom up based on how much space or time they are allotted. Follow the Associated Press style, which can be found in *The Associated Press Stylebook and Libel Manual*.

Use short, concise sentences and paragraphs. Use words with which the public is familiar. Avoid jargon. If you must use acronyms, spell out the full proper name with the first mention and indicate the acronym in parentheses: Society of American Archivists (SAA).

News releases should focus on one topic and generally should be limited to one page. Print the release on your institution's or organization's letterhead using the format of the example in the American Archives Month Kit on the SAA website. If it's longer than one page, type a brief identifier and page number at the top of page 2.

The news release should be double-spaced with wide margins. Include your contact information (name, email address, and telephone number) in the upper right corner of the first page, and in the upper left corner type the release date (the date on which the information may be disclosed). If the information can be published upon receipt, use “FOR IMMEDIATE RELEASE” instead of a specific release date. At the end of the release, include a sentence or short paragraph that explains what your organization is and does: “Founded in 1936, the Society of American Archivists is North America's oldest and largest national archival professional association. SAA's mission is to serve the education and information needs of more than 4,600 individual and institutional members and to provide leadership to ensure the identification, preservation, and use of records of enduring value.”

When alerting daily newspapers and electronic media about your event, send your release to the appropriate editor or news director two to three weeks in advance of the event. Weekly and monthly publications should be notified one to three months in advance. If you have any doubts about deadlines, call the news outlet to confirm. For daily newspapers and electronic media, call one week to 24 hours before the event to confirm that the release was received. The call serves as a reminder of the event and as a second chance to promote it.

For statewide events, distribute the information to media contacts in as many cities and towns in your state as possible. Wire services and news bureaus (such as Associated Press, Crain's News Service, and Gannett News Service) may be interested in statewide and other large events, but do not rely on these services alone.

# Month Event

Local media are most interested in stories with hometown appeal. “Localize” your release as much as possible with this group, citing names of current or historic local people, places, and events. Also, look for a local perspective on a national story. Tying local activities to national events or controversies may give your story more importance in the eyes of both the readers and the media. Be creative with current events. Look for an archives angle on something that is happening in your town or region. One spin-off from the hometown high school team’s victory season, for example, could be a profile of a hometown hero from another era.

## 3 Take Photographs

When following up with members of the media (see “Good Media Relations” on page 7), be sure to ask if they would be interested in any post-event photos. Many local newspapers will run photos after the event. Have a photographer on site during your event to capture any VIP visits or graphic shots. Provide a caption that — very briefly — tells the story of who, what, when, and where.

## Tips For Writing a News Release

Despite the advent of online submission of news releases, it is important that you also mail your release and that you apply the following general “rules” to the information that you submit.

- The first paragraph (the “lead”) answers the following questions: Who? What? When? Where? Why? How?
- Limit your lead to 30 words, and make sure it gives the reader a clear idea of the story.
- Present the facts in the order of their news value (inverted pyramid style).
- Identify any people mentioned in the release by title and/or organization. Do not assume that the reader knows anyone’s affiliation.
- Do not editorialize or offer opinions unless you are quoting someone.
- Keep sentences and paragraphs short, and stick to your main topic.
- In the top right-hand corner of the release, provide the name of a contact whom reporters may call for additional information.
- Try to limit your release to one page. Always double-space your copy and provide wide margins so that the reporter can make notes. If you must go beyond one page, type “More...” at the bottom center of the first page.
- End the release with “####” or “30” centered below the last line of text.

## Photography Tips

- Ask about the publication’s (or website’s) photo requirements. Most publications prefer 5 x 7” prints from a 35-mm camera or high-resolution digital images.
- Compose your picture in a manner that gives the viewer the most information possible. Avoid “mug shots” against a bare wall. If possible, include a banner, enlarged photo, or “cool” things from your collection or holdings as a backdrop to provide context and enhance interest.
- Add depth to your photos by shooting at an angle rather than head-on. Candid shots that avoid a posed look are best.
- If using a digital camera: Set the resolution at a minimum of 300 dots per inch (DPI) for photographs that will appear in print, and at a minimum of 72 DPI for online photos. When sending electronic images to SAA, please make sure that they are at least 300 DPI.
- Avoid damaging photos with labels and paper clips. Do not write on the back of photographs. Instead, type your caption on a separate piece of paper and carefully tape the edge of the back of the photo to the paper. Your caption should identify individuals within the photo and describe any action or location that it portrays.
- Newspapers rarely return photographs, so don’t send your only copy!



## Idea!

Greig Best, president of the SAA Student Chapter at California State University, Sacramento, suggests an innovative promotional tool for American Archives Month: pictorial postmarks. The United States Postal Service issues close to 3,000 pictorial postmarks annually to commemorate a myriad of special occasions and events. USPS employees are assigned to an event at which they hand cancel mail from the sponsoring group and event attendees by applying pictorial postmarks to postage stamps on pieces with sufficient postage. For more information and detailed instruction about how to request and prepare a pictorial postmark, see [www.home.earthlink.net/~postmark1/](http://www.home.earthlink.net/~postmark1/)



**SOCIETY OF AMERICAN ARCHIVISTS  
STUDENT CHAPTER  
AT CSU SACRAMENTO**

**NATIONAL ARCHIVES WEEK CELEBRATION STATION  
OCTOBER 11, 2005 SACRAMENTO, CA 95819**

*Logo of the SAA Student Chapter at California State University, Sacramento, incorporated into a pictorial postmark to commemorate Archives Week 2005. Club logo designed by Michael Dolgushkin. Pictorial postmark designed by Greig L. Best.*



[www.archivists.org](http://www.archivists.org)

Go to [www.archivists.org](http://www.archivists.org) for samples of a proclamation and a fact sheet that may be adapted for your use.

## 4 Secure an Official Proclamation



Ask your governor, mayor, or local elected official to declare October as “Archives Month.” Call the official’s office first to find out the preferred procedure for such requests. Send a sample proclamation with a cover letter indicating the importance of Archives Month within your community/state. If your official does not have a standard proclamation form, suggest that the sample language be typed on the state, city/town, or county letterhead.

Arrange for a photographer and representatives from your repository or organization to be present for the proclamation signing. Send a captioned photo to local print media representatives, along with a news release detailing your Archives Month celebration.

## Other Public Relations Tools

### COMMUNITY CALENDAR LISTINGS

Newspaper, TV, radio, and online community calendars announce special events that are open to the public (eg, open houses, seminars). Two to four weeks in advance of your event (or longer for monthly publications), send an event fact sheet to the media contact who manages the calendar’s content. Be sure to follow up with the media contact because he or she receives information on numerous events and may overlook yours. See the sample Fact Sheet.



### FACT SHEETS

This one-page reference sheet contains the bare facts of a news story. It lists the essential information of a story and gives reporters information at a glance (who, what, when, where, why, and how). It can serve as a very good reminder of an upcoming event. ■

# Creating and Maintaining Good Media Relations

**Y**ou and your institution may already have developed relationships with one or more reporters as part of your repository's outreach efforts. If so, American Archives Month is another opportunity to take advantage of your contacts.

But if you haven't begun the work of establishing relationships with the media, now's the time to get started! The key to successful media attention is establishing rapport with individuals. Those individuals are professionals (like you) who have deadlines and a critical need for good material to publish. Media outlets, whether print or broadcast, generally have four goals: to inform, to advise, to entertain, and to make a profit. To the extent that you can help them achieve one or more of those goals, they'll be interested in telling your story.

Although American Archives Month is designated as a period of celebration and recognition of archives and archivists, the fact is that your organization or repository serves the public — and the media — throughout the year. As you make your media contacts, don't be shy about mentioning the following:

- Historical records are unique, one-of-a-kind sources of information.
- Records contain valuable information that can help put developing stories into context, explain current issues in historical terms, help readers/viewers understand their local communities, demonstrate how a local activity or topic relates to a larger issue, and better inform and entertain subscribers and viewers.
- Archivists, through their understanding of research and their contacts with fellow professionals, can help the media locate information about a variety of topics.
- To the eye of a trained journalist, many archives can reveal a number of feature article ideas.
- The media maintain their own archives (the “morgue” to veteran journalists) — files of newspaper articles and videotapes that are essential for reporting. Public historical records programs and other types of archival materials are a similar resource.

After you've sent your release, the next step is to follow up. Good media relations can be the key to obtaining coverage of your story. Initial contacts with the media are made by telephone. Explain why you are calling and offer a description of the upcoming event — dates, times, and locations of activities. Be prepared to answer any questions either in person or via the phone.

Be concise in explaining how your event is a public service and how a story will help inform or entertain the audience. Invite the reporter to tour your repository at his/her convenience or attend an American Archives Month event at your facility.

Maintain the relationships that you establish with the media. Let them know how their article or broadcast increased attendance or otherwise contributed to the success of your activity. Send a thank-you note with a photo and caption of the event, and express your appreciation for their help in spreading the word about archives and archivists.

Don't be discouraged if a reporter isn't interested in your story this time — the media can't possibly cover everything. Express thanks for the person's time and go on to your next call. Be sure to mention the resources that you have available to assist in their research or development of story ideas.



# Tips for Media Interviews

## BEFORE THE INTERVIEW...

- Know your purpose. Prepare two or three essential points that you want to get across during the interview.
- Support your points with facts or anecdotes from your experience.
- Prepare. Study your subject and ask your friends, family, and colleagues to conduct mock interviews as practice.
- Consider your interview as an expanded conversation, and speak as naturally as you would to a researcher or other user.



## Idea!

You can create a reason to contact the media by paying attention to what is being published or broadcast. For example: A group of Chicago-area archivists noticed that the *Chicago Tribune* had run a series of articles that relied on archival material or told an archives-related story. They used that observation as the basis for a letter to the editor praising the newspaper for its attention to Chicago's history. The letter was published, and even noted that "SAA is headquartered in Chicago's own South Loop"!

## DURING THE INTERVIEW...

- Before you begin to speak, smile at the interviewer to establish rapport.
- Use vocal variety. Let your voice and your delivery reflect the full spectrum of emotions and points of emphasis.
- Use gestures that complement the expression of your ideas. Avoid distracting or meaningless movements.
- Maintain eye contact throughout the interview and keep an "open" and friendly face.
- Communicate enthusiasm for and involvement in your subject.

## GETTING YOUR POINT ACROSS...

- Be assertive – in a pleasant way – so that the conversation centers on subjects that you want to address. One way to do this is to respond to a narrow question with a very broad answer that encompasses the facts or opinions that you want to get across.
- Listen carefully to the question. Pause before you answer to give yourself time to formulate a response. If you don't understand a question, ask that it be repeated.
- Use the inverse pyramid in structuring your responses. Start with a general statement that sums up your position or philosophy succinctly and accurately. Then narrow your response to the specifics of why you feel the way you do. This approach is particularly valuable for radio and TV. If a producer decides to cut your five-minute taped interview down to one minute for the evening news, chances are he/she will use your general statement.
- Don't repeat an interviewer's words unless they reinforce what you wish to say. If an interviewer poses false premises in asking a question, correct him/her firmly and politely. Don't feel obligated to accept unfamiliar facts or figures.
- Use your time to set the record straight or present facts. You might say, "This is a common misperception. Here's why..."
- Use short words and simple declarative sentences. Avoid archives terminology, jargon, and acronyms. Be descriptive, using images that the listener or viewer can picture.
- Telling something about yourself will "humanize" you to the audience. Relate personal experiences or illustrations of your work to support your statements and demonstrate your enthusiasm.
- If you use quotations, keep them short. If you can't recite the quotation verbatim, don't use it.
- If you don't know the answer to a question, simply say "I don't know, but I'll find out and get back to you." If you have a legitimate reason for withholding certain information, politely indicate that the information is proprietary or confidential.

# Celebrating the American Record

In future American Archives Month Public Relations Kits, we'd like to feature what your organization did to celebrate. Please send photos and brief descriptions of your efforts to SAA at [archivesmonth@archivists.org](mailto:archivesmonth@archivists.org)

## Tips for Newspaper Interviews

- Never speak off the record. Assume that everything you say will be reported, whether it's said before, during, or after an interview.
- Make sure that what you tell the reporter is what you want to see in print. If you are unhappy with the way you have phrased something, stop and rephrase or clarify your original statement. If you realize after the interview that you misstated a fact or phrased something poorly, call the reporter to correct the error.
- A newspaper reporter will not allow you to review copy before it is printed. You can, however, extend your influence over the article by inviting the reporter to call you for more information or clarification.

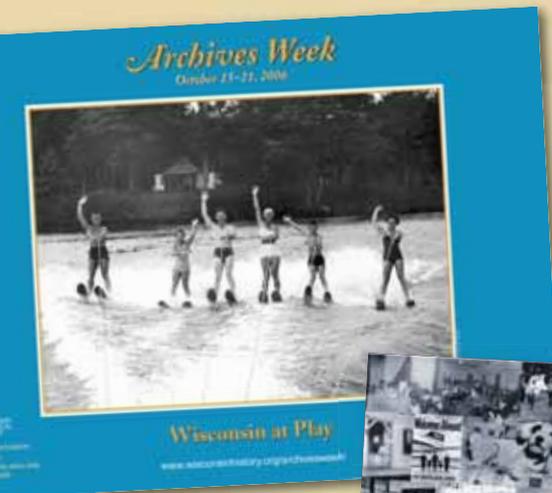
## Tips for Television and Radio Interviews

- Know the length of the interview before you go on. If you have only a brief interview, condense your answers by citing your main points quickly and simply. Think in terms of an outline rather than exposition.
- Before the interview begins, try to learn something about your host's likes, interests, and biases. This helps you involve him or her more personally in your conversation.
- Treat your host and the audience as you would friends. Be friendly, spontaneous, and responsive. With rare exception, the host will want you to look good so that he or she looks good. Relax – but stay mentally alert.
- It's perfectly all right to consult notes during the course of a radio interview. Put them on index cards. Paper sheets rustled next to a microphone sound like a barn fire.
- Radio interviews can sometimes be casual to the point at which the host forgets to tell you that you're on the air. As soon as you are seated in front of a microphone, ask when the interview will actually begin.
- On television, look your interviewer in the eye and call him or her by first name unless he or she is much older than you are. Ignore the technicians on the set and look at the camera only when you want to drive home a special point directly to the viewing audience.
- Gesture naturally, and vary your gestures.
- Men: Wear calf-length socks so that no bare skin shows when you cross your legs. If you have a heavy beard, shave just before air time because stubble is exaggerated on camera.
- Women: Wear solid colors (avoiding white or black). Keep jewelry to a minimum, and avoid jewelry that reflects light or makes noise. ■



[www.archivists.org](http://www.archivists.org)

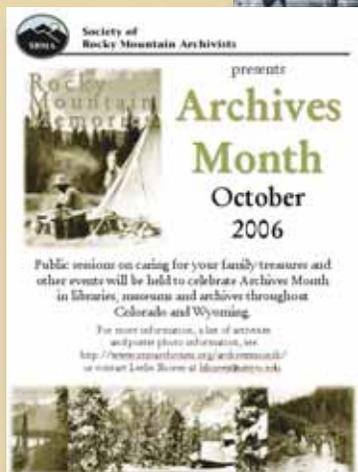
Go to [www.archivists.org](http://www.archivists.org) for samples of various tools that will help you celebrate American Archives Month.



# *Celebrating the American Record*

# AMERICAN ARCHIVES MONTH

# OCTOBER 2006



Use the tips and tools in this public relations kit to educate your community about the power of archives!

*The states of Wisconsin and Georgia and the Society of Rocky Mountain Archivists celebrate Archives Week / Month 2006. Posters used with permission.*



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