

STEP 06:

Announce The Winner(s), Award The Prize(s)



Your awards ceremony can be as elaborate or as simple as you'd like to make it – fireworks and a band or a phone call and a welcoming event at your institution. Same with the prize. The scope is up to you, but do make it meaningful. And be sure to include your winners' (and finalists') essays and videos on your website

and Facebook page. Your contestants will be delighted with the public recognition and your institution benefits from the "real-life" testimonials.

The best prize is one that you simply can't get anywhere else. It need not cost a cent. Remember that the people who enter a contest tied to your

institution already have found value in your archives. Give the winner(s) – or the winner(s) and runner-up – a chance to go behind the scenes and experience something that isn't open to the public at large.

For example, give a private tour led by an individual on your staff who has special expertise or holds a high office; allow something rare to be viewed; plan something outside of your institution that ties back to your collection – a neighborhood walk, for example.

The "extra" that goes along with your prize is the opportunity to compete nationally and win a trip to the SAA Annual Meeting in San Diego in August 2012. SAA will host the national winner(s) at the annual Awards Ceremony.

STEP 07:

Going On To "Nationals"

All local winners in both essay and video categories will be eligible for a national competition sponsored by SAA.

We'll set up a panel of judges to select finalists, generate voting with a promotional campaign, and work with you to gin up support with your constituents as well.

We'll also be asking you for background information on your local winner(s) – what you learned in your screening interviews and in meeting them when you awarded your prize. We want to be certain that we have a good sense of who our finalists are as we promote them and their experience with media and others.

Submit your entries by March 2, 2012 to saahq@archivists.org.



I appreciate your detective work