

“SAA Sampler” Idea

Concept

At its November 2011 meeting, the Fundamental Change Working Group was brainstorming about marketing and discussed adapting the “Princeton Shorts” concept for SAA’s market. Princeton Shorts are a series of eBooks published by Princeton University Press that contain excerpts from a single book. In SAA’s case, the idea is to gather chapters from assorted titles into a single PDF at a competitive price that would serve to whet customers’ interest in the topic and motivate them to purchase the respective titles in their entirety.

Series “Branding” Suggestions

Series name: **SAA Sampler**

Tag line: **Sample Chapters Introduce Big Ideas**

Description: **SAA Sampler features collections of select chapters from authoritative books on archives published by the Society of American Archivists. Produced exclusively as PDFs. Taste and see what’s available in a longer book!**

Prospective Content

SAA Sampler possibilities include

- Investigating specific chapters archival educators are using to see what is popular and could possibly be “packaged” to the C&U market and/or practitioners.
- Developing a “theory” pack of three articles from several underperforming books to post online in a “pack” to sell. Add an introduction to this “pack” to explain why this goes together, with a “marketing” note at the end to advertise the books. Suggested retail: \$14.99.
- Selecting three articles/chapters from the Archival Classics Series and adding an introduction explaining why these go together, with a “marketing” note at the end to advertise the book. Suggested retail: \$14.99.
- Coming up with three articles from several underperforming books and adding an introduction to this “pack” to explain why this goes together, with a “marketing” note at the end to advertise the book. Suggested retail: \$14.99.

Proposal for Test Cases: “Smorgasbord” Samplers

Fundamental Change Working Group member *and* Publications Board member Michael Shallcross pulled together a preliminary list of titles that might be suitable for “smorgasbord” samplers.

Test #1:

- Danielson, Elena. "Case Study: the Cigarette Papers." Ch. 5 in *The Ethical Archivist*, pp. 165-180.
- Rowe-Sims, Sarah, Sandra Boyd, and H. T. Holmes, "Balancing Privacy and Access: Opening the Mississippi State Sovereignty Commission Records." Ch. 10 in *Privacy & Confidentiality Perspectives: Archivists and Archival Records*, pp. 159-174.

- Hackman, Larry. "Advocacy for Archives and Archivists." Intro in *Many Happy Returns: Advocacy and the Development of Archives*, pp. 3-40.

Justification: Danielson chapter has received much attention in reviews and the Miss. State piece appeared to be the single most-assigned chapter by archival educators in a spreadsheet prepared by Nicole Milano for the Working Group. Plus there is a strong interest in promoting sales of the Hackman book on advocacy and the introductory chapter could serve as a nice entree to the more specific case studies in the rest of the book.

Test #2:

In poking around (and steering clear of the big sellers and new releases), additional selections that might do (and which are also related to the general issues of ethics/privacy/legal issues):

- Harris, Verne. "Contesting Remembering and Forgetting: The Archive of South Africa's Truth and Reconciliation Commission." Ch. 17 in *Archives and Justice: A South African Perspective*, pp. 289-304.
- Jimerson, Randall. "Rethinking Archival Ethics." Conclusion in *Archives Power*, pp. 342-363.
- Hurley, Chris. "The Role of Archives in Protecting the Record from Political Pressure." Ch. 10 in *Political Pressure and the Archival Record*, pp. 151-171.
- Behrnd-Klodt, Menzi. "Copyright & Related Rights Issues: Permissions, Releases, Music, and Moral Rights." Ch. 21 in *Navigating Legal Issues in Archives*, pp. 249-264.

How the Publications Board Can Assist . . .

The series name has yet to be agreed on and the tests have not been launched. There is an opportunity for the Publications Board to make this idea happen.

- 1) Please feel free to make other suggestions for test content! When a line-up is set for the above "tests," Michael will draft a brief introductory piece.
- 2) Suggest other sampler possibilities, particularly possibilities that are thematic.
- 3) Prepare introductions as needed.