

SAA BUSINESS ARCHIVES NEWSLETTER

Published twice each year for the Business Archives Section of the Society of American Archivists

ARCHIVISTS HOST NAFTA DISCUSSION

On August 31, while newscasts focused on the dramatic 1993 floods along the upper Mississippi, 50 business archivists from the US, Canada and Latin American gathered downriver in New Orleans to hear Dr. Richard Greenleaf discuss NAFTA and its implications for businesses. Kraft General Foods Foundation sponsored the dinner lecture, which was held during the SAA Annual Meeting.

Dr. Greenleaf, Director of the Roger Thayer Stone Center for Latin American Studies at Tulane University, has authored more than 40 articles and lectured widely on business and economic issues affecting Latin America, particularly on those affecting Mexico. The lecture was accompanied by handout sheets which highlighted effectively the disparity between the standards of living in the US and Mexico. Dr. Greenleaf concluded that the implication of NAFTA may well be that by raising incomes in Mexico and creating jobs there, such economic changes could lead to political stability and social progress which would ultimately benefit the U.S. and the entire hemisphere.



ORAL HISTORY AT THE WEYERHAEUSER ARCHIVES

by Donnie Crespo, Archivist

The preservation of recorded interviews is one method being used at Weyerhaeuser to document the key events, figures, and practices that shaped the company into a Fortune 100 corporation. In many cases, the information gleaned from the Archives' oral histories cannot be effectively used as part of the company's factual record. These recordings do, however, provide insight into people's perceptions of events and these in turn provide an invaluable supplement to the company's written record.

The first oral histories that recorded Weyerhaeuser operations were conducted by Columbia University.

(Continued
p. 11)

Also in this issue:

Bus. Sect. Meeting Minutes	16
Bus. Sect. Mission Statement	14
ICA Business & Labor Section	15
Oral History Projects & Tips:	
Chandler on Oral History	7
Internet & Oral Hist. Orgs.	7
Interviews & Legal Releases	8
Minnesota Hist. Society	2
Mystic Seaport Museum	4
Videotaping Oral History	10
Walt Disney Studios	6
Phillips Petroleum	12
Position Opening	13
Smithsonian Ctr. for Ad Hist.	19
SAA Pre-conference Workshops	18

CORPORATE ORAL HISTORY AT THE MINNESOTA HISTORICAL SOCIETY

by James E. Fogerty
Head, Acquisitions and Curatorial Dept.

The Minnesota Historical Society has been involved in the creation of oral history interviews for many years, dating to J. Fletcher Williams' interviews with territorial pioneers in the 1860's and 1870's. In 1949, Lucile M. Kane, then Curator of Manuscripts, undertook a series of interviews on lumbering in the St. Croix River Valley, which became the foundation of the modern oral history collection.

The Society's oral history program was formally organized in 1967 with the creation of the Oral History Office, headed by Lila Johnson Goff. Corporate oral history forms a small but increasingly important part of the business archives at the Society. Corporate records comprise one of the Society's largest subject groups, as noted in Mark Greene's article in the Summer 1993 issue of this newsletter. Oral history is a natural and indeed necessary part of the documentation of any corporation. While the paper and electronic records record facts, figures, and decisions made, they seldom chronicle motivation: the personal and often quite idiosyncratic realities behind the statistics. The increasing use of telephone and electronic communication has clearly demonstrated the limitations and insufficiency of the written record.

Oral histories largely are produced to fill gaps in the records of companies whose

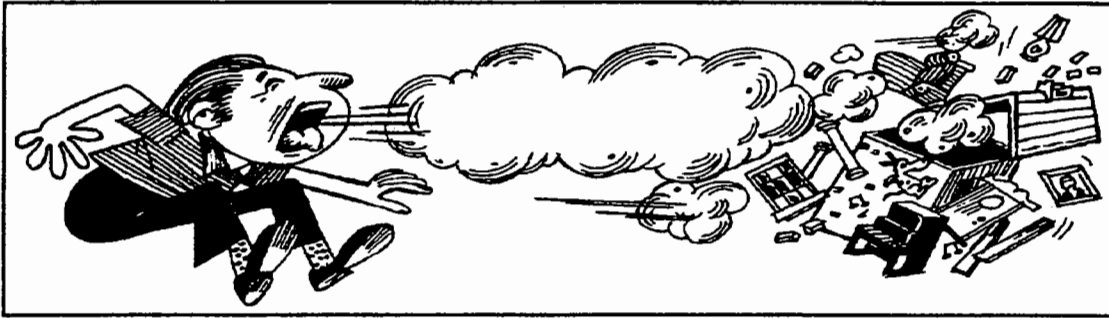
archives have been transferred to the Society. Two sets of interviews were conducted at American Crystal Sugar Company, the nation's largest beet sugar producer. The president and key managers were interviewed, as were the farmers (and the migrant workers) who produced the raw material for the Company's factories. At the family-owned

Peavey Company, interviews with members of the founding family and with managers focused on the company's growth and its eventual sale to ConAgra, Inc. A current project with the Federal Reserve Bank of Minneapolis concerns the Bank's evolution under its current and past four presidents.

"Paper and electronic records ... seldom chronicle motivation: the personal and often quite idiosyncratic realities behind the statistics."

Graco, Inc. will be the subject of the Society's first double project. Interviews with managers and members of the founding family were conducted in 1985; a second set of interviews gets underway in early 1994.

Future corporate projects already are being planned, and the use of oral history to document business can only grow. Where else are executives likely to record their real views on corporate philanthropy, government relations, and the influences that have molded their views? Corporations are, after all, made up of people, and oral history brings the texture and color of their personalities to the historical record.



IN THIS CORNER

by newsletter editor Deborah Shea, The Winthrop Group

This winter issue focuses on "oral history", the voice recording of reminiscences concerning matters about which the narrator can speak from first-hand knowledge. Most such recordings have been obtained through interviews and have been preserved on audio or video tape (although I suppose that multi-media cd recordings have arrived!), often accompanied by written transcriptions.

Featured articles describe the uses of oral history programs in a variety of settings. Weyerhaeuser is representative of mainstream industry, while Walt Disney Studios offer an example of a premiere arts/entertainment company. Two further illustrations are drawn from non-profit institutions: the Minnesota Historical Society, which conducts oral histories to fill in gaps in its business collections, and the Mystic Seaport Museum, where the program focuses on the fishing industry and its impact on the local community. Related articles concerning oral history interviews contain practical advice and information on videotaping and on legal considerations. I would sincerely like to thank all authors for their contributions to this issue.

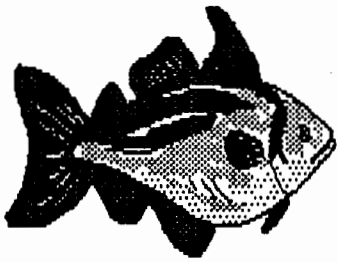
No one reported any regional news for this issue (no news is good news?). If

anyone has news to share, please contact any regional representative: Liz Holum Johnson (H.B. Fuller Co., St. Paul), who recently volunteered, Paul Lasewicz (Aetna Life & Casualty, Hartford), or Craig St. Clair (Los Angeles Times). Of course, members can continue to submit articles to me directly. This issue does contain, however, some noteworthy information at the international level, concerning the ICA Business and Labor Section.

Attention: Aspiring Editors and Repressed Writers!

As you read this issue of the newsletter, my thoughts already are turning to the next, which will focus on business records held in university archives. If you would like to prepare an article on your institution, please let me know.

My how time flies when you're having fun. This issue represents the third which I've edited. The upcoming summer issue will be my fourth, and last as newsletter editor. Although the 1994-95 winter issue may seem far off, organizing should begin next June. Any aspiring editor/ repressed writer interested in being the next newsletter editor should contact either Steve Gietschier or me.



TALES OF THE SEA at THE MYSTIC SEAPORT MUSEUM

by Fred Calabretta, Oral Historian

Founded in 1929, Mystic Seaport is a non-profit maritime museum located on a 17-acre riverfront site in Mystic, Connecticut. The museum includes historic ships, a village area recreating 19th century coastal life and shoreside industries, a working preservation shipyard and small boat shop, formal exhibit galleries, a planetarium, and a research library. The Museum's mission is to collect, preserve and interpret the materials, artifacts, vessels, and skills relating to American maritime history. Based in the Museum's G.W. Blunt White Library, the Oral History Program ranks among the Museum's most active and provides valuable support to other programs and areas of activity.

The oral history process is also an excellent means of documenting the history of maritime-related businesses, including the lives and work of nautical tradesmen, management, and owners. Our studies of ship and boatbuilding offer a case in point. Interviews have yielded valuable information pertaining to such topics as the impact of national economic trends, the relationship between management and employees, operating policies and practices, sales and marketing, how and why business decisions were made, and details about the acquisition of lumber and other materials.

The Oral History Collection at the museum evolved gradually from the 1960's, when interviews were conducted for occasional research or museum projects, to a

grant funded program in 1981 (which lapsed in 1983), and the establishment in 1986 of a full-time active program of interviewing and processing. The Oral History Collection, which in 1983 consisted of 68 interviews, now numbers over 300 recordings. More than two-thirds of these are described in a guide to the collection which was published in 1992.

The oral history recordings are a unique body of primary source material, containing extensive documentation pertaining to maritime history. Subject content reflects most of the Museum's major areas of interest, including fisheries, whaling, ship and boat building, recreational boating and sailing, life at sea, and life in a seaport community. The recordings complement the Museum's collections of more traditional materials such as books, artifacts, photographs and manuscripts.

People with a broad range of backgrounds and experience have been interviewed. The Museum has, in recent years, become increasingly active in the documentation of yachting and recreational boating. Oral history has been a major part of this effort and interviews have been conducted with numerous individuals involved in the design, construction, racing, and cruising of sail and power boats and yachts. Although the lives of such people are often well documented, the

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MYSTIC SEAPORT MUSEUM, *from previous page*

interviews provide revealing glimpses of the individuals and, as a result of thorough preparation and research, help to answer questions and fill gaps in the existing documentation.

A different type of oral history project is a current study of the Stonington fishing fleet, the last commercial fleet in Connecticut. This study, which also includes extensive photography, is another example of how oral history can be used to document the history and current state of a local business. The region's fishing industry is in transition and decline as a result of increased government regulation, depleted fish stocks, and changes in the community. These factors, and the traditional impact of fishing on the economic and social structure of the region justify, the documentation of this industry and in fact make it imperative. Annual fish catch figures, vessel specifications and similar information is a matter of record. The purpose of the oral history project is to document the lives of the people involved in the business of commercial fishing. The study is, in essence a merger of business and social history.

A recent interview with a fisherman illustrates this emphasis. The man discussed fish catching methods and his boat, but more revealing were his feelings and thoughts about the nature of his work and its influence on his personal relationships. For example, he described how the long hours, risks, and financial instability of fishing create marriage hardships. He also commented on another relationship; his eight year association with his fellow crewmember. The longevity of this association is unusual among fisherman, and the narrator noted that he had probably spent more time with his fishing partner than he had with his wife over the past eight years. The two men regard each other almost as brothers.

The Museum plans to develop a traveling exhibit and possibly a publication using oral histories and photographs generated by Stonington Fishing Project. But finding a reasonable balance between the dual priorities of processing completed interviews and acquiring additional recordings poses an interesting challenge for oral history programs and managers. Although steps should be taken to make existing interviews as useful and accessible as possible, the urgency of conducting additional interviews, particularly with elderly narrators, also must be taken into consideration.

This is an unpleasant but important aspect of the oral history process. More than 20 of the individuals I have interviewed in the past seven years have died. The interviews with those people added a substantial amount of information, much of it unique, to the historical record. A less active interviewing schedule would have resulted in the irretrievable loss of that information.

Although such challenges must be met, an oral history program is a valuable and practical means of collecting historically significant information. Recorded reminiscences help to humanize the historical record and mend gaps in existing documentation. In dealing with narrators, interviewers should remember three key points: be prepared, be professional, and be nice. The last point, although it may sound trite, is actually the most important. A responsible approach on the part of the interviewer almost always results in a positive experience for both parties involved. The interviewer gains useful information, while the attention and interest focused on the narrator provides a renewed pride in the experiences of a lifetime.

TALKING PICTURES: Oral Histories at The Walt Disney Archives

by David R. Smith, Archives Director

During the 23 years that the Walt Disney Archives has been in existence, there has been no formal oral history program. Nevertheless, the collection includes a wealth of oral histories. Through the years, an extensive collection of interviews with key Disney employees and Disney family members has been accumulated.

Many of the interviews in the Archives came to us from authors who were writing books about Walt Disney and The Walt Disney Company. During the research stages for their books, these authors would tape record interviews with employees, retirees and family members. Generally, transcripts have been made of the interviews as an aid to the authors. At the conclusion of their projects, they have generously turned over their interviews and transcripts to the Archives. Having the transcripts has simplified the use of the interviews; almost none of our researchers ever want to listen to the original tape recordings.

Walt Disney himself was interviewed in great detail by his daughter, Diane Disney Miller and her ghost writer, Pete Martin, when she was preparing a biography of her father in the mid-1950's. These some 20 hours of taped interviews provide great insight into Walt Disney's life. There is also a 25-minute filmed interview of Walt Disney done by Fletcher Marble for the Canadian Broadcasting Company in 1964. People who knew the man feel that this

interview shows the real Walt Disney, unlike the lead-ins for his television shows, in which he was essentially performing as an actor.

The Walt Disney Imagineering Division, which plans our parks such as Disneyland and Walt Disney World, at one time had a Key Employee Documentation Program. A number of designers, engineers and artists who developed attractions at Disneyland and other parks were interviewed on videotape and corrected transcripts were prepared. These interviews have been deposited in the Archives.

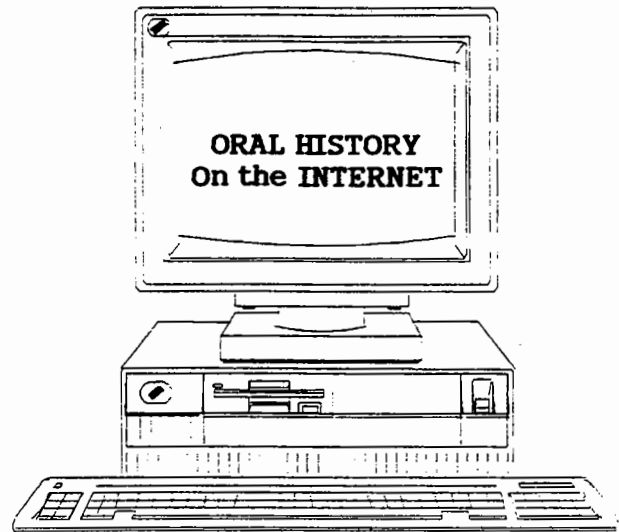
In addition, I have personally interviewed a few key employees on specific topics or on the occasion of their respective retirements. Interviewees include Ub Iwerks, Walt Disney's first animator and designer of Mickey Mouse, and Floyd Gottfredson, who drew the Mickey Mouse comic strip for newspapers. My interview with Gottfredson was utilized for a chapter in *Walt Disney's Mickey Mouse in Color*, published in 1988. The book contains early comic strips and information about the artists who worked on them.

All of these materials combine to make up a collection of several hundred interviews in the Walt Disney Archives. These interviews are extensively used by company personnel and by accredited students and writers who have made appointments to use the Archives.

ORGANIZATIONS TO JOIN

Oral History Association (OHA)
P.O. Box 3968
Albuquerque, NM 87190-3968

Oral History Mid-Atlantic Region (OHMAR)
(affiliate of OHA)
Box 2351
Gallaudet University
Washington, D.C. 20002



CHANDLER ON ORAL HISTORY

"Oral history is an essential historical tool, particularly for getting a feel for the personality of the individual or the broader temper of the times. It can supplement written records such as correspondence, memoranda, diaries and the like and is of great value when there are no written records. However, oral history needs to be used with discretion when documenting specific actions and events because even the best of memories is incomplete and selective."

Prof. Alfred Chandler
Harvard Business School
12/2/93

For business section members with an interest in oral history, a computer, a modem and access to BITNET or INTERNET, an electronic forum has been formed to share information, announce meetings and post queries. To subscribe to OHA-L, as it is called, send the following e-mail message via Internet:

**LISTSERV@UKCC.UKY.EDC SUBSCRIBE
OHA-L <your name>**

The list is coordinated by Terry Birdwhistell, university archivist and oral history program director at the University of Kentucky. All subscribers will receive an e-mail acknowledgement and additional instructions on the mechanics of the list.

If you have problems subscribing to OHA-L or would like more information, please contact Birdwhistell at ARCHIVES@UKCC.UKY.EDU or ARCHIVES@UKCC.BITNET. Birdwhistell has also offered to mail or telefax OHA-L announcements and information to people without e-mail. He can be reached at (606) 257-1466 or FAX (606) 257-8379.



INTERVIEWEES / INTERVIEWERS
and
LEGAL RELEASES

by John A. Neuenschwander

As practitioners of the craft of interviewing, oral historians share what appears on the surface to be a common methodology. One of the most salient features of this approach is the use of legal releases. No workshop or training session worthy of its name ever leaves off before it is stressed that one must always secure a legal release from each and every interviewee. The message that interviews without releases are downright dangerous to use comes through loud and clear. The term "legal release" is, however, not a very accurate term. It unfortunately de-emphasizes the process that should surround the actual transfer of legal rights between the program/ archives and both interviewees and interviewers.

According to *Black's Law Dictionary*, a release is "The relinquishment, concession, or giving up of a right, claim, or privilege, by a person in whom it exists or to whom it accrues, to the person against whom it might have been demanded or enforced." What is missing from this definition is the manner in which the transfer or relinquishment occurs. Unlike runners and triathletes who must sign a legal release before the sponsoring organization will allow them to compete, interviewees and interviewers are not contestants. They are either parties to a contract or donors. By shifting the focus from the rights that

such individuals give up to the manner in which this is done, both the legal standing of the interviewee and/or interviewer and the importance of the legal document conveying their rights come into clearer focus.

In the eyes of the law, legal releases from interviewees and interviewers are in fact contracts or deeds of gift. If and when such an agreement is ever contested, the same rules of construction that a court uses for contracts and deeds of gift in general will be applied. In the case of a contract, the elements necessary to make it a binding document are: agreement, consideration, competent parties and lawful purpose. For a deed of gift to be valid it must show donative intent, actual delivery and acceptance by the receiving party.

The point is that oral historians should not utilize agreements which do not contain all the necessary elements for them to qualify as a legally binding contract or deed of gift. In the event of a lawsuit over the terms of a legal release, a carelessly drafted agreement could cause a great legal difficulty for the program or archive responsible for its creation. (See, *Society of the Survivors of the Riga Ghetto, Inc. v. Huttenbach*, 535 N.Y.S. 2d 670 (1988).)

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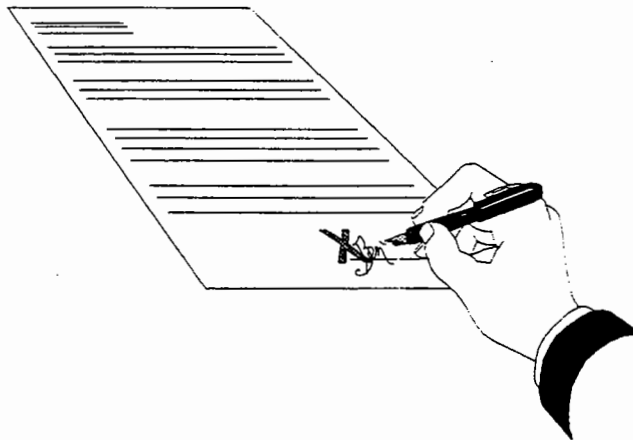
LEGAL RELEASES, *from previous page*

For business archivists, it is especially important that legal release agreements be approached from the transferring side of things. I suspect that the in-house nature of many oral history projects in the business sector tends to make the transfer of rights a more sensitive issue when one is dealing with present and/or former employees as well as former competitors. Even if this supposition is not entirely accurate, drafting legally sound release agreements should be given appropriate emphasis for the reasons previously noted.

The following suggestions may assist in the process:

- Seek input from legal counsel in drafting such agreements before you initiate your project. This input could result in a basic contract or deed of gift that makes an effective transfer of rights but avoids unnecessary legalese and recitals of distant contingencies which may frighten off prospective interviewees. Counsel should also draft special provisions that may be inserted in the basic contract or deed of gift to deal with special requests to seal an interview, etc.
- There must be an explicit transfer of copyright interests in any agreement that you use. (See, 17 U.S.C.A. Sec. 204(a), The Copyright Act of 1976.)
- Have interviewers who are something other than full-time employees (i.e. independent contractors) sign off on any copyright interests they may have on the interviews they conduct. A future claim by such an interviewer that he or she is a joint author with the interviewee in terms of copyright ownership is more than just a remote possibility.

Ed. Note: John Neuenschwander is a municipal judge for the city of Kenosha, WI, a professor of history at Carthage College and a past president of the Oral History Association (OHA). He also is author of "Oral History and the Law", which has been recently published in a revised second edition. The pamphlet contains information about defamation, invasion of privacy and protecting field interviews from subpoena. Appendices to the pamphlet contain sample legal and copyright forms and the OHA Guidelines and Principles. The pamphlet costs \$7.50 and is available from the OHA.



V I D E O T A P I N G

ORAL HISTORY

by Carol Harper and Bettye Pruitt

In an oral history project, cost may preclude recording everyone on video, but for key individuals the advantages can justify added expense.

Advantages/ Opportunities in the Video Medium

Video captures the "whole" person, not just words and ideas, but personality and style expressed through voice, facial expressions and body language. Far more than "talking heads" (waist-up shots of people speaking), a creative video can enhance the audience's understanding of a subject.

Ideas to Consider

Try shooting "on location" - touring a plant or other business site, taping the interview as you go. Add artifacts to the interview, for example by having an inventor hold or demonstrate a new product or process as he or she speaks. Try taping a facilitated discussion of a firm's founders or key personnel, their dynamic interactions would not be captured well on audio alone.

Planning

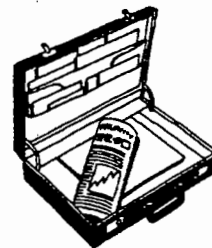
Before shooting, determine the end use of the videotape. For an archival oral history, the interview style can be conversational. If the tape is to be edited into a video presentation, however, your

interviewee must keep his or her answers short and to the point. This will require careful planning of the interview questions and style, and you may want to have a producer/ director working with you to ensure the quality and usefulness of the final product.

Cost

For one day of shooting, one can expect to spend \$1,250 for a camera person, grip, and Betacam equipment. Lighting and set-up take about one and one-half hours, packing up another hour. Two separate one hour interviews can be shot in one day if travel time is minimal. Crews do not generally operate for a half-day, and if crew members belong to the are union, specific time constraints may apply.

Ed. Note: Carol Harper is a producer/director and President of Mediawrights, a full service communication company specializing in producing motivational, documentary-style presentations. Bettye Pruitt is a business historian and a Vice President at The Winthrop Group, Inc.



WEYERHAEUSER ORAL HISTORIES, *from page 1*

In 1956, University staff interviewed 64 people for *Timber & Men*, a company history subsequently published in 1963. These interviews, which also included some with representatives of competing companies, focused on industry lumbering practices and daily life in the forests of the Pacific Northwest and Midwest.

Fifty-seven interviews which were held in the late 1960's and early 1970's formed the basis for a Weyerhaeuser-commissioned book, *From Jamestown to Coffin Rock*, a history of company operations in southwest Washington state. This book detailed the growth of the Longview operation, which ranks as one of the world's largest wood products complexes, through the experiences and accomplishments of employees working in the mills and surrounding forests.

When the Weyerhaeuser Archives were established in 1974, the transcripts from the Columbia University interviews, together with the tapes and transcripts used in writing the history of Longview, were incorporated into the Archives collection. Augmenting the oral history collection was an immediate priority. The Archives staff then began to interview long-term employees in positions ranging from mill and forest workers to the company's top executives.

Today, the Archive's oral history collection consists of over 500 interviews.

These include recordings of a broad range of personalities chosen for the roles they played in the company's history plus interviews related to specific company operations. For example, 126 interviews have been collected that document Far East operations.

The Archives staff and a consultant continue to develop the collection, interviewing retired executives. In each case the recordings are transcribed and the participant is allowed to review the written transcriptions. Changes made to the hard copy are preserved as well as the original tapes. Releases are obtained for both the transcripts and the tapes. [Ed. Note: See related article this issue concerning the legal aspects of releases.]

Oral history can be a time consuming and expensive way to supplement a company's historical record. But it remains a unique and engaging form of historical documentation with varied applications. The Archives staff has used oral history tapes and accompanying transcripts for research projects, exhibit development, and written company histories.

As Weyerhaeuser approaches its 100th anniversary and develops materials to support that celebration, the oral history collection will provide an important personal dimension to the events that shaped the company and its growth over the last century.



HANDS ACROSS THE WATER

SAA Montreal Makes a Difference for Phillips Petroleum

by Susan Box, Corporate Archivist

Of the many opportunities afforded by the 1992 SAA meeting in Montreal, the most important for the Corporate Archives at Phillips Petroleum Company proved to be those provided at the International Business Archives Forum hosted by Kraft General Foods. It was there that I met Torkel Thime, Director of the State Archives of Norway and Hans Eyvind Naess, Director of the Norwegian Documentation Centre for Business Archives, both in Stavanger. But first, some background...



In 1991, Phillips established an archival repository. The initial accession or "core collection" consisted of about 650 cubic feet of materials (including, among other things, 65 videotaped interviews, 20,000 photographic negatives, 1,000 slides and over 50 years of advertising) gathered between 1979-1982 to write the company's 66th anniversary history book, which was published in 1983. While the new facility was being organized, a policy and procedures manual was written with a pro-active stance to promote the archival program throughout the company.

The plan adopted by Phillips contemplated that over a five-year period the

archivist would visit all of the company's major offices to survey historical records, establish guidelines, and conduct programs about the archives and its services. Phillips' largest overseas facility is located in Stavanger, Norway, yet E-mail and other attempts to communicate with the people there met with little, if any, response. I went to Montreal without expectations, but hoping I might meet a Norwegian who might know someone at Phillips Petroleum Company of Norway (PPCoN). Torkel Thime and Hans Eyvind Naess knew many people there - especially the key people who could make something happen.

While I was in Montreal, internal oversight for the PPCoN Archives was reorganized, which helped favor the project. By March 1993, I had written a proposal with six objectives to be accomplished over a two-week period, among them to conduct records surveys; determine the best location and ownership of the materials used to write *Giant Discovery: A History of Ekofisk through the First 20 Years*; begin preliminary preparations with the state archivist for an ICA petroleum archives conference for 1994; and meet with the archivist at Statoil (Norwegian state run oil company) to discuss possible projects of mutual benefit.

PPCoN approved the proposal and provided funding. PPCoN later agreed, however, to slightly alter and condense my ambitious two-week project into one week so that I could accept an invitation to join 11 Norwegian petroleum archivists (including Naess, Thime and another NDNO staff member) on an investigative trip to

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PHILLIPS PETROLEUM, *from previous page*

England during the week preceding my visit to Norway.

The trip to England included a preliminary site visit to PPCo U.K. in Woking; visits to the U.K. public records offices on Chancery Lane and at Kew (which included a roundtable discussion with Michael Roper about records management and archives in Third World countries); the BP/UK archives at the University of Warwick in Coventry and the Esso/UK records management group in Leatherhead.

I spent three days in Stavanger in scheduled interviews with the managers of each of PPCo's divisions. Another day was spent with Thime and Naess visiting their facilities and learning about Norwegian laws, records and archives practices, etc. The last day was used in Oslo in PPCoN's government affairs office, which holds all of the company's most valuable historical records, including 17 filing cabinets filled with the licenses, contracts and the vital records that allow PPCoN to operate. Nothing had been thrown away.

I will be returning to Oslo for 2-3 weeks in August 1994 to inventory and process these records for permanent retention in Stavanger. I will also be returning to Norway for a week to present a lecture at the ICA Conference on Petroleum Archives, sponsored by the ICA Business and Labor Section. My assigned topic is "Access to Information: Practices and Future Trends at Phillips". In addition I will be attending the Offshore North Sea Conference (ONS) and following up on work which started there in 1993.

Although the events outlined above would have happened eventually, there is no question that meeting Thime and Naess in Montreal has made a difference in the work of the Corporate Archives and created even more opportunities - what a difference a meeting makes!

Position Opening:

**CORPORATE
ARCHIVIST**

Position Description

Corporate archivist for entertainment industry corporation headquartered in South Florida. The archivist's duties will embrace all aspects of collection development and processing including surveys, content appraisal, accessioning, description, and preparation of a computer-based finding aid. In addition, the archivist will prepare policies and a record group structure that will facilitate access to the collections and will be responsible for reference and research work. Position is full-time. Salary commensurate with experience and qualifications. Benefits.

Qualifications

M.A. with course work or experience in archival methods. Minimum five years experience in a corporate or organizational setting. Processing experience required. Must demonstrate ability to work independently and communicate well within a corporate environment. Familiarity with PC database software desired.

Send résumé (include names, addresses and telephone numbers of a minimum of three references) and a sample of a very brief finding aid to:

Linda Edgerly
Director & Consulting Archivist
Winthrop Group, Inc.
370 Central Park West, No. 506
New York, NY 10025

For more information telephone
(212) 865-6181.

Search open until position is filled.

The following is a copy of the mission statement adopted by the SAA Business Archives Section at its business meeting in August 1984. Linda Folland obtained the mission statement from Frank Cook at the University of Wisconsin, the repository for SAA records. The statement was drafted in 1983 by a sub-committee consisting of Jane Gibbs (Chair), Linda Edgerly, Manuel Jimenez, Bara Levin, Richard Lynch and Gary Saretzky.



Statement of MISSION AND GOALS

The mission of the SAA Business Archives shall be to promote the interests of business archivists and others concerned with the preservation and use of business records, and to encourage the establishment and growth of business archives in both profit-making and non-profit organizations in the United States and Canada.

To fulfill this mission, the Business Archives Section pursues goals in three broad categories: membership services and growth; development of information and communication; and education. The section has as its goals the following:

A. Membership Services and Growth

1. Promote SAA membership among business archivists and others concerned with business records, and encourage professional development.
2. Foster active participation on the part of business archivists in the affairs of the Section and of SAA. Participation may include office-holding, policy, program, and publications development, research and Task Force membership.

3. Develop leadership through Section government, committee and Task Force membership, and project management.
4. Maintain contacts with professional organizations with similar interests, such as ARMA, the Business Archives Committee of ICA, and the Business History Conference.

B. Development of Information and Communication

1. Identify and promote communication about areas of particular concern of the Section members.
2. Serve as a forum for discussion.
3. Encourage mutual assistance among archivists who have similar goals, problems and publics to serve.
4. Represent within SAA the needs and interests of business archivists, including making recommendations on positions, programs, and policies to Council.

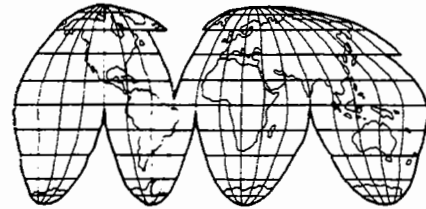
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MISSION STATEMENT, *from previous page*

5. Act as an information resource for the public, other archivists, and individuals in the corporate world who seek to establish, improve, and/or utilize business archives.
6. Survey the section membership as needed to determine the state of business archives.
7. Exchange information concerning business archives with professional organizations that have similar interests (see A-4).
8. Sponsor, write, and edit publications and articles of interest to business archivists and others concerned with business records.

C. Education

1. Promote and help arrange SAA Business Archives Workshops in the United States and Canada; encourage the use of well-qualified speakers and instructors.
2. Encourage corporations and other institutions to establish and maintain effective, well-managed archives, including recommending the hiring of archivists and consultants who have professional credentials.
3. Each year, contribute to the SAA Program Committee suggestions that address the issues and information needs of business archivists.



**UPDATE ON
ICA
BUSINESS AND LABOR
SECTION**

*by Anne Van Camp
Hoover Institution, Stanford University*

The steering committee of the Business and Labor Section of the International Council on Archives (ICA) has planned two conferences for 1994. The first conference will be held August 21-22, 1994 in Stavanger, Norway. The theme of the conference, which is planned to coincide with a worldwide meeting of oil industry representatives, will be "Information Technology and Archival Problems". The focus of the second conference will be the archival situation in Eastern and Central Europe, but the date and location have yet to be determined. The ICA Section plans to publish conference reports during the year following the conference. More information concerning these upcoming events will be available after the Section's steering committee meeting, which is scheduled to take place March 24-25, 1994 in Genoa, Italy.

The Section is in the process of preparing a general information brochure. An overview of business and labor archives in Western Europe also is planned for production sometime in 1994. Details on how to obtain copies will be announced in this newsletter after these publications become available.

MINUTES — BUSINESS ARCHIVES SECTION MEETING

by Liz Holum Johnson, Archivist
H.B. Fuller Company



The Business Archives Section meeting was held in New Orleans on September 3, 1993 as part of the SAA 57th Annual Meeting. Hal Keiner, outgoing Section chair, presided. After calling the meeting to order at 8:05 a.m., the chair directed reports and comments on the following subjects:

Old Business

Minutes. The minutes of the Montreal meeting on September 16, 1992 were approved.

Business Archives Workshop. The basic business archives workshop, **Business Archives: The Basics and Beyond**, will be taught in Philadelphia on November 10-12, 1993, by Phil Mooney, Coca Cola, and Elizabeth Adkins, Kraft General Foods. Those interested in sponsoring a workshop should contact Jane Kenamore at SAA.

Advanced Business Archives Workshop. Jean Toll of General Mills announced the proposed pre-conference workshop: "Building the Business Archives: Three Case Studies" as part of SAA Indianapolis 1994.

Newsletter. Editor Deborah Shea of the Winthrop Group asked volunteers to send more news from various regions. (Craig St. Clair of the *Los Angeles Times* and Paul Lasewicz of Aetna already have volunteered to collect regional information from California and New England.)

Business Archives Directory. The directory is being updated by Frank Muse of CoreStates Philadelphia National Bank. In addition to business archives, the directory will reflect the holdings of large business records collections such as those

found at the Hagley and the Minnesota Historical Society. This will be of further benefit to researchers interested in business records. Data for the directory is being compiled in Paradox.

Dinner Meeting and Lecture. The social hour and dinner were held Tuesday evening, August 31. The highlight of the evening was a lecture by Dr. Richard Greenleaf, director of the Roger Thayer Stone Center for Latin American Studies at Tulane University, on the North American Free Trade Agreement (NAFTA). Our thanks to Kraft General Foods for sponsoring the dinner.

Business Archives Bibliography. Karen Benedict of the Winthrop Group reported that the selected annotated bibliography has gone into a second printing. The newsletter will be used to highlight current articles. Please send a brief citation to Deborah Shea. To keep the Section up to date a list of (annotated) articles will be compiled every three years.

Business Archives Manual. The manual needs to be updated so that it can be used as a teaching tool for the basic business archives workshop. An outline will be drafted and presented in the newsletter. Volunteers will be solicited to write parts of the manual. A discussion followed as to

(Continued next page)

MEETING MINUTES, from previous page

when the SAA publications committee would be contacted. The Section needs to go to SAA with a complete package, as there may be some reluctance by the publications committee to print something that reaches so narrow an audience. If SAA won't publish, then there would be alternatives. It was suggested when the Section does talk to SAA that the Section might use a new appearance for the manual-- possibly in a loose leaf format so updates and additions could be easily added. It also was suggested that the manual's title be changed from *Business Archives* to *Business Records*.

New Business

Task Force on Sections and Roundtables. Beth Yakel, Council liaison to the Section, reported that the task force, initiated during Montreal 92, is still collecting data. Section heads have been surveyed and an open forum is to be held later this day. Currently there are 33 sections/roundtables. Communication problems have arisen in addition to problems in reporting. Concerns over conflicts need to be addressed.

Section Leadership, Nominations and Voting. Hal introduced incoming chair Steve Gietschier of *The Sporting News*, who explained the nominations process and conducted the election. There are four elected positions in the Section. At each annual meeting a chair-elect becomes chair for a one-year term and a new chair-elect is elected for the succeeding term which begins one year later. The three members of the steering committee serve staggered three-year terms. Clive Smith of the World Bank, Jean Toll and Joan Gosnell of J.C. Penney currently make up the steering committee. The slate of nominees included: Jean Toll for chair-elect; Jean Hrichus of the Chase Manhattan Bank for a three-year

term on the steering committee; and Ellen Gartrell of Duke University to fill the vacancy on the steering committee caused by the resignation of Joan Gosnell. Nominations were invited from the floor and then closed. Jean, Jean and Ellen were elected unanimously.

Section Leadership Selection Process: Discussion. Jean Hrichus asked for more participation in the Section by new archivists. Elizabeth Adkins indicated that although nominations had been solicited in the newsletter, there had been no response. It also was suggested that the duties and the time commitment for steering committee members be documented in a future newsletter article to help facilitate new nominations. To increase participation, members should step forward and volunteer. In summary: solutions to the Section leadership selection process were defined as publishing and redistributing the Section's goals and mission; developing a description of responsibilities of the chair, chair-elect and the steering committee; and in the spring newsletter actively asking for volunteers for next year's slate of committee members.

1994 Program. Craig St. Clair, 1994 program committee member, indicated sections need to submit session proposals for Indianapolis by October 8, 1993. The theme will be "The Archival Core: Defining the Profession in the Information Age" with two main focuses--self-definition of the archivist in the information age and how archives are affected by the electronic age. There are 80 spots for sessions next year with a small part being devoted to this theme. Proposals that are fully staffed from a variety of archival fields and speak to a broad range of membership will be the most likely to be accepted.

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UPCOMING EVENTS

SAA 1994 Pre-conference
Business Workshops:

**"BUILDING THE BUSINESS ARCHIVES
- THREE CASE STUDIES"**

SAA has approved a pre-conference workshop sponsored by the Business Archives Section. Utilizing case studies, the workshop will focus on divestitures and downsizing; records management and collecting within a decentralized institution; and building alliances within the legal department. Greg Hunter, Associate Professor, Palmer School of Library and Information Science, Long Island University will instruct. The cost for the one-day workshop will be approx. \$110.00.

The workshop is recommended for experienced archivists who are employed within business or related organizations. Under Greg's guidance, case studies are being developed by Elizabeth Adkins (Kraft General Foods), Karen Benedict (Winthrop Group) and Leslie Simon (CIGNA).

VIDEOTAPING ORAL HISTORY

James E. Fogerty of the Minnesota Historical Society and William J. Marshall of the University of Kentucky will conduct a pre-conference workshop on videotaping oral history at SAA 1994. Workshop participants will explore the planning and production of video oral history. Script preparation, equipment, lighting, costs, editing and site selection are some of the items planned for discussion. In addition, participants will have an opportunity to review examples of video oral history in several formats. Participants should have basic training or experience in oral history. Enrollment will be limited and preregistration required.

SYMPOSIUM ON APPRAISAL OF ARCHITECTURAL RECORDS PLANNED FOR SPRING

The Architectural Records Roundtable is developing plans for a three day symposium focusing on appraisal of architectural drawings. The Canadian Centre for Architecture (CCA) in Montreal will host the symposium, which is scheduled for April 1994. The symposium will consist of formal presentations, working sessions and a final day for reviewing results. Current plans call for distribution of the proceedings. For more information, contact Allan Penning, CCA's coordinator of conferences, at (514) 939-7000 or FAX (514) 939-7020.

MEETING MINUTES, *from previous page*

Business Archives Survey. Jean Hrichus is currently conducting a business archives survey documenting what issues are important to communicate to a select group of business leaders who do not have a business archives.

Guest Speaker. Kathi Ann Brown, president of The Word Association, was the guest speaker. She is a consultant who specializes in producing corporate histories. Her speech addressed the procedures and problems in preparing a corporate history, including the need to draft a mission statement for the book with top management support; to define the internal and external clients, within management, staff, employees, industry and the public; and to be aware of the extensive timetable that is necessary. Following the conclusion of her remarks, there was a discussion about corporate oral history programs.

The meeting adjourned at 10:10 a.m.

CENTER FOR ADVERTISING HISTORY BEGINS 10th YEAR



by Tom Wiener, Executive Director

Ed. Note: The Smithsonian Institution's Center for Advertising History was a co-sponsor of the Advertising in America Conference held in March 1993, together with Duke's Center for Sales, Advertising and Marketing History. The conference and Duke's collections were described in the Summer 1993 issue of this newsletter.

It seems as ubiquitous as the air that we breathe and just as ephemeral. Advertising is everywhere: on the sides of buses, on the sleeves of tennis players and race car drivers, pouring out of our radios, dancing across our television screens.

The Center for Advertising History is dedicated to the proposition that advertising is too important a part of our lives and our culture to be treated casually - or worse, to be discarded. The cornerstone of the Center's collections is an ongoing series of oral history and documentation projects that focus on significant advertising campaigns of the post-World War II era, when television provided the industry with its most effective outlet ever.

In selecting campaigns to document, the Center has been guided by a sense of which contemporary advertising has broken ground and made a significant contribution to the popular culture as well. To those ends it has documented the rise of the Marlboro man, the genesis of the Pepsi generation, the long-running appeal of Campbell's Soup, the humorous approaches to selling taken by Alka-Seltzer and Federal Express, the evolution of Cover Girl makeup, the amazing success story of

Nike, and Kraft Foods' pioneering efforts in early television drama.

For each project, a Center historian conducts interviews with corporate and agency personnel, as well as commercial directors and pitchmen such as Dick Beals, the voice of Speedy Alka-Seltzer, and John Moschitta, the fast-talking man of the Federal Express ads. (Mr. Moschitta graciously shifted into a lower conversational gear for the Center's microphones.)

Each project involves the full cooperation of its corporate sponsor and relevant ad agency, which in turn donate primary materials such as print ads and commercial reels, plus supporting material such as marketing reports and memoranda.

The Center's collections also include the personal papers of a number of important advertising and marketing figures, including Barton Cummings, John Caples, and Estelle Ellis. The Center is about to publish *Bernstein on Advertising*, a collection of interviews conducted by the Center with the late Sid Bernstein, editor and columnist for over 70 years with *Advertising Age*.

As the Center observes its tenth anniversary in 1994, it looks forward to recording further chapters in the story of American advertising and to serving scholars and researchers who know, as we do, of the significant role advertising plays in both our business and cultural history.

TELEVISION BUREAU OF ADVERTISING DONATES VIDEOTAPES TO ARCHIVES

Following the advertising conference that was held last Spring at Duke University and co-sponsored by the Smithsonian Institution's Center for Advertising History, the Television Bureau of Advertising (TVB) has donated a large collection of videotaped commercials to the Mass Communications History Archives of the State Historical Society of Wisconsin. The TVB represents over-the-air television stations to advertisers. Its goal is to promote the value of local television to national, regional and local retail advertisers. According to Matt Blessing, Curator of the Archives, "To my knowledge, the TVB Collection is the largest collection of television advertisements available at a

single archival repository." The collection was made available for reference use in the Fall of 1993. A smaller collection of tapes was given also to the Museum of Radio and Television in New York City.

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