

Committee on Public Awareness 2019–2020 Work Plan

I. Goals

- A. Inform, excite, and engage SAA members about public awareness.
- B. Create content for ArchivesAWARE! Blog.
- C. Increase SAA capability to reach national media on issues concerning archives.
- D. Maintain COPA presence at 2020 SAA annual meeting.

II. Objectives

- A. Encourage and enable SAA members to undertake outreach and advocacy work.
- B. Collect and/or develop stories about archives and archivists.
- C. Plan for major press releases, media interviews, etc., on current events relating to archives.
- D. Create and/or coordinate outreach- and advocacy-related programs for the 2020 SAA annual meeting.

III. Strategies

- A. Encourage and enable outreach/advocacy participation in 2019–2020.
 - 1. Promote Ask An Archivist Day (October) and encourage archivists to participate.
 - 2. Review and enhance content on COPA webpage
 - a. Relaunch existing American Archives Month content to SAA website.
 - 3. Assess member needs for a proposed PR/advocacy toolkit.
 - 4. Share examples of outreach programs and draw attention to available outreach/advocacy resources on the ArchivesAWARE! Blog.
- B. Stories about archivists and archives.
 - 1. Continue to solicit and generate content for ArchivesAWARE! Blog that features archivists and their work. Develop and promote series (There's an Archivist for That, Asserting the Archivist, Archival Outreach Innovators).
 - 2. Review audio recordings from StoryCorps (2015 SAA conference), Kitchen Sisters (2017 SAA conference), and 2019 SAA conference and find clips that could be shared by SAA.
 - 3. Develop *Why Do You Love Being an Archivist?* content (short videos, website material, social media content).
- C. 2020 Annual Meeting.
 - 1. Organize and propose a COPA-sponsored session.
 - 2. Organize the third annual *A Finding Aid to My Soul* storytelling event (with Micaela Blei of The Moth).

3. Organize media training workshop for archivists (with Micaela Blei of The Moth).
4. Hold Exhibit Hall office hours.
5. Set up a listening booth to highlight clips from StoryCorps and Kitchen Sisters recordings.

D. Plan for national media outreach.

1. Anticipate 2019 and 2020 events (anniversaries, etc.) that will have significant archives connections and identify likely content experts.
2. Prepare information and talking points about these events.
3. Research appropriate media outlets/contacts for news releases, interviews, etc.
4. Draft press releases for these events.
5. Establish list of archives spokespeople with expertise in a variety of archives-related topics.