

**Society of American Archivists
Committee on Public Awareness
Conference Call 03/05/2020, 3:00pm–4:00pm ET**

Agenda

- I. Roll Call: Nick, Rachel S., Lynn, Vince, Kate, Anna, Chris, Rachael W., Nancy
- II. [February meeting minutes](#)
- III. Working Group updates
 - A. COPA microsite enhancements (Rachael W.)
 1. [2018 review of advocacy content](#): Nick, Rachel S., & Rachael W. reviewed: <https://www2.archivists.org/advocacy/publicawareness> and for and Rachael W. has expanded this page (<https://www2.archivists.org/advocacy/publicawareness/resourcesandtoolkits>) immensely. SAA (Nancy & Teresa) amenable to our changes, though we do have a question about how “Articles” section is listed as not sure sustainable to list articles.
 2. Nick edited COPA page on microsite: <https://www2.archivists.org/groups/committee-on-public-awareness>, Nancy recommended we list the Minutes for transparency.
 3. #AskAnArchivist and American Archives Month microsite pages will still be updated per Rachel S., Nancy said a lot of these pdfs could be turned into websites and much of it evergreen content.
 - B. Highlighting SAA member stories
 1. Recap of [#ILoveBeingAnArchivist](#) (Anna)
 - a) Thanks to Lynn, Nick & Sami.
 - b) Was fun, did get likes & retweets though fewer responses actual questions, only 1 email response
 - c) Did get feedback that people did enjoy following story
 - d) Graphics could be re-used & content (quotes) also
 - C. National media outreach/Press releases (Vince, Nick)
 1. Nick looking into purpose of press releases & wondering if we want to take another approach, needs to think on it a bit more
 - a) What archivists do & what archives are were first topics, may not work as press releases
 - b) Vince and Nick will meet later this month to rethink this
 - c) 100th centennial of 19th amendment would be an appropriate press release topic, as well as maybe disaster preparedness
 - d) Vince & Nick met Feb 7 and Vince found existing press releases issued from various organizations and Vince compiled them into a document to use as a template of sorts.
 - e) Nancy clarified, the expectation is not that COPA members need to write press releases, SAA staff has that expertise, COPA members

provide content or can suggest archivists to provide quotes/content for press releases.

2. Podcast options

- a) No traction with other history podcasts, to date
- b) Kitchen Sisters?
- c) Drop for this year? Pursue at a later date?
- d) What podcasts are out there now that we could use?
- e) Ties into press release/broader national media outreach
- f) Keeping it on the radar, lookout for opportunities
- g) Lynn, Kate, Vince, and Nick future call to pinpoint broader audience/targets for podcast, by end of March

D. Inaugural SAA speakers cohort (Nick)

1. [Nominee list](#)

- a) Email Nick, Vince or Rachel S. further suggestions
- b) 5-10 attendees max, comprise first 2 cohorts, estimating 3-5 per year

IV. 2020-2023 COPA appointments (Nick)

- A. Nick & Vince submitted to Felicia for 3 new COPA members for 2020-2023 term, haven't heard back

V. Activities at Archives*Records 2020

A. Storytelling Workshop + Event (Chris)

- 1. Very tentatively looking at a Tues afternoon workshop & Wed night event, conference schedule is on 4th revision
- 2. Once schedule finalized, will contract Micaela and promote workshop & event

VI. *ArchivesAWARE!* Blog

A. Discussion of blog purpose and scope (All)

1. External vs. internal advocacy

- a) Highest stats are for R&R posts in recent year, and also #TAAFT
- b) Is ArchivesAWARE mission/purpose correct fit for SAA-related/inward-facing posts?
- c) Internal awareness and external awareness are not mutually exclusive
- d) Redefine purpose & mission of blog? If so, would need to go through Council
- e) Off the Record -- no president has declined to publish a post submitted, to Nancy's knowledge
- f) Phone call with Nick, Rachael W., Rachel S. to further discuss
- g) Double check -- microsite doesn't need Council approval but Blog mission does?

B. Rachel S. is resigning as blog editor effective annual meeting 2020.

C. [Calendar](#) (Rachel S.)

VII. Quotes from Celebrities (Nancy)

- A. Positive comments from authors (e.g., Ron Chernow gave positive quote when co-awardee for Jameson award) to share
- B. Also named Jill Lepore

- C. Use these quotes from authors to share during Archives Month and other outreach & promotional events
- D. Ideas that celebrities draw positive attention to archives & archivists
- E. Have committee members consider authors they can ask for quotes about archives, or can pass on ideas on who to approach
- F. Don't be limited by historian authors, send ideas to COPA list

All other updates via email from Nick:

VIII. Other COPA business (All, if applicable)

IX. Standing Updates

A. Joint Working Groups

1. CoSA/NAGARA/SAA (Nancy or Nick)
2. COPP/COPA/RAAC/I&A (Vince)

B. Council (Nancy or Brenda)

C. COPP (Sarah)

Action items highlighted in yellow.

Next call: Friday, April 10th, 2 PM EST