

North Carolina's Archives Week Planning Guide 2012



March of North Carolina College students. Billy E. Barnes Negative Collection (P034); North Carolina Fund Negatives (1964-1968). [University of North Carolina at Chapel Hill, Wilson Library, North Carolina Collection Photographic Archives](#)

Journeys to Justice: Civil Rights in North Carolina



This guide was created by the Archives Week Committee of the Society of North Carolina Archivists (updated August 2012). Any questions about the Guide should be directed to the Society of North Carolina Archivists at P.O. Box PO Box 20448, Raleigh, NC 27619-0448 or via email at archives_week@ncarchivists.org.

ARCHIVES WEEK IN NORTH CAROLINA

Introduction

Archives Week is an annual, week-long observance of the agencies and people responsible for maintaining and making available the archival and historical records of our nation, state, communities and people. The events are a celebration of the work that we and our organizations do, but it is also a time to raise public awareness. By holding exhibit openings, workshops, lectures, open houses, and other related events during Archives Week, North Carolina's archives community can make a concerted effort to bring the importance of our profession to the attention of our state's citizenry and public leaders.

Any agency that deals with archives and historical records in North Carolina is invited to participate in Archives Week in North Carolina. The Society of North Carolina Archivists (SNCA) sponsors the week and will serve as an information clearinghouse for events occurring during the week. In addition, SNCA is publishing this guide to help in planning your events and SNCA officers will be available to provide assistance as well. The eighth annual Archives Week in North Carolina will take place October 22-28, 2012.

Why participate?

Your participation in Archives Week is important because increased public awareness of historical records translates into increased support of archives. Archives Week and other outreach efforts help the public and resource allocators such as administrators, trustees, commissioners, and legislators, understand and appreciate that historical records have value for both an understanding of the past and a contribution to the present. By participating in Archives Week you get to show off your collections and the work done by your staff to your colleagues, patrons, and administrators and demonstrate the value of the records and the work you do with them.

How can you participate?

In structuring Archives Week for North Carolina, SNCA recognizes the wide variety of archival institutions that will want to take part. We have constructed this guide as a working document that should serve as an idea generator for institutions. Below are program suggestions for archives generated by the SNCA Archives Week Committee. Institutions are by no means limited to these ideas; but we offer them as a starting point in the planning process. The Event Planning Checklist is included to help you in the planning process as well.

Once you have chosen an appropriate activity to celebrate Archives Week in your institutions, please communicate program information to the Archives Week Committee so that it may be added to the North Carolina Archives Week website. In addition, you will want to do local publicity. The final section of this guide offers sample press releases and public service announcements.

For more information

To communicate events you have planned at your institution or for any further questions about Archives Week in North Carolina please email the committee at archives_week@ncarchivists.org or review the website at http://www.ncarchivists.org/archives_week/.

Event Suggestions

Exhibits

Plan an exhibit and schedule the opening for Archives Week. Exhibits can be focused on either a special topic or can feature the highlights of your collection. Exhibit openings are often accompanied by receptions in which special donors, administrators, and frequent researchers can be included. For campus events this could include faculty and students that could be interested in the topic.

Tours

Behind the scenes tours or open houses can help to dispel the mysterious qualities of what goes on in those back rooms. Create a day where interested patrons can meet the staff, tour the facility and learn about the holdings. Invite special guests as part of this event.

Family Heritage Day

Genealogists are our most frequent patrons! Devise a program that celebrates the genealogical endeavor. Work to build bridges between archivists and genealogists by educating them through fun activities and exposure of resources.

Workshops

Present a workshop for the preservation of archival materials to empower the public to save their family histories. This includes photographs, papers, scrapbooks and the like. Arm your residents with the know-how to help assure their family will not go the way of the silverfish and mice!

Local history presentations

Local history is a big draw for towns. Invite a local historian to give a lecture about your town or region.

Archives “Road Show”

Create a community event where locals can bring in their old and rare items. This would be patterned after the Antiques Road Show but would not include appraisal values. Local historians can be on hand to make context connections with the artifacts and local events.

“Photo Days”

Local residents are encouraged to bring in their local history-related photographs to be scanned and included in the library’s local photograph collection. Encourage the public to become active “collectors” for the archives in the form of a local photograph collection.

The lost art of letter writing

Work with high school teachers or history faculty on an assignment that focuses on the lost art of letter writing. Have students come and look at old letters that you have selected from your collection and to compare that correspondence to the kind of correspondence they conduct in their email.

Scavenger hunt

Create a scavenger hunt for important documents related to the state and/or local history; patterned after the “Amazing Race” (each team receives a clue at each destination to lead them to the next item). This could be done with the confines of the school property (electronically) or as a field trip to various historic buildings or places where records are kept (library, museum, town hall, courthouse). Archivists work with teachers to identify documents and construct clues.

Oral histories

Archivists work with elementary school teachers on oral history assignments, where students are assigned to tape-record interviews with the oldest member of their family or oldest person in their neighborhood about some topic related to “old times.” One way to get at this is to ask the person being interviewed to find some picture or artifact that sparks memories of something that happened in their community and talk about that memory.

Lecture

Invite frequent researchers to present their findings during an hour-long lecture or famous alumnus about their time at your school. Events like this do not require large expenditures on refreshments. Light snacks and beverages can suffice to make it a fun event.

Archives Scavenger Hunt

Collaborating with faculty, organize a scavenger hunt that involves students in the history of their campus. Use old campus pictures from yearbooks, newspapers, the university photograph collections, etc. Each individual or team must find the location on campus, tell where it is, and how it has changed since the picture was taken. Provide prizes for the winners.

Awards or Recognitions

Archives week is a particularly good time to recognize volunteers or people in your community who have supported or made significant contributions to your repository.

Campus histories

Provide campus histories or work with campus newspaper staff to construct campus histories about topics such as buildings, events, and famous alumni during Archives Week.

Essay contest

Sponsor an essay contest about campus history or another strong collecting area.

NORTH CAROLINA ARCHIVES WEEK

EVENT PLANNING CHECKLIST

The Society of North Carolina Archivists has adopted this checklist from the Wisconsin Sesquicentennial Commission and Georgia Archives Week. Please modify this checklist as it pertains to your institution.

Questions to ask

- * What is the goal of this project or event?
- * Who is our target audience?
- * How much money do we need and how will we get it?
- * Who will be in charge of this project?
- * Who can we ask to assist us with this project?
- * Are there any safety or security issues to address?

After answering the questions above, use the following checklist to assist you in planning a spectacular event!

General

Has/Have...

- The budget been finalized and cleared?
- The date and time been set? Does it conflict with similar area events?
- The site been booked and confirmed?
- Food and beverage arrangements been made?
- Insurance needs been finalized and legal matters been addressed?
- Safety measures been determined?

Site Preparation

- Is there a timeline of activities?
- Is there a map of the site?
- Have parking arrangements been made?
- Are there enough outlets and power cords? Is there adequate sound equipment, microphones, and lighting? Has the equipment been tested?
- Is the thermostat set to an appropriate temperature?
- Is there adequate seating?
- Are there adequate signs so people will be able to find your event?
- Have the fire exits and escape routes been clearly marked?
- Is there enough security? Is the staff aware of emergency procedures?

Publicity

- Has a guest list been developed?
- Do the invitations give all necessary information (date, time, location, map, RSVP deadline, reply card, etc.)?
- Has a mailing date been established?
- Have follow-up phone calls or emails been made?
- Have posters been made and distributed throughout the area?
- Have news outlets been notified?
- Has a news release been sent?
- Do you have biographical information about the speakers?
- Do you have brochures, folders, etc. to distribute to guests?

A Simple How-To Media Guide

How-To Interview Cheat Sheet for Radio and TV

Answering questions

- Pause after complete statements. The interviewer will appreciate these breaks during the editing process.
- When you think you've answered a question adequately, don't feel compelled to keep talking, just stop.
- Do not say the reporter's name in the middle of a sentence.
- Do not use the phrase "as I explained earlier."
- Think before you speak and be careful not to use *uh, ah, well, yeah, and you know*.
- Respond to negative questions with positive responses.
- **Always** tell the truth. Your credibility is crucial.
- Avoid using "**off the record**" at any time.
- Avoid "**no comment**" answers if you do not have a response. Try to answer each question as honestly as you can.

Image Is Everything

Clothing (in a studio setting)

- Stick to a conservative, "professional appearance" style.
- Wear a tailored sports coat. **(men)**
- Skirt length should be appropriate -- no mini-skirts. **(women)**
- Wear tan or black hose. **(women)**
- Avoid tight stripes or plaids. On camera, they sometimes produce a moving "zebra-stripe" effect.

Clothing (in an "on-location" setting)

- Dress in "natural" clothes. You are not expected to wear a suit if you're being interviewed in a peanut field or a citrus grove.
- Avoid hats. If you must wear one, push back the brim so people can see your eyes.

Jewelry

- Wear only a few pieces.
- Avoid "clunky" or dangling jewelry. Big gold or high-gloss pieces can reflect studio lights.
- Short necklaces are best. Long necklaces rub against clip-on microphones.

Make-up

- **Women:** Aim for the "natural" look. A woman's "every day" make-up should be fine. Use a matte finish to reduce shine (this includes lipstick).

- **Men:** Most likely, you will not have to wear make-up, but be open to the suggestion. The lighting at some television stations may cause you to look washed out; therefore, you may need make-up to highlight your facial features.

Enthusiasm

- Be animated. Use gestures, facial expressions, and body language to add vitality to your words. However, be careful not to overdo it.
- Smile. A good first impression can help establish your credibility.
- Be conversational.
- Say it in 30 seconds or less.
- Deliver your message with confidence. After all, you know more about the story topic than the interviewer.

Body language

- Look at the interviewer, not the camera. Glances up or to the side make you appear shifty-eyed and untrustworthy.
- Sit still in your chair. Rocking or swiveling can take you out of a cameraperson's shot.
- Don't look at notes during an interview, although you can refer to them if you get "stuck."
- Stay seated when the interview is over. You might still be on camera and trip over a wire or do something else awkward.

Other warnings

- Don't chew gum or play with your pocket change or keys while on television.
- Never wear black or white for television interviews. Aim for mid-tone colors. Dark- or bright-colored clothes can make your face look extremely washed out or dark under television studio lighting.
- Your blouse/shirt should have a place to clip a microphone.
- Don't wear light-sensitive glasses. Studio lighting will make your glasses darker; viewers won't be able to see your eyes.

CONTACT TIMELINE

Print	Lead Time
Newspapers (some sections have longer lead times, such as food, travel, calendar listings, etc.)	One to two weeks (dailies)
Trade Magazine (monthly)	Six weeks to two months
Consumer Magazine (monthly)	Five to six months
Metro Magazines (monthly)	Three to four months
Weekly Magazines	One to two months
Sunday Magazines (with Sunday newspapers)	Three to four months

Television	Lead Time
Public Service Announcements	Six to eight weeks
National Morning Shows	One to two months
Local Talk Shows	Four to six weeks
Local News	Two days

Radio	Lead Time
Public Service Announcements	Six to eight weeks
Promotions	Two weeks to two months
Talk Shows	Four days to one month
News	Two days

Local TV News. More people get their news from local television programs than any other source. That's one reason why there's intense competition to land stories on these shows. Another reason is that only a small number of stories can be aired in the approximately 12 minutes that the average 35-minute local TV news shows reserve for actual "news." (The rest is commercials, sports, chit-chat, teasers, and weather.) To break into the local news your story has to have strong visual appeal and you have to be persistent. (Yes, you can get covered even if your story isn't about mayhem!) Contact the assignment editors at your local TV stations. In your pitch, emphasize visuals.

SAMPLE PSA

FOR IMMEDIATE RELEASE

Date:

Contact:

Company/Organization:

Phone:

[Insert Organization Name] and SNCA Celebrates the Eighth Annual Statewide Archives Week

Statewide Archives Week: October 22-28, 2012

The Statewide theme: “Journeys to Justice: Civil Rights in North Carolina”

[Insert your Organization’s name] along with hundreds of other statewide participating archives will celebrate the Society of North Carolina Archivists’ eighth annual Archives Week with special commemorative activities.

Come and share in special events designed to commemorate and celebrate the importance of historical documents. Archives are the foundations through which society maintains its continuity with the past and preserves the present for future generations. Archivists are trained professionals who select, maintain, describe, and assist the public in locating archival records in their care.

[Insert paragraph about your institution’s special events]

We hope visitors can join us in this celebration as we promote awareness of the importance of archives and their functions and use in society. Visit the Society of North Carolina Archivists Web site at: www.ncarchivists.org or email your questions to archives_week@ncarchivists.org.