

ARCHIVES WEEK AND THE POWER OF INTERSECTING RIPPLES

BY GEORGE W. BAIN

ABSTRACT: Like ripples on a pond, Archives Week offers archivists a genuinely broadscale public program for connecting with society at large. The article looks at the development of the Archives Week idea to date; focuses in more detail on the program in Ohio; explores a series of questions about the idea's potential expansion as well as structural challenges to it; and makes a general argument for more metropolitan, state, and multistate regional groups beginning their own programs.

One of the simple pleasures of life is to toss a rock into a pond and watch the ripples it creates spread across the body of water. It can be even more fascinating to toss a sequence of rocks into the pond and to observe the effects of the resultant intersecting ripples. Moving now to the archival world, let us consider the idea of Archives Week in an analogous fashion. Archives Week programs can be like the intersecting ripples in the pond if we take this idea and make it work to its full potential effect.

The challenge to have an Archives Week program was issued by the International Council on Archives (ICA) in the late 1970s.¹ The call for a national Archives Week (U.S.) was posed to archivists most significantly in 1991.² To date the response to the challenge has been slow although it is growing. It is the author's contention that we should be using the power of this idea for action across all of North America. And it is time that the challenge be accepted more fully.

Archives Week in Context

What is "Archives Week"? It is a fledgling form of public programming which, at its best, creates a bridge between the archival profession and society at large in an interactive and collaborative fashion. It is, unlike most other archival public programming, a large-scale one that is being conducted most characteristically at the statewide and multistate level.

This being said, it is also necessary to ask what public programs are. "Public programs," one archivist argues, "can promote archival goals to acquire and preserve valuable resources, encourage and expand the use of historical records, and raise public awareness of archives and their purpose."³

At the simplest level, public programming is done when an archivist opens the way to a significant donation through basically pleasant and courteous interaction with a user or visitor. But public programs can also be much more elaborate, such as the "Vanishing Georgia" photographic project of the late 1970s and early 1980s or the New England Archivists' booth at the New England Fair during the 1980s.

Reduced to their essence, public programs help explain who archivists are and what they do. Thus, while Archives Week is not the only possible venue, it nevertheless offers many forms of implementation. Yet archivists must be convinced of its efficacy if the idea is to take firmer root. Suffice it to say that Archives Week is not a matter of survival for the profession: archivists will continue to exist. But it is an important instrument for developing a posture of active advocacy for the profession and learning to become more effective in public programming.⁴

In addition, the Archives Week idea goes hand in hand with the profession's evolving growth and development of outreach theory and practice. Developing ties with the larger society—the general public—has been a clearly visible element of the Society of American Archivists' (SAA) generalized outreach efforts over the past decade and more, particularly through SAA's Task Force on Archives and Society endeavors.⁵ The call for greater interaction with society was followed by specifically articulated goals and priorities in the initial report of the Committee on Goals and Priorities (C-GAP) published in 1986.⁶ C-GAP's encompassing agenda has been partially fulfilled yet also somewhat narrowed to accomplish objectives of the highest priority. Even so, interaction with society at large remains a general goal with priority for SAA. Goal 1 of the Society's 1993 strategic plan calls for the organization to work, among other things, to improve "public awareness of the value of archives."⁷

Over the same period archivists have also closely examined their concerns about making positive impressions upon "resource allocators" and upon their equally important but unexplored counterparts, "funding advocates."⁸ Yet archival writers have also argued more broadly for the need to reach out to and create distinctive links with the general public. The Levy study of resource allocators noted a basic challenge: that the purposes, uses, and contributions of archivists "have to be made more vivid—more explicit, more concrete, and repeated in varied ways."⁹ And Elsie Finch has both spelled out at length the reasons for concerted archival advocacy and supplied case statements with examples of this advocacy. The case studies in her recent book, however, discuss only indirectly the state- or regionwide scope of Archives Week programs currently in existence.¹⁰ So the Archives Week movement offers a new dimension of scale for outreach efforts, and the development of a number of Archives Week programs across the United States and Canada offers the means for achieving several of the profession's more general outreach objectives involving interaction with the public at a geographic level close to home. Hence, the metaphorically described pond offers a platform for basic, essential experimentation insofar as we professionals are willing to utilize the opportunity.

Archives Week in Practice

It was the state of New York that set the pace for Archives Week in North America, holding its first Week in 1989 under the leadership of State Archivist Larry Hackman. On the basis of this experience Hackman issued his 1991 call for a national Archives Week to be held in October 1992, the Columbian quincentenary. Over the half decade since then several archival groups have launched Archives Week programs. They will be discussed in general later: the immediate focus will be on the Archives Week program in Ohio.

The Society of Ohio Archivists (SOA) voted in the spring of 1991 to hold its first program in October 1992. For several reasons, however, the first "Archives Week in Ohio" did not happen until April 1993. The delay provided time for the development of a structure of five regional coordinators to do groundwork across the state. The first program, as it turned out, was linked with SOA's 25th anniversary celebration that spring. The initial theme was a very general one: "Tales from the Archives." The governor and the two houses of the legislature issued proclamations of support and there was activity during the week across the breadth of the state.

During the first year SOA became aware of and benefitted from contact with other groups. New York's example was obvious, but the experience of the Archives Week programs held in Tampa and Hillsborough County, Florida, and by the Society of Mississippi Archivists proved helpful. The Florida program provided examples of how to organize activities well. The Society of Mississippi Archivists exchanged information with SOA, including a poster it had developed for its 1993 program. But perhaps the most significant accomplishment was the fact that the Ohio group kept its resolve to hold its first Week.

Once started, Archives Week in Ohio has been able to build upon its experience and to develop additional initiatives. In the second year, the number of regional coordinators was expanded from five to seven. SOA decided to piggyback upon the attention expected for the Ken Burns documentary, *Baseball*, and used the theme "Sports and Recreation in the Archives." It also developed its first poster for the Week held in early September. The Cleveland Archival Roundtable mounted a combined exhibition in a prominent downtown store window.

In the third year the date for the Week was shifted to October, where it remains.¹¹ In 1995, the 50th anniversary of the end of World War II, the theme for the week was "Letters Home: Documenting World War II in the Archives." The observance coincided with a grant proposal submitted by the Ohio Historical Records Advisory Board (OHRAB) to the National Historical Publications and Records Commission (NHPRC) for a "Homefront and Battlefront" regrant project. The Archives Week theme provided repositories an opportunity for receiving new collections, a few of which did come as a result of the programming. An outstanding event was the film festival of World War II movies held in Youngstown. Because of the cost of developing an annual poster, SOA sought contributions from veterans' groups to help defray the printing costs. Design work for the posters has been rotated among repositories, giving different ones the chance to display their holdings while also underwriting the costs. Paper for the first three posters and for 1998 was solicited from paper mills in the state. Necessity

has thus become an engine for enterprise, forcing archivists to make strong overtures to and to seek support from the primary audience group or groups pinpointed in the year's theme.

SOA has, at the time of this writing, completed its sixth Archives Week program. Acting in concert with the State Historical Records Advisory Board's (SHRAB) plan, which points toward the bicentennial of statehood in 2003, a new wrinkle for 1996 was for SOA to set themes a few years ahead and to begin a series of "celebration" weeks. Thus the theme in 1996 was "Celebrating Family History in Ohio" and the archivists worked closely with the renowned Ohio Genealogical Society (OGS) and its many chapters. To make this collaboration work, the SOA Archives Week Committee provided county chapters with model public service announcements (PSAs) to take to local radio stations and a model text to take to governmental officials for proclamations and resolutions observing the week in their communities. A number of OGS chapters in turn made donations in support of the printing of a full-color poster.

For the fifth year in 1997 the group received support from statewide associations for local governments, those for counties, municipalities, and particularly the public librarians—around the theme "Celebrating Local Government." The County Commissioners Association of Ohio (CCAO) published an article in its quarterly magazine. Due to last minute space constraints, SOA was unable to place a pro bono advertisement in the state's leading commercially-published regional magazine but did succeed in placing one in a journalism school's lab magazine. The regional coordinator for Cleveland lined up a local judge to speak at an event in city hall and was interviewed at length on a local public radio outlet. The county recorder and other officials in Lawrence County, an area along the Ohio River that, insofar as we know, has no employed archivists, developed a video about its county government and had an elaborate open house that included live news coverage from a nearby Huntington, West Virginia, television station. The new feature in 1998, with the theme "celebrating women's history," was a series of workshops targeted toward members of local chapters and branches of women's organizations on how to organize their records of enduring value for posterity (and to consider placing them in a repository). Two national vendors supplied complimentary Hollinger boxes with sample kits (acid-free file folders, photographic sleeves, etc.) for each participant, and SAA provided its brochures on personal and organizational records for distribution.

It needs to be stated very directly that more can be done to assure the program's true effectiveness. Ohio archivists have no scientific tool to measure our claims of effectiveness although we do address many of the points covered in Kathleen Roe's discussion of public programs.¹² But we are able to claim a modest amount of informal name recognition, which we expect to increase with each year's program and poster. We are mindful of the potential danger of a onetime effort. So it is essential to compound the impact of the Archives Week whenever and wherever possible. In 1996, for instance, the Week empowered a number of local genealogical societies to go to their local radio station with a PSA, perhaps the first time ever for them.

Year by year, however, SOA believes it is making ripples and that the ripples in the Ohio pond are gradually becoming more significant. Nonarchivists associated with the repositories that design the posters gain an acquaintanceship with the program when

the archivists there undertake this work. The distributed posters may hang in a public library or historical society for months, thereby helping familiarize patrons with the program. In fact the Ohio Library Council is providing financial support in exchange for posters to be distributed to each public library and branch in the state. Additionally, there is the growing likelihood that a genealogist or an elected local official will know about it and be supportive when we celebrate education in 1999.¹³

The success of SOA's program in Ohio provides a model for use elsewhere, particularly for states with a state-level organization. But, as indicated earlier, it is not the only model. It has benefitted from other programs itself. The Tampa and Hillsborough County example has been a model for metropolitan groups, especially those situated in states without a state-level group, for example, the Twin Cities of Minnesota and the St. Louis area. New York was joined by archivists in Philadelphia for a couple of years before this combined program expanded into the larger Mid-Atlantic Regional Archives Conference (MARAC) multistate Archives Week program. To the north in Canada, archivists in the Province of Alberta have had a program. The limited Archives Day public event program run for several years by the Society of Rocky Mountain Archivists (Colorado and Wyoming) serves as an example for archivists in more sparsely settled areas of the country. The Kansas State Historical Society has a program that in 1997—its third year—received financial support from the bistate metropolitan group, the Kansas City Area Archivists. And Utah's SHRAB has conducted a modest Archives Week program since 1995, while Arizona's SHRAB held its first Archives Day (with poster) in 1996 and expanded it to a week in 1997. This has given impetus to SHRABs as an operative player, such that the Wisconsin board provided a comprehensive sponsorship (with poster, theme, and Web page) during that state's first week in 1998. Meanwhile, archivists across Texas also started observing Archives Week informally in 1998.¹⁴

The practitioners have used or developed a broad range of tools and events for their programs as well. Most have developed a poster for the state or region. New York City archivists have developed a series of awards presented during Archives Week. The Kansas Historical Society printed bookmarks along with its poster in 1997. Over 60 repositories in the Pittsburgh, Pennsylvania, area contributed to a combined exhibition in 1998. Many repositories hold instructional workshops for local citizens such as genealogists during the Week. Exhibits, open houses, speakers or symposia, and related outreach activities round out the myriad possibilities for programming during the Week.

The Need for Broader Implementation

So a variety of programs do exist although the geographic coverage of Archives Week programs remains limited. Still, the force of the idea gives power to the imagination if only we dare seize it.¹⁵ Moreover, the idea has three features which, taken together, make it a noteworthy instrument. First, to be done best, it requires a broad-based cooperative effort across a defined geographic entity, be this a metropolitan area, a state, or a region (and even a country) that encompasses many repositories. Second, it allows archivists within the given area to identify nonarchival groups with which

they need to interact and collaborate in pursuing flexible objectives over time. For instance, archivists within the given boundaries may work one year with a set of organizations to hold open houses, and another set the following year to provide proper care for its records. Third, Archives Week recurs annually, offering archivists a regular platform from which to explain ourselves in a varying fashion—in short, to carry out archival advocacy in the particular region.¹⁶ What remains, then, is for more groups to make a beginning—and to sustain the effort.

Assessing the statement above, however, presents the profession with as many questions as answers for the moment. These are questions such as, Who more specifically are the groups with which we should work? What can we learn from other professional associations about broad public programming? What are the structural obstacles within our professional associations that must be addressed? Who should be in charge of conducting the Archives Week program? How can it be funded? And what should be our agenda? It is at least worth contemplating how these questions might be answered even though it is impossible to provide full answers until we gain more experience inside the profession.

Taking these questions in sequence, there are, within our locales—communities, states or provinces, or geographic regions—and whatever the time, numerous groups with which the profession can work. The NHPRC strategic plan of 1992, for example, sought to increase support “from a broad community of beneficiary parties—archivists, documentary editors, historians, patriotic organizations, state and local government officials, lawyers, jurists, educators, genealogists, journalists, local historians, historic preservationists, museum curators, and others with responsibility for historical records or with the need to use them.”¹⁷

This list, as should be understood, is limited to NHPRC’s domain. Under the rubric of “other,” however, one can expand the list to include church groups, women’s groups, ethnically oriented groups, civic groups, and business and labor groups that will have importance for all archivists. Setting a priority on establishing closer connections with these groups—and closer links with the general public through them—is essential for the profession’s core promotional efforts.

As archivists experiment with this large-scale public program it is important to recognize that there are countless other such promotional programs. Closer to home, Archives Week is one among several programs for professional groups against which it may be compared, two of these being National Library Week (April) for librarians and Preservation Week (May) for historic preservationists. The American Library Association (ALA) sponsors the first and the National Trust for Historic Preservation coordinates the second. Archivists are similar to librarians and preservationists as curators of cultural heritage resources. Archivists are thus in a position to learn from the National Trust and particularly from the American Library Association whose event week has been held for four decades now. Compared with archivists in the United States and Canada, librarians are much more numerous. Given the considerably smaller number in our profession, archivists cannot expect to garner the same amount of financial resources and public support as do the librarians for a parallel program. Preservation Week, for instance, is not as well known as Library Week, nor do preservationists, like archivists, have the same number of professionals. Yet the preservation community has

conducted its program for a quarter century. And both of these programs, it should be added, grew over time from modest beginnings.¹⁸ At the same time, while archivists have not adopted an across-the-board observance of Archives Week, we are ahead of our counterparts in the museum community by virtue of having a fledgling Archives Week movement. While there is an international Museum Day observed annually in May, museum professionals have not to this point begun a Museum Week program comparable to what archivists are developing. As we learn from others we can also encourage museum professionals—in both the American Association for State and Local History (AASLH) and the American Association of Museums—to begin thinking about doing so and we can share our experiences with them.

In order to make the Archives Week idea work most effectively, the archival profession needs to grapple with the imperfect structural linkages among its groups that impede a rapid movement in this direction. Our profession, when compared to librarians, for example, has no organizational body that can coordinate in a similar fashion common activities and efforts across the board. We have both the SAA and the NHPRC but, given their current structures, they do not appear at this time the most likely or best able to direct an Archives Week. Why not? For its part, SAA has no supporting regional structure of its own, whereas ALA is a national organization with subordinated, affiliated groups in every state, which then give direction to National Library Week.¹⁹ SAA is closer to being an umbrella association than it is to being the organizational apex of a broadly-organized membership pyramid.²⁰ For the archival profession, unlike librarians and many other groups, there is no direct linkage between SAA headquarters and groups below.²¹ For its part, the NHPRC has a more limited mission related to its support role for the National Archives and Records Administration (NARA). Its 1992 list of primary constituent groups noted earlier with which it wanted to interact in order to achieve its strategic plan was focused closely on these political needs. Also the NHPRC has extremely limited financial resources that must be spread thinly across a wide expanse. The author, being from the United States, is unfamiliar with any Canadian NHPRC equivalent, if such exists; SAA is international in its coverage although archival groups in Canada cover the Canadian scene more directly. Can these weaknesses be changed? They can if there is the will on a very broad basis to do so. Perhaps the more important question will be, How quickly?

This said, it must be asked who should be in charge of developing the Archives Week idea. Should this be top-down or bottom-up? Currently Archives Week is emerging and spreading in North America in a bottom-up fashion. The dynamics for the Archives Week idea are coming from experimentation by a growing number of smaller efforts. This suggests a perceived need for greater such activity. As argued above, however, no national-level group or agency has developed an appropriate structure for a top-down mechanism for putting such a program into place. Still, with a bit of determination and imagination, these linkages can be developed. If some of these bodies worked together, this development could change very rapidly. The author predicts that any new structural form that may develop will more likely be an alliance, not (certainly in the short run) a cohesively knit association such as ALA. But the shape of the structure is a lesser problem than the decision to act together.

There are grounds in the author's estimation for believing conditions behind these structural weaknesses may be changing. While the NHPRC, for instance, is severely limited in the funds it can disperse, it does have a connection to the 50 states through the SHRABs. In recent times the Council of State Historical Records Coordinators (COSHRC), the associated coordinators' group for the SHRABs, has undertaken the gathering of data by and for state boards that seeks to expand its data collection parameters beyond those for state archives and records management agencies alone. This effort flows from the assumption that such data will provide increasingly important longitudinal information over time.²² Many of the NHPRC's constituent groups and the myriad organizations with which the state-level surveys are touching base are ones with which archival professionals can (and should) naturally interact at the state and even the local area. In some fashion or other the groups so contacted may come to serve as quintessential funding advocates. Combining the new scale of activity at the province or state level (or even larger) with a pitch toward these natural supporters provides a base for dynamic public programming. Within the professional associations, the Midwest Archives Conference (MAC) has established an ad hoc Advocacy Committee to look broadly at the potential for greater activity. At the time of this writing, there has been an initiative among SAA and a number of regional groups to begin collaboration on a more coordinated approach to continuing education.²³ In addition, SAA Council has become more publically active through efforts such as its stance on copyright legislation. These are small developments but potentially very significant ones.

An important ingredient for any such discussion is the question, What sources are available for funding Archives Week programs? Governmental support of some sort is always a possibility. The Tampa archivists have secured state humanities council support for their activities. On a broader level, during the American Revolution Bicentennial 20 years ago the nascent History Day program in Cleveland, Ohio, obtained private foundation support regionally, then secured National Endowment for the Humanities (NEH) funding over a few years to expand it to a national program. Perhaps something similar could be done for Archives Week. However, given the tenor of the times in which support for the federal-level cultural programs are themselves being questioned, governmental support on this scale appears to be a remote possibility. Even so, we should consider limited sources of support, whether governmental or nongovernmental. In the latter direction, can we tap a major foundation or corporate underwriter (or both) for financial support? Insofar as the author knows, none have to date been approached to provide assistance for the development of this program yet, in the current milieu, this is arguably the best route to consider for external support.

Another parallel possibility is funding from within the profession. In the early 1990s the American Library Association proposed to its membership a dues increase with the new funds dedicated to increased activity in its Washington office. The membership approved the raise. Would SAA members accept a similar challenge? While this seems problematic, it should be considered. Goal 1 of SAA's strategic plan calls for the Society to work more closely with regional groups. Yet this must be a two-way street. The best possible course of all may be a combined approach that seeks to add incentives and leveraged economic multipliers both internally and externally. The archival

profession would undoubtedly be the stronger for becoming more enterprising. What if, for instance, SAA raised its dues and set aside the revenues from the increase for advocacy purposes, including support for Archives Week programs? What if it simultaneously challenged the multistate regional groups to participate, to make the program truly stretch from coast to coast, by matching funds dollar for dollar to provide coordination and high quality promotional support? What if the NHPRC made a modest sum available for SHRABs willing to play an active role in the respective states? SHRABs could conceivably seek matching financial support from state legislatures. This support could possibly be made conditional on the local financial support. What if all these groups—SAA, NHPRC, and allied organizations willing to participate—combined to seek matching support from private foundations or corporate funding supporters or other governmental agencies, or all in tandem, in the United States and Canada to carry the program for a three- to five-year period? Under current arrangements this would take a great deal of negotiation. Yet this is a novel goal toward which the profession can work if it so chooses.

Short of this, what are the possibilities without the support of national groups? To date, MARAC alone among the multistate regional groups has accepted the challenge fully. As the regionals move along into their second quarter century, would not an Archives Week program serve as a bold new venture? Archives Week programs can be started at the lower levels for a very modest cost.²⁴ Would this not serve to make an impression in the public's mind about the regionals and the value of the work conducted in these areas by archivists? Still, this is at best a short-range strategy. Even at this level, the author contends, the Archives Week idea will have its strongest impact only if and when it ultimately becomes continental in scope. Sooner or later archivists running Archives Week programs will need to give serious and meaningful consideration to this expansion. The bottom-up approach is an important first step, but the eventual need is for broad collaboration within the profession and for bold, imaginative strategies for developing funds internally and seeking additional financial support externally. Perhaps, for a starter, SAA or NHPRC or a Canadian body, or even MAC through the Advocacy Committee, can issue the call for a planning conference to explore all these possibilities.

Lastly, under whatever guise, what should be the agenda for those groups conducting this public programming? Whether a program is broad in geographic scope or like the current isolated but experimental scene, groups must be flexible in approach and must keep in mind the basic aim of conveying who archivists are and what archivists do. Lacking the rapid evolution to a national or continental program the proximate focus will vary from place to place as the sponsoring groups address the overall needs of their program planning. Ohio is in the advantageous situation now of looking toward a significant date in its history early in the new century: the bicentennial of statehood. Not every state or local area has something as significant at the moment; even so, a central focus of the Ohio program has been the development of connections. And setting a priority on establishing closer connections with supportive beneficiary parties—and closer links with the general public through them—is essential for the profession's core promotional efforts. The Archives Week program, as one of the stronger instruments available for creating such connections, provides the profession with a

concrete platform upon which to cement stronger bonds between archivists and society.

Conclusion

The archival community in North America has developed models for implementing and sustaining the Archives Week idea, as proposed by the ICA two decades ago. It is imperative that archivists have such a significant public program of their own.

Archives Week, where it is being carried out in the United States and Canada, is proving to be an effective instrument for advocacy (including collection development) and for raising general public awareness for archivists. It is a programmatic bargain that must not be allowed to go begging. Archivists can also learn from other professions, especially librarians and preservationists, about how to conduct this form of a large and comprehensive public program. So it behooves archival professionals to accelerate the development and the expansion of Archives Week activity. Will we cover more than half of the United States and Canada by the first year of the new century? The author certainly hopes this will be the case! In so doing we will be able, as individual members of our profession, to make ripples intersect or, stated another way, to experience the joy of seeing an idea with great power and potential come to life.

ABOUT THE AUTHOR: George W. Bain, gbain1@ohiou.edu, is Head of Archives & Special Collections in the Ohio University Libraries. He has served as the coordinator for SOA's Archives Week Committee since its beginning—having made the motion that SOA undertake the program, it was up to him to make it happen. C'est la vie! He expresses great appreciation to Larry Hackman for developing—and sustaining—the New York State program and for challenging the rest of us in North America to bring the idea to life.

NOTES

1. See publications such as *International Archives Week, 23–29 October, 1979: Souvenir* (Bangalore: Department of Karnataka State Archives, 1979); *Archives Week 23rd to 29th January 1981 (at Mysore) Souvenir* (Bangalore: Department of Karnataka State Archives, 1980); and *Treasures of West Bengal Archives: An Exhibition of Historical Records* (Calcutta: State Archives of West Bengal, Calcutta Information Centre, 1980) for references to the ICA effort and event activity in India in this period. Other bibliographic investigation also reveals activity in Great Britain during this period.
2. Larry Hackman, "Archives Week in the United States?" *SAA Newsletter*, March 1991, 14–15, 20. See also Hackman's article, "State Government and Statewide Archival Affairs: New York as a Case Study," *American Archivist* 55:4 (1992): 578–599, with a parallel argument for an enhanced governmental and public role for state archival agencies. The articles, taken together, advocate a broader public role for archivists generally.
3. Kathleen D. Roe, "Public Programs," *Managing Archives and Archival Institutions*, ed. James Gregory Bradshar (Chicago: U. of Chicago Press, 1989): 218.
4. For general comments on the archival profession's need for advocacy, see Richard J. Cox, *American Archival Analysis* (Metuchen, NJ: Scarecrow Press, 1990): 304–320, 337–338.
5. See David Gracy's incoming remarks and presidential address, which spell out his conception for the effort: "Archives and Society: The First Archival Revolution," *American Archivist* 47:1 (1984): 7–10, and "Our Future Is Now," *American Archivist* 48:1 (1985): 12–21.
6. *Planning for the Archival Profession: A Report of the SAA Task Force on Goals and Priorities* (Chicago: SAA, 1986).
7. *Leadership and Service in the 1990s: A Strategic Plan for the Society of American Archivists* (Chicago: SAA, 1993): 1, with amplification on 3.
8. Sidney J. Levy and Albert G. Robles, *The Image of Archivists: Resource Allocators' Perceptions* (Chicago: SAA, 1984); John Treanor, in his presentation as part of the session, "Institutional Archives: In-Reach before Outreach," at the SAA annual meeting 1992, noted in *SAA Reference, Access and Outreach Section Newsletter* 8:1 (1992): 3, used the phrase "funding advocates." The latter concept has not been plumbed to the depths the way the former has; it offers fertile ground for investigation.
9. Levy, *op. cit.*, iv.
10. Elsie Finch, *Advocating Archives: An Introduction to Public Relations for Archivists* (Metuchen, NJ: SAA and Scarecrow Press, 1994).
11. This is in conformity with the dominant U.S. pattern. For Ohio archivists, it was as much a way to assure college and university archivists a time for participating fully each year.
12. Bradshar, *Managing Archives and Archival Institutions*: 281–227.
13. For more detail on Archives Week in Ohio, particularly the Archives Week Committee's annual report to SOA Council, check the SOA Web site for Archives Week, or contact the author directly.
14. Most of the author's knowledge about the programs in other states has come through informal contacts over time plus the messages posted on the Archives and Archivists list in 1998.
15. The local historian Carol Kammen recently suggested an imaginative program of exchanges of photocopies of letters. She concluded with the rhetorical question, Why not do this every year as a part of Archives Week? A resident of upstate New York, Kammen was unaware of how limited is the geographical coverage now a half decade after Hackman's challenge. See her "On Doing Local History" column, *History News* 51:3 (1996): 3. She returned to the theme of archival appreciation and archival promotion again a year later: 52:4 (1997): 3–4.
16. The SAA Glossary entry for "public programming" gives a cross-reference to the term "outreach program." It defines the latter as "Organized activities of Archives or Manuscript Repositories intended to acquaint potential Users with their Holdings and their research and reference value." See Lewis J. Bellardo and Lynn Lady Bellardo, comp., *A Glossary for Archivists, Manuscript Curators, and Records Managers* (Chicago: SAA, 1992): 24. Advocacy has not yet entered the published archival glossary. Richard Cox semi-formally defines advocacy as "the effort to effect public policy in conformity with the mission and interests of the archival community" in *American Archival Analysis: The Recent Development of the Archival Profession in the United States* (Metuchen, NJ: Scarecrow Press, 1990): 320.

17. This is Objective 3 under the Goal "To Generate Public Support for an Accessible Historical Record" in *To Protect a Priceless Legacy: The Preservation and Use of America's Historical Records* (Washington, DC: NHPRC, 1992): 36.
18. An investigation of the OCLC WorldCat database shows that National Library Week was initially fostered in the late 1950s by the National Library Week Program based in New York City and full national support grew over time. The booklet *Local Organization Handbook for the National Library Week Program* (New York: National Library Week Program, 1967) recounts the program's development over its first decade. The U.S. Congress, which passed legislation for the National Register in 1966, supported the national Historic Preservation Week effort with resolutions in the early 1970s; small handbook and event publications for states and metropolitan areas developed more fully in the late 1970s and early 1980s.
19. AASLH in its coordinated awards program parallels the ALA model.
20. The pattern that exists in the archival profession was not an inevitability. Raimund Goerler notes in his history of the Society of Ohio Archivists for its 25th anniversary that SOA asked to become an affiliate of SAA in the late 1960s but SAA turned down the opportunity. See Goerler, *From History to Pre-History: Archivists Face the Future*, ed. Raimund Goerler (Columbus: SOA, 1993): 7, 12.
21. For a discussion of the dual, albeit complementary, expectations and roles that SAA and the various regional groups developed during the 1970s, see Patrick M. Quinn, "Regional Archival Organizations and the Society of American Archivists," *American Archivist* 46:4 (1983): 433-440. Quinn's article accurately portrays the thinking that existed then, and thinking that has continued until recent times. For instance, a few years ago SAA Council (at the recommendation of the committee) abolished the Committee on Regional Archival Activity (CRAA). No doubt many archivists are very comfortable with this arrangement. It does provide latitude for experimentation and innovative endeavors. Nevertheless, down the road this structural arrangement has left the profession less able to mount concerted common front positions.
22. See the study, *Recognizing Leadership and Partnership: A Report on the Condition of Historical Records in the States and Efforts to Ensure Their Preservation and Use* (Council of State Historical Records Coordinators, 1993), prepared by Vicki Walch. COSHRC has begun releasing parts of its more recent study, which is focusing on records held by nongovernmental bodies.
23. See Mark Greene, "Final Words from the Prez," *MAC Newsletter* 24:4 (1997): 5. This is in contrast to the view of more than a decade ago expressed representatively by Quinn, *op. cit.* The amplification of Goal 1 in the 1993 SAA strategic plan states in part, "It is especially important for SAA to expand its advocacy efforts to reach legislators and government officials at the national and state levels, and to improve public awareness of the value of archives and archival work." *Leadership and Service in the 1990s*, 3.
24. The cost for SOA, basically the bill for printing the poster, was under \$1,000 the first year and reached \$2,200 in 1998; for this expenditure the group now gets 2,000 copies. After supporting this cost alone for the first poster, SOA has turned (as noted) to partner groups for support for the greater part of its poster printing costs. There was no calculation made of the cost for non-poster mailings across the state or in the seven regions, but these were minimal.