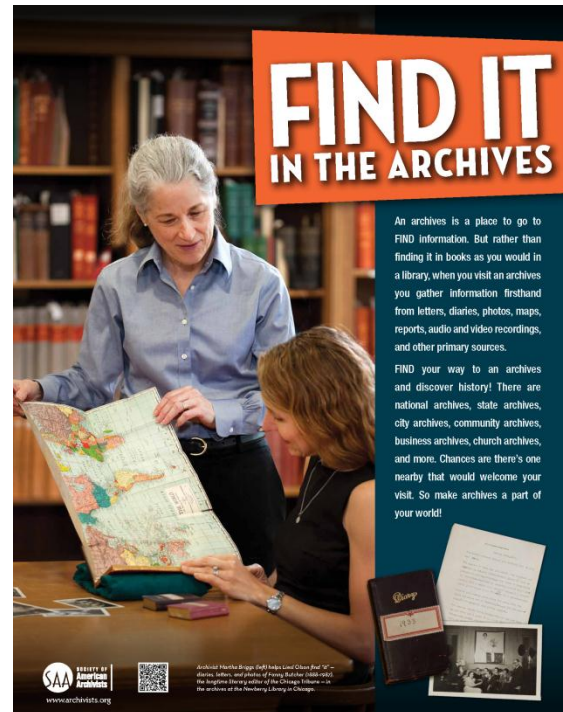


**Society of American Archivists
Council Meeting
June 8 – 10, 2012
Chicago, Illinois**

**Report: *I Found It In The Archives!*
(Prepared by Teresa Brinati)**

BACKGROUND

Two years ago SAA launched the *I Found It In The Archives!* campaign in conjunction with American Archives Month. Since 2006, American Archives Month has given SAA members an opportunity to tell (or remind) people that items that are important to them are being preserved, cataloged, cared for, and made accessible by archivists. The *I Found It!* campaign is an attempt to refresh and refocus efforts by SAA to get the profession to collectively reach out to individuals who have found their records, families, heritage, and treasures through our collections. The idea is to involve people who have sought out archival collections by engaging them in a fun contest that makes use of social platforms and ultimately involves the public. The competition gears up as archivists set up contests at their own institutions, select the best entries, and allow the public to vote for their favorites. The local winners then become part of a national contest administered on the SAA website.



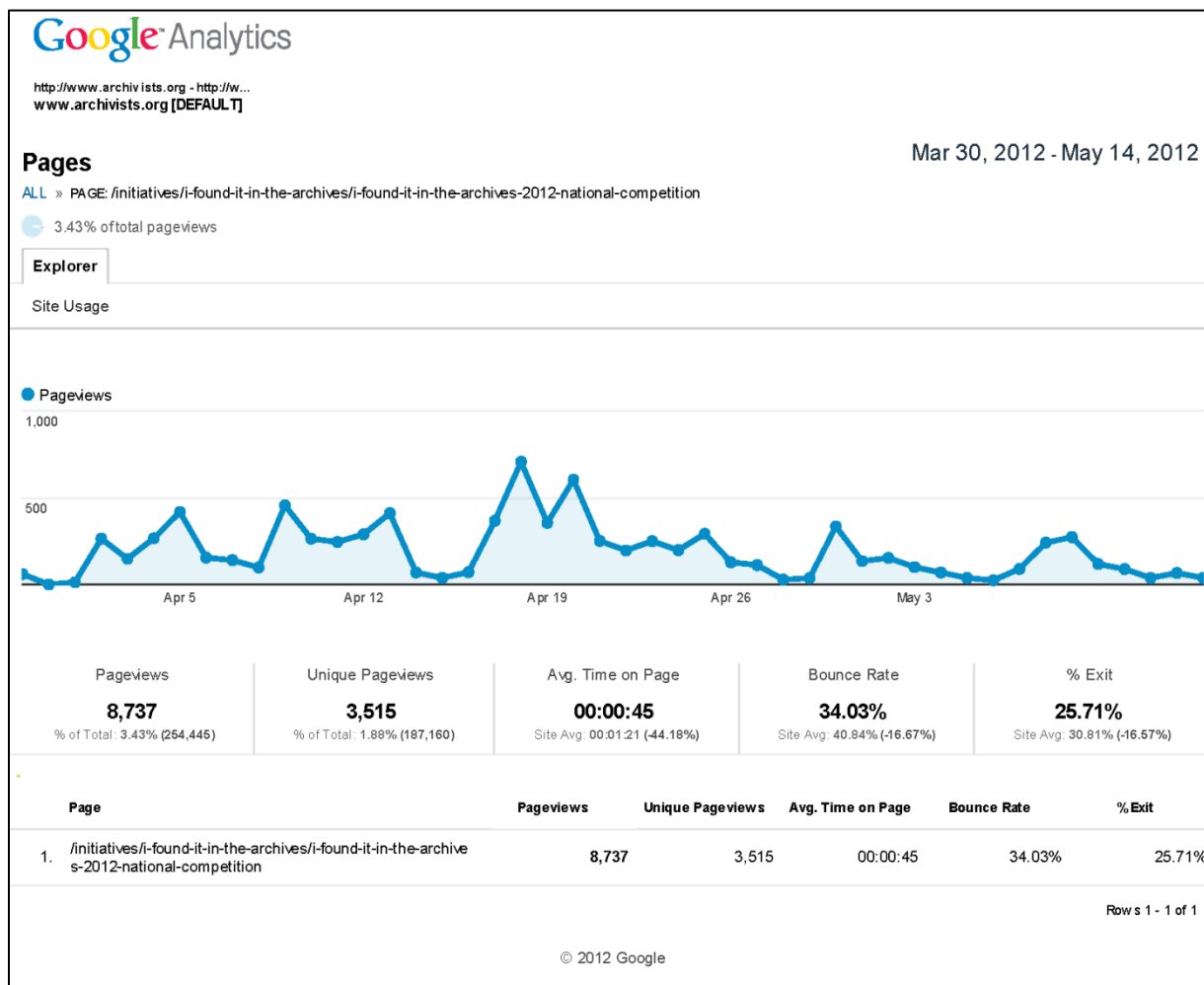
POSTER AND PRESS KIT

SAA worked with Next Year's News, a graphic design and marketing communications firm based in Toledo, Ohio, to refine the original concept and to devise a poster (above) to pair with the press kit. The poster featured Newberry Library Archivist Martha Briggs helping a user. The photo shoot was done in June 2011 at the Newberry in Chicago. The flip-side of the poster included the press kit, which spelled out in 8 easy steps how to conduct the contest. The poster and press kit were made available in print (co-mailed with *Archival Outlook* to all members) and online. Additional resources were available online, such as customizable forms, a promotional flyer, and “evergreen” practical advice and tips. Bonus: The poster featured a QR code (a type of

matrix barcode) that enables smartphone users (with the appropriate app) to go directly to the *I Found It!* section on SAA's website.

PARTICIPATION

Participation in the national contest is growing. Twelve different institutions have submitted entries to the national competition in the past two years. In 2012, there were eight entries (seven essays and one video), compared with six (five essays and one video) in 2011. Participation by the public saw a much more impressive increase: from 1,153 votes cast in 2011 to 8,414 votes cast in 2012! compared with 1,153 in 2011. We will take into account the Google Analytics statistics from the voting period (below) as we prepare for the 2013 campaign.



OUTREACH

- *I Found It In The Archives!* press kit and poster were posted on the SAA website (<http://www2.archivists.org/initiatives/i-found-it-in-the-archives>) and co-mailed with the July/August 2011 issue of *Archival Outlook*.

- Additional posters were sold for \$5 each at the 2011 Annual Meeting. Total sold: 30.
- A poster was mailed, along with a letter encouraging participation, to every state archivist.
- Promos were posted to various listservs, including A&A and CoSA.
- Articles and promos were included in *In the Loop* and *Archival Outlook*.
- Eight entries (1 video and 7 essays) were submitted to the national contest. Press releases were prepared and disseminated accordingly.
- Several institutions offered to distribute the press release to their media contacts:
 - Catherine Grigor, Pennsylvania State University
 - Stacey Million, Texas State Archives
 - Jane Mason, Ohio Historical Society
- SAA distributed press releases to the following outlets, which were local news outlets associated with the repositories whose contestants were in the national contest:
 - WPTZ, Plattsburgh, NY
 - Press Republican, Plattsburgh, NY
 - Cardinal Points Online, Plattsburgh, NY
 - Eagle Country 975, Plattsburgh, NY
 - MLPBS, Plattsburgh, NY
 - NCPR, Plattsburgh, NY
 - Star929, Plattsburgh, NY
 - WAMC, Plattsburgh, NY
 - WCAX, Plattsburgh, NY
 - WNBZ, Plattsburgh, NY
 - *The Advocate*, Baton Rouge, LA
 - *The Catholic Commentator*, Baton Rouge, LA
 - *225 Magazine*, Baton Rouge, LA
 - *InRegister Magazine*, Baton Rouge, LA
 - *Country Roads Magazine*, Baton Rouge, LA
 - *Charlotte Observer*, Charlotte, NC
 - *Gaston Gazette*, Charlotte, NC
 - Myra Joines, Director of communications for the Sisters of Mercy South Central Community
 - CBS 19, Austin, TX
 - *Statesman*, Austin, TX
 - *The Daily Sentinel*, Austin TX
 - Stephen F. Austin State University, Austin TX
 - KTRE, Austin, TX
 - *News-Journal*, Longview, TX
 - *Lufkin Daily News*, Lufkin, TX
 - NBC 56, Tyler, TX
 - *San Augustine Tribune*, San Augustine, TX
 - *Shelby County Today*, Shelby County, TX
 - *BYU Daily Universe*, Brigham Young University
 - *Provo Daily Herald*, Provo, Utah
 - *Desert News*, Salt Lake City, Utah
 - *Salt Lake Tribune*, Salt Lake City, Utah
 - KSL TV, Salt Lake City, Utah

- KSTU TV, Salt Lake City, Utah
- KTVX TV, Salt Lake City, Utah
- KUTV TV, Salt Lake City, Utah
- *The OC Register*, Orange County, CA
- *Sun Post*, Orange County, CA
- *San Clemente Times*, San Clemente, CA
- *San Clemente Journal*, San Clemente, CA

Press Links

We are aware of the following links to coverage of the contest:

- <http://www.ocregister.com/news/lesuere-353772-clemente-san.html>
“Your vote can help San Clemente man win contest,” *The Orange County Register*, May 11, 2012.
- <http://www.ktre.com/category/194398/video-landing-page?autoStart=true&topVideoCatNo=default&clipId=6975632#.T47BJWCphVQ.facebook>
ABC’s KTRE Coverage of Jacy King’s involvement in the *I Found It In The Archives!* contest.
- <http://www.inregister.com:8080/rrserver/browser?title=/InRegister/INRMay2012>
(Flip to page 10). Coverage of Amy Moran’s involvement in the *I Found It In The Archives!* contest in *InRegister*, a Baton Rouge, Louisiana, magazine.
- <http://ohiohistory.wordpress.com/2012/04/05/i-found-it-in-the-archives-national-contest-2/>
“I Found It In the Archives National Contest,” Ohio Historical Society Collections Blog.