

Say What?

THE FIRST ANNUAL “BEST ELEVATOR SPEECH” CONTEST – WITH PRIZES!

Imagine yourself on an elevator with a friendly stranger who innocently inquires what you do for a living. You say with enthusiasm, “I’m an archivist!” The stranger gives you “that” blank look and you know she’s thinking, “Say what?”

Seizing the opportunity to evangelize, and knowing there are precious few seconds left before the elevator arrives at your floor, you eloquently explain your professional calling...

Tell SAA – in 30 words or fewer – what you would say in this situation. You could win a complimentary one-year membership in SAA and a \$50 coupon for books – not to mention a lifetime of gratitude from archivists everywhere!

Don’t delay; send your 30-word elevator speech by October 31 to archivesmonth@archivists.org And say what!

Here are a couple of “straw men” to stimulate your creative juices:

“Archivists play an important role in making materials available to the public. When researchers have questions, we have answers. We select and keep documents, photographs, sound recordings, and other records that have enduring value as reliable memories of the past. We also help people find and understand the information they need in those records.”

“An archives is a collection of original documents and other types of records that have lasting historical value. [Give an example.] Archivists are the professionals who manage archives.” ■

In future American Archives Month Public Relations Kits, we'd like to feature what your organization did to celebrate. Please send photos and brief descriptions of your efforts to SAA at archivesmonth@archivists.org.