President Lincoln’s eloquent reference to “the mystic chords of memory” resonates today as we celebrate the importance of archives. The American record has enduring value and America’s archives—in all their diversity of form and function—serve as its memory.

American Archives Month is an opportunity “all over this broad land” to raise awareness about the value of archives—and archivists. This 2009 American Archives Month Public Relations Kit provides basic materials that we hope you will adapt to make your own archives program more visible and more appreciated.

There is strength in numbers and our collective voice can be more powerful than individual voices. Set aside time throughout October—and throughout the year—to “Celebrate the American Record” using the tips and tools provided in this kit (and online at www.archivists.org/archivesmonth).

Just imagine the impact that our combined efforts can have on public awareness about the mystic power of archives!

Frank Boles
SAA President, 2008–2009

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Go to www.archivists.org/archivesmonth for more ideas, tips, and resources.