

SAA's Reference Access and Outreach Section

RAO Committee

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**CALL FOR NOMINEES:
RAO STEERING COMMITTEE
SEE SPECIAL ANNOUNCEMENT**

Newsletter Submission Requirements

Please submit items by November 1, 2005 for inclusion in the next issue. To make a submission contact either the editor or the feature writers. Please submit all materials in Times Roman font, size 11. Submit in a Microsoft Word file. Do not underline, italicize, or highlight text.

SPECIAL ANNOUNCEMENT

Call for Nominees: RAO Steering Committee

The RAO section is seeking nominees for election to the Reference, Access and Outreach Steering Committee. Candidates must be a member of the RAO section to be eligible for candidacy.

The following positions are available:

- Vice-Chair/Chair Elect
- Steering Committee member (2 positions): 2-year term
- Steering Committee member (1 position): 1-year term

The election will be held during the RAO section meeting, Friday August 19, 2005 from 12-2 pm at the SAA annual meeting in New Orleans. Nominations can be sent to Jessica Lacher-Feldman, chair, RAO at jlfeldma@bama.ua.edu, or to any member of the current RAO steering committee. Nominees will also be taken from the floor.

FROM THE CHAIR

Jessica Lacher-Feldman

Greetings and a happy summer to everyone --

Please join us for the RAO Section meeting at SAA in New Orleans, on Friday, August 19, from 12-2 pm. This is a bit of a different time slot than the section has had in the past. Please be sure to grab something for lunch and bring it to the meeting. We'll have a business meeting and elections, followed by an exciting program.

The business meeting: Steering committee members will report and lead discussion on the year's activities and new proposals, including these items: a brief look at RAO's History, new RAO website resources in development, A report on newsletter and web activities; and discussion regarding RAO's leadership role in the areas of archival outreach, reference, and access issues. Other points of discussion will be taken from the floor as time permits. Election of new officers for the 2005-6 year will follow. Nominations are currently being accepted for vice-chair/chair-elect, two 2-year steering committee posts, and one 1-year post. Please email me at jlfeldma@bama.ua.edu with nominations. Nominations will of course be taken from the floor as well.

The program:

Guest Speaker, Susan Tucker, Curator of Books and Records at the Newcomb College Center for Research on Women at Tulane University, will give a talk entitled --

Food on Paper.

In 2002-2003, the Newcomb Archives and the Deep South Regional Humanities Center at Tulane University teamed up to complete an ambitious program to encourage scholarly work on food history. Susan Tucker has acted as a leader on this project -- one phase of which involved

a survey of holdings relating to food in libraries and archives in Alabama, Mississippi, Louisiana and Tennessee. Susan will discuss continuing work on the survey, its public presentation on a website, and various other efforts concerned with the documentation of Southern food.

Susan Tucker is the Curator of Books and Records at the Newcomb College Center for Research on Women at Tulane University in New Orleans. Educated at Tulane and the University of Denver, she is a Certified Archivist, and has since the late 1970s, specialized in manuscripts, oral histories, and books related to the lives of women in the nineteenth and twentieth centuries. She is the author of *Telling Memories among Southern Women* and numerous essays, most recently on the history of genealogy, scrapbooks, and food in the American South. During 1999, she was a Fulbright Scholar to Iceland.

This should prove to be a very interesting, thought provoking, and tantalizing presentation – all the more reason to bring a muffaletta or a po' boy to enjoy during Susan's talk.

I have greatly enjoyed serving at the RAO chair for 2004-5! I am greatly looking forward to seeing everyone in New Orleans.

Jessica Lacher-Feldman

Chair, Reference, Access and Outreach Section, 2004-2005

MEMBER NEWS

Ginny L. Kilander

Member News is your opportunity to share announcements with other Reference, Access and Outreach members. Submit your short press releases announcing new acquisitions, recently processed collections, special projects, exhibits, events and other news from archival repositories, in addition to notes regarding promotions and new appointments, retirements, awards, authorship announcements and similar news to the member news editor for inclusion in the next issue.

Cornell University Political Americana Collection,
Division of Rare and Manuscript Collections, Cornell
University Library

On November 2, 2004, American citizens exercise a fundamental privilege granted by the U. S. Constitution. By the time ballots are cast on that first Tuesday of November, Presidential candidates have spent months

executing campaigns calculated to win over the voting public. These campaigns and their strategies have evolved considerably since the first contested Presidential election in 1796. The Division of Rare and Manuscript Collections celebrates election history with *Get Out the Vote! Campaigning for the U. S. Presidency*, an exhibition of campaign materials from 1796 to 1960.

Bandannas, mugs, pipes, walking sticks, sunglasses, and yes, even bars of soap have been used to promote political candidates. These and countless other forms of ephemera illuminate specific historic campaigns and how they have communicated party platforms to voters. In particular, the exhibition demonstrates how campaigns have employed imagery to create mythic personae for candidates, to fashion party mascots, and to entice Americans to vote.

Most of the items featured in the exhibition were collected by Susan H. Douglas and acquired by Cornell in 1957. Her collection has since been augmented by several other groups of election materials, which together form the Cornell University Political Americana Collection. Recently, the Institute of Museum and Library Services awarded Cornell University Library a two-year National Leadership Grant to catalog, conserve, and digitize Cornell's Political Americana Collection. *Get Out the Vote! Campaigning for the U. S. Presidency* highlights items treated and digitized as part of the grant, and celebrates the preservation of this remarkable collection. Search the database of images and read more about the grant online: <http://cidc.library.cornell.edu/political>.

Get Out the Vote: Campaigning for the U. S. Presidency will be on view in the Hirshland Exhibition Gallery, Carl A. Kroch Library, from October 7, 2004, to January 21, 2005.

Visit the exhibition online:
<http://rnc.library.cornell.edu/vote>

Alison Stankrauff

Starting November 8, 2004 Alison Stankrauff will be working at Indiana University South Bend as Archivist and Reference/Instruction Librarian. Previous to this she worked at the American Jewish Archives in Cincinnati as Archivist, as one of the main reference archivists as well as processing collections. Previous to that she was a technician at Wayne State University's Walter P. Reuther Archives on the Detroit News Photo Collection and the National Association of Letter Carriers collection. She also interned at the Rabbi Leo M. Franklin Archives of Temple Beth El of metropolitan Detroit. She received her library science degree with archival concentration from Wayne State University of

Detroit in 2002. She has been a member of the Midwest Archives Conference and SAA for a number of years, and has been active with the Society of Ohio Archivists.

Archival Services Department, University of Northern Colorado

Kacy Guill was appointed James A. Michener-Endowed Archivist on September 1, 2004. She was previously employed by the Manzanar National Historic Site where she managed library, archive, and museum collections.

The department completed Phase I of a renovation project in October, 2004. The acquisition of an additional 1,270 square feet of floor space had been the impetus for the renovation, which had a budget of \$120,000. The most visible aspect of Phase I is a much larger reading room with wireless access.

REFERENCE

*Our Reference Column will
return in the next issue of
RAO News*

THE MINORITY REPORT

Morgan Davis

Voluntary Organizations: Pitfalls in Outreach and Promotion

Organizational archives, those groups of records maintained by a business or special interest group, are varied in their rationale and approach to promoting their often significant historical collections.

One particular subset of organizational archives, the voluntary organization, is beset by unique problems in promoting their archives. While most organizations find that promoting archives and archival outreach efforts can bolster the public image of the organization, this does not hold true for some volunteer organizations.

One difference is that volunteer organizations can be very modest about their own accomplishments. This can be especially true of religious groups and women's groups, who want to avoid the perception that they are "showing off."

Another difference here is that volunteer organizations are subject to the tides of membership. The trend in membership seems to be in a general decline. According to Theda Skocpol in *Diminished Democracy: From Membership to Management in American Civil Life*, membership in volunteer organizations between the years 1955-1995 dropped between 35% and 92%.

The effect this trend has had on volunteer organization archives has been important. First, organizations are hesitant to promote their history because it may seem to overshadow the activities of the current organization, especially when past achievements are likely to highlight the significantly decreased membership of today. Secondly, in trying to attract younger members, the organization wants to promote a current image, and avoid coming across as a "historical society."

Volunteer organization archives, in overcoming the barriers presented by their institution, must be creative in promoting their collections. The following is an examination of the outreach strategies of two volunteer organization archives.

American Friends Service Committee

<http://www.afsc.org/locations/archives.htm>

This organization was founded in 1917 to allow Quakers and other conscientious objectors an option to help others while maintaining their pacifistic beliefs. Since then they have expanded their work to including aid to war victims and refugees, assistance to developing nations and community action in the United States.

Collection archivist John Sutter explained to me that although the archive documents an awesome history, the organization is hesitant to promote it. Quakers, based on their religious beliefs, are modest about their accomplishments. Outreach for the collection then had to be done with little monetary or administrative support.

John says the best forms of outreach for the collection are the website and word of mouth support in the research community. The website features articles written by the archives staff, and gives an overview of the organization history. The AFSC Archive also collaborated with the Holocaust Museum to feature some of their collection.

General Federation of Women's Clubs

www.gfwc.org

This organization is responsible for some of the great Progressive Era reform movements such as child labor, pure food and municipal improvement. However, a significant decline in membership has left many board

members questioning the promotion of their own history. Members themselves claim that we are “living in the past,” and generally express little interest in organizational history. There is no budgeted money for archival outreach.

The archive overcomes this in many ways. Most importantly, a Friend group is actively built which encourages donations. A newsletter is sent to Friends and members in leadership positions calling attention to research and collections news. Donation money supports a researcher fellowship and collaborations have been established with the National Museum of Women’s History and National Women’s History Month.

CALENDAR

Jim Cross

July 10-July 22, 2005 The 19th annual Western Archives Institute will be held at the University of California, Davis. Contact the Administrator, Western Archives Institute, 1020 O Street, Sacramento, CA 95814, telephone 916-653-7715, e-mail: ArchivesWeb@ss.ca.gov. The application package is available on the California State Archives’ website at <http://www.ss.ca.gov/archives/archives.htm> and on the Society of California Archivists’ website at <http://www.calarchivists.org/>.

Aug 13-21, 2005 The Society of American Archivists will be holding its Annual Meeting in New Orleans, Louisiana at the Riverside Hilton. For more information contact the Society of American Archivists, 600 S. Federal, Suite 504, Chicago IL 60605, telephone 312-922-0140, e-mail info@archivists.org, or visit their website at <http://www.archivists.org>.

Sept 11-15, 2005 The Annual Conference of the International Association of Sound and Audiovisual Archives "Archives speak: who listens?" will be held in Barcelona, Spain. Contact the Taleia Cultura by telephone at +34 93 268 71 23 (office hours: 8,00 h to 15,00 h, local time) or by e-mail at taleia@taleiacultura.com for more information. Information on the conference can also be found at their web site at <http://www.gencat.net/bc/iasa2005/index.htm>.

Sept 29-Oct 1, 2005 The Midwest Archives Conference fall 2005 meeting will be held in Bloomington, Indiana. See their website at <http://www.midwestarchives.org/> or contact ranger@uwosh.edu for additional information.

Oct 6-8, 2005 The Australian Society of Archivists, Archives and Records Association of NZ (ARANZ), and NZ Society of Archivists joint 2005 conference will be

held in Wellington, New Zealand with the theme "Archives and Communities." For more information check out the ASA website at <http://www.archivists.org.au/index.html>.

Oct 20-22, 2005 MARAC will hold its fall meeting in Dover, Delaware. For more information contact MARAC at 8233 Old Courthouse Road, Suite 200, Vienna, VA 22182, telephone 703 556-4905, or e-mail catherine@lamoureux.us.

Nov 1, 2005 is the deadline to register for the Modern Archives Institute, National Archives and Records Administration, Washington, DC. Contact: Modern Archives Institute, Professional Development and Training (PDT), National Archives and Records Administration, Room 3110, 8601 Adelphi Road, College Park MD 20740-6001.

Nov 30-Dec 3, 2005 The Association of Moving Image Archivists (AMIA) Conference will be held in Austin, Texas. Contact AMIA at 1313 N. Vine Street, Hollywood, CA 90028, telephone 323-463-1506, e-mail AMIA@amianet.org for more information.

WEBSITE REVIEW

Jessica Lacher-Feldman

***Publishers’ Bindings Online, 1815-1930: The Art of Books* --- bindings.lib.ua.edu**

I’d like to take this opportunity to talk about a web resource near and dear to my heart, *Publishers’ Bindings Online (PBO)*.

PBO is a three-year IMLS funded project between the libraries of the University of Alabama and the University of Wisconsin-Madison. Upon completion in September 2006, the PBO project will make available over 10,000 images and rich metadata in a fully searchable database of 19th and early 20th century books. The project fosters appreciation and understanding of the physical characteristics of the book covers themselves as well as the visual iconography contained in the covers and endsheets, and related materials. In addition, the project provides end users with a host of other materials including a bibliography; galleries (including essays and materials on *Uncle Tom’s Cabin*, Lafcadio Hearn, and the Industrial Revolution to name a few); lesson plans; tutorials; web resources; and research resources on these books and their place in 19th c. American history and culture.

The project is also working towards becoming an information portal for research, scholarship and interest in the 19th century book as *object* – creating awareness and further interest in what one might consider “medium-rare books” – books in special collections as well as in the general stacks of libraries all across the United States.