



# ADVOCATING FOR ARCHIVES

2015 SFA Pre-conference Workshop  
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*Co-sponsors: Society of American Archivists & Regional Archival Associations Consortium  
Content developed using workshop materials provided by David Carmichael and Jelain Chubb, "Advocating for Archives," August 11, 2014, Washington, DC.*



# Workshop Objectives

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- Define advocacy
- Learn to outline institutional goals
- Learn to identify audience(s) and messenger(s)
- Develop an advocacy message and determine delivery methods
- Apply workshop tools to build your own advocacy plan



# What is Advocacy?

## Advocacy according to the Internet ...

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- The office, position, or function of an advocate (in various senses). Also: the action or an act of advocating something.
  - Oxford English Dictionary
- Advocacy is a calling for action. – Matthew Felling, journalist
- Advocacy is vouching for something because you believe in it. Advocacy is earned by cultivating relationships, reputations, and trust.
  - Lisa Grimm, public relations expert
- The act or process of supporting a cause or proposal: the act or process of advocating something. – Merriam-Webster.com

## Advocacy according to SAA ...

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Archivists promote the use and understanding of the historical record. They serve as advocates for their own archival programs and institutional needs. They also advocate for the application of archival values in a variety of settings including, to the extent consistent with their institutional responsibilities, the political arena. Archivists seek to contribute to the formation of public policy related to archival and recordkeeping concerns and to ensure that their expertise is used in the public interest.

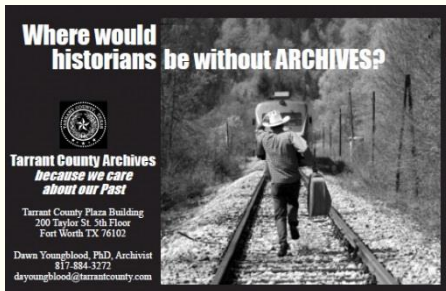
- <http://www2.archivists.org/statements/saa-core-values-statement-and-code-of-ethics>

# What is Advocacy?

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Advocacy is giving a focused, purposeful message to a targeted audience to effect a positive change for your cause.



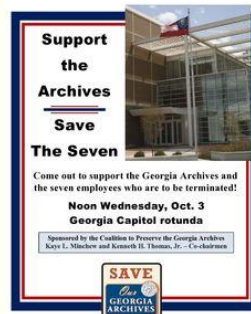
**Where would historians be without ARCHIVES?**

**Tarrant County Archives**  
*because we care about our Past*

Tarrant County Plaza Building  
200 Taylor St. 5th Floor  
Fort Worth TX 76102

Dwara Youngblood, Ph.D., Archivist  
817-894-5172  
dyoungblood@tarrantcounty.com

The poster features a black and white photograph of a person in a hat and work clothes walking on a narrow-gauge railway track through a wooded area.



**Support the Archives**  
**Save The Seven**

Come out to support the Georgia Archives and the seven employees who are to be terminated!

**Noon Wednesday, Oct. 3**  
**Georgia Capitol rotunda**

Sponsored by the Coalition to Preserve the Georgia Archives  
Kays L. Mitchell and Kenneth H. Thomas, Jr. - Co-chairmen

**SAVE GEORGIA ARCHIVES**

The poster includes a photograph of the Georgia State Capitol building.



**Archives in crisis: in 1922 the bulk of Ireland's documentary heritage was destroyed. To debate a proposed merger of the National Archives of Ireland into the National Library. Our symposium poses a stark question: what will be the state of Irish culture in 2022 on the anniversary of the First World War?**

Speakers: Frances O'Flaherty, Catherine Conboy, David O'Sullivan  
Lecturer: Michael O'Sullivan  
Moderator: Dr. Michael O'Sullivan  
Co-organisers: Dr. Michael O'Sullivan, Dr. Michael O'Sullivan  
Sponsored by: The National Library of Ireland, The National Archives of Ireland, The National Library of Ireland, The National Archives of Ireland

The poster features a photograph of a large, historic building, likely a library or archive.



**INTERNET ARCHIVE**

**12 Hours Dark: the Internet Archive vs. Censorship**

The Internet Archive believes that it is critical to protest and raise awareness of pending legislation in the United States: House Bill 3281, The Stop Online Piracy Act (SOPA) and S.968, the PROTECT IP Act (PIPA).

We are going dark from 6am to 6pm PST on Wednesday, January 18 (14:00 - 02:00 UTC) to drive a message to Washington. We need your help to do this.

Legislation such as this directly affects libraries (pdf) such as the Internet Archive, which collects, preserves, and offers access to cultural materials. Furthermore, these laws can negatively affect the ecosystem of web publishing that led to the emergence of the Internet Archive.

For United States residents, please take action.

For non-US Residents: Sorry for dragging you into this, and if you are willing please sign a petition to the State Department to express your concern.

The poster features the Internet Archive logo, which is a stylized classical building with columns.

## What are Goals?

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Goals are specific needs or actions targeted at specific audiences with specific outcomes that will produce specific benefits.

## Activity 1: Identify the issue and goal

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- (1) Select a scenario
- (2) Assess institutional need
- (3) Outline a goal statement to support advocacy efforts

Sample goal statement:

The *Preserving the American Historical Record Act* (PAHR) will increase federal support for state and local archival records held by government agencies, historical societies, libraries, and related organizations. This initiative would provide \$50 million in formula-based funding to support pass-through grants to preserve and provide access to historical records in each state and territory.



## Activity 1: Identify the issue and goal

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What do you want  
to change and  
why?



## Activity 2: Identify the audience and messenger(s)

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Using the same scenario, identify the primary audience and potential messenger(s).



## Activity 2: Identify the audience and messenger(s)

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Step  
1

Who talks to  
whom?

Step  
2

Who can  
make or  
break your  
desired  
change?

Step  
3

Who will  
carry your  
message?

Step  
4

How will the  
audience and  
messengers  
connect?

## Activity 3: Determine advocacy message strength

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Some messages are unchangeable; others always change.

**Unchangeable:** Core message

**Always changing:** Appealing to self-interest

## Activity 3: Determine advocacy message strength

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“Professional archivists care for more than 44 billion items in archival repositories.”

*VS.*

“Archivists help nourish the intellectual appetites of students and other learners at all levels of society.”

## Activity 3: Determine advocacy message strength

Do these messages demonstrate the value of archives?

Who might they influence?

How could they be more effective?

What's the long-term goal?

# Advocating Successfully

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- Make it human
- Pack your bags
- Consider your approach
- Gather your resources
- Be persistent, agile and timely

## Activity 4: Build YOUR Advocacy Plan

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Wrap-up:

Apply what you've learned to your own situation.



KEEP CALM <sup>AND</sup>  
CARRY ON?

NO THANKS.

I'D  
RATHER

RAISE HELL

&

CHANGE <sup>THE</sup>  
WORLD

THANK YOU!  
ENJOY THE  
SEA ANNUAL MEETING

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