

PROMOTING THE SOCIO-CULTURAL STANDING OF YOUR ARCHIVE

SOME GENERAL POINTERS

- 1 Have a sound intellectual and philosophical basis. Anticipate the contrary arguments and have ready answers. Always assume you will have to convince people from first principles. Have the courage of conviction. Know your collection so you can give examples.
- 2 Encourage quality research so the heritage is given a socio-cultural and historical context and a widening circle of awareness that is factually based and rooted in your culture and society.
- 3 Develop a sound, published policy base for all your activities – e.g. preservation, collection management, access, etc. Have a collection development policy that is rational and accountable and demonstrably workable, and responsive to cultural values.
- 4 Encourage access, and hence visibility and utility. Use of your collection demonstrates its value to society.
- 5 Identify the aspects of your society and culture that are best documented/ best demonstrated by the AV media.
- 6 Imagine and be able to dramatise a “loss” scenario. How much would it matter if ALL your AV heritage was lost? Sensitise people to the fragility of the heritage.
- 7 Argue for its status by analogy. AV heritage is just as important as the written word, the painting, other forms of expression. Point to other archives as models.
- 8 Analyse the advantages, and disadvantages, of the nature of AV heritage as popular culture.
- 9 Understand the influence of the AV heritage in your society: as art, informer, persuader, documenter of daily life, recorder of historical events, inspirer. What has been the effect of cultural imperialism? How has your country responded?
- 10 Do a SWOT analysis