



**KCA Spring Meeting 1997  
Kentucky Building  
Western Kentucky University, Bowling Green  
Friday, April 18, 1997**

**Announcements and business meeting:**

Bill Morison of the University of Louisville, incumbent chair, presided over the meeting. Ballots were passed out with the names of five nominees for three vacancies on the KCA Administrative Board. The nominees were Roger Adams, Northern Kentucky University, Delinda Buie, University of Louisville, Jim Holmberg, The Filson Club, Sue Lynn McGuire, Western Kentucky University, and Shannon Wilson, Berea College. Further nominations from the floor were solicited. None were forthcoming so the election was held among those previously named. Roger Adams, Jim Holmberg, and Sue Lynn McGuire were selected in the close election. Becky Ryder of the University of Kentucky was elected the new chair later in the day when the new board met for the first time. Lynne Hollingsworth of the Kentucky Historical Society continues to serve for a second year. Bill Morison of the University of Louisville becomes chair ex officio, succeeding his predecessor, Bill Kostlevy of Asbury Theological Seminary.

Bill brought a proposal to the group from the Board that the annual dues, \$6, be raised in 1998 to \$10. With no discussion, the measure passed unanimously. Members may still pay \$6 if they have not yet paid dues for 1997.

Roger Adams announced a major anonymous gift to his institution, Northern Kentucky University, of Richard Collins' original copy of his father Lewis' 1847 *History of Kentucky*, with Richard's manuscript notes in the margin. These notes were made in preparation for Richard's revised edition, which was published in 1874 as *Collins' Historical Sketches of Kentucky*.

Bill reported that the Board was considering one of the state parks for the fall 1997 meeting, probably either General Butler near Carrollton, or Pine Mountain, near Pineville. He mentioned possibilities being considered for 1998. Spring 1998 may be held at the new W.T. Young Library now under construction at the University of Kentucky. Becky Ryder said that the meeting might be linked to a dedicatory event, such as the naming of the library's new conservation laboratory. Bill said the fall 1998 meeting may be held at the historic Farnsley-Moremén house in Jefferson County, hosted by the Jefferson County Archives.

Bill announced that the KCA Archives were going to return to Western Kentucky University from the University of Louisville, where they have been housed during the past decade. U of L has agreed to take on a new service to KCA, in the form of creating and hosting the KCA Web page, under the administration of Mary Margaret Bell. Mary Margaret solicited help from the membership along the lines of material sent to the newsletter editor, in providing material and suggestions to her for the new Web page.

### **Image in the Rear View Mirror**

KCA members present were asked to give their reminiscences at this commemoration of KCA's twentieth anniversary. Pat Hodges of Western Kentucky University noted that she was a charter member of KCA and a charter member of the Tennessee Archivists as well. Bill requested that former KCA chairs in the audience stand to be recognized.

Gerald Roberts, Berea College, spoke of his tenure as chair in 1979-1980. He remembered he was called on to write a letter to "Dear Jimmy" in the White House in his capacity as KCA chair but now can't remember why.

Another former chair, Sue Lynn McGuire of Western, recollected that KCA received preliminary overtures from the newly forming Southern Archivists Conference during her term. The Southern group was really interested in soliciting the Tennessee Archivists, with whom KCA was then holding a joint meeting. Sue Lynn had conversations with SAA officials then compiling a new list of regional organizations about why KCA wasn't in SAC or the Midwest Archivists Conference (MAC), and we realized we're still a typical border state!

Sr. Emma Cecilia Busam remembered hosting KCA twice at her motherhouse, Mount St. Joseph near Owensboro. She circulated photographs and other memorabilia for members to peruse.

Delinda Buie of the University of Louisville recalled bringing a U of L colleague who was interested in membership to a KCA meeting in the mid-1980's. KCA conducted its business meeting, much to the chagrin of the visitor who was concerned that parliamentary procedure wasn't being followed precisely. The visitor was ready to consult her *Roberts' Rules of Order*, which she had conveniently brought along, but KCA stayed true to its roots and history. (Somehow the word form doesn't fit this discussion.) The visitor never returned.

Mary Margaret Bell, also of the University of Louisville, spoke of realities of being chair, reminiscing about one of the meetings in her term when two of four panel speakers canceled at the last minute. Fortunately, as is usually the case with KCA speakers, the two filled the time allotted with wonderful presentations, and Mary Margaret ultimately changed the stretching gestures she was making on the sidelines to "cut!"

### **Selling the Image Panel**

A three-member panel of past and present journalists gave tips on working with the media. Bob Skipper, a representative of University Relations with Western, suggested archivists remember to give advance notice of events and other activities if possible. His remarks concerned how to

work with press relations offices. He advised tailoring press releases and similar material to the audience archivists are trying to reach. Archivists creating press releases should learn journalistic style and deal with facts rather than generalities in the written material. He strongly recommended proofing work before it is sent out. Bob said archives should find out to whom the material should go and what form of communication those people would prefer, e.g., fax or e-mail. Learning when the deadline is will help archivists work more effectively with the press.

Angela Bauer, Living editor for the [Park City Daily News](#) of Bowling Green, described her work. Much of the material concerning the Kentucky Library and Museum at Western would appear in her section of the paper. She advised assisting the reporter to understand the significance of events so the reporter can explain to the public why they would care about the topic. Archivists should help editors and photographers to identify visual possibilities for newspaper photographs and television coverage. Angela recommended that archivists tell the media when events are happening.

Elaine Walker of Peridot Pictures was the final speaker on the panel. Her experience included public relations work with a U.S. Congressman, a local government official, a local television station in Los Angeles, and her current television production company, which has produced documentaries for the *America's Castles* series on the [Arts and Entertainment](#) cable network. Her tips included a recommendation for archives to make decisions about what they want to do in public relations. She noted that archivists can help to make collections interesting or exciting to the public. She suggested that archives look at topics currently in the news, using the example of tobacco. Elaine recommended that repositories find someone with the ability to talk well on camera and she warned against running on and on. She encouraged archives to create a space or choose locations where the camera will see something besides the person talking, relaying an experience she had in conducting an aerial press conference to help media see transportation gridlock as a proposal relating to that issue was discussed.

Elaine also gave practical advice about clothing choices for media interviews. She noted differences between videotape and film, saying that video doesn't show white well. She said checks and small prints, while attractive in person, have a tendency to appear to move when videotaped. She suggested that women wear extra makeup and that men choose a good coat. When wearing clip-on microphones, she advised hiding the cord if possible. Elaine told archivists to look for "hooks" to create excitement and reminded the audience that the media was interested in stories relating to kids.

### **Protecting the Image**

Becky Ryder and Lisa Wood of the University of Kentucky distributed packets and reviewed issues concerning photograph preservation. This presentation was a condensed version of a SOLINET workshop offered at UK earlier this year. Becky and Lisa stressed that providing a proper environment for photographs by controlling temperature and humidity readings and restricting exposure to light were the most important factors in preserving photographs. They also traced the history of film types, considering deterioration issues for nitrate, safety, and color films. They circulated examples of nitrate and safety negatives and also brought many examples of acid-free and protective housings for negatives and prints.

## **Warren County Bicentennial Exhibit**

Those in attendance toured the new exhibit in the Kentucky Museum celebrating the bicentennial of the establishment of Warren County, Kentucky, entitled "Roads, Rails and Rivers."

Lunch included an **official birthday cake** for KCA's twentieth anniversary.

## **Personal Image**

The afternoon session was presented by Dr. Treva Mitchell, WKU Department of Consumer/Family Sciences. She talked about ways to bolster personal self-esteem including visiting the "four rooms of life" daily. These "rooms" included the emotional room, home to passion, laughter, and tears; the cognitive room, encompassing a person's intellect and academic side; the physical room, with attention to fitness issues; and the spiritual room, including meditation and/or other spiritual or religious beliefs. She enlisted the help of some KCA members to illustrate her remarks. As Sue Lynn noted, this will provide strong memories for the thirtieth anniversary in ten years.