

A public library archivists' guide to CRAFTING AN ELEVATOR SPEECH

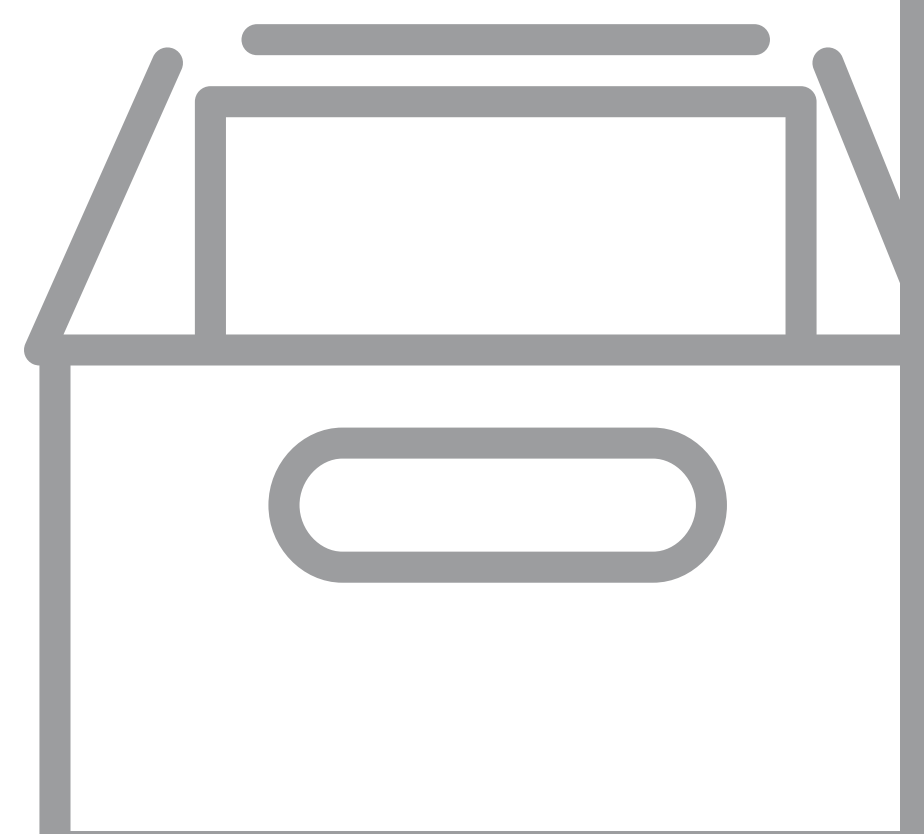
Advocate for your library's archives and special collections by being prepared with a clear and engaging elevator speech. Use the steps below as a guide to building your personalized pitch.

1

Archives and special collections are:

- Records of enduring value that may include ...
- Records of the human experience that may include ...

letters, photographs, sound recordings, books, maps, newspapers, and, increasingly, digital records.



2

Archivists are the professionals who:

- are experts in managing archives and special collections
- focus on collections found in universities, businesses, governments, historical societies, and **public libraries**



3

... In order to:

- move toward a more complete historical record
- explore and learn from the past
- understand our past and learn from it



4

... So that:

We can understand and appreciate our unique local history and culture by engaging with collections and public programs.



5

At your public library, you can:

- Explore and **archives and special collections, including genealogy and local history materials.**
- Find a place where record-keeping, history, and memory **strengthen our communities.**



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American
Archivists

Public Library Archives and
Special Collections Section