

Using a Historic Place to Build Community

How-To Guide: Part 5 - Archives

To gain a better understanding of the process and to jumpstart your efforts, you may want to review the sample assets available within our Archives.

<https://www.mcdanielconsulting.net/archives/>
<https://www.mcdanielconsulting.net/video-archives/>

Photos and Video - critical to the success of your project in terms of bringing it to life and building interest and engagement, is through an abundance of visual media. These include a range of photographs (of people, places, objects, important documents, ephemera, etc.) and video provided by you, by the participants (especially the interviewees), and by the subject of your project, i.e. the historic site, institution, or other entity. www.mcdanielconsulting.net/drayton-hall-book/



Raise expectations before your project is made public through a photo montage on your webpage that helps set the stage for what is to come.

Select key images to promote on social sites prior to launch.



Take an unexpected approach for your website and/or social channels by using your images in compelling ways.

We chose 200+ images to form a relevant "mosaic" of Drayton Hall's iconic main house.



A top priority is fundraising. At the outset, you should define your audience, prepare your strategy, and draft your talking points. Video is an effective format that can be shared across channels - and you can easily film your video using only a smartphone.

Find our video here: <https://bit.ly/StoriesSupport>



Sample Original Transcript and Final Manuscript of the interview with Catherine Brown Braxton and Rebecca Brown Campbell, sisters and descendants of the Bowens family. Compare the original draft with the final manuscript. Do you agree or disagree with the edits that you discern and why? Did you learn something about the importance of editing? Or about what drives the choices that are made? <https://www.mcdanielconsulting.net/archives/>

Be sure to visit **The Writing Center at the University of North Carolina at Chapel Hill** for a helpful handout that will walk you through the process.
<https://writingcenter.unc.edu/tips-and-tools/oral-history/>

Release Forms for Interviewees - Check with your organization's legal counsel to develop an appropriate release form. Here is sample of a basic release from that provides a good starting point:
<https://sites.duke.edu/archivox/2015/01/29/oral-history-basic-release-template/>



Have your organization produce a release form for the interviewee to sign, granting permission to use their photo and transcript. Check with the legal counsel of your organization and try to keep the form simple and straightforward.

Visit the **Drayton Hall Stories Archives** to download sample collateral materials and view project videos – check back often as new materials are being added:

<https://www.mcdanielconsulting.net/archives/>
<https://www.mcdanielconsulting.net/video-archives/>