



Quipu





A NEWSLETTER PUBLISHED BY THE
NEW MEXICO STATE RECORDS CENTER AND ARCHIVES

1205 Camino Carlos Rey, Santa Fe, New Mexico 87507
(505) 476-7900 FAX (505) 476-7901

April 2004

Volume 9.1

In This Issue

-  NM Historical Film Preservation
-  NHPRC Re-grant Award
-  Advertising Exhibit
-  Annual Electronic Records Workshop

Contributing Writers

Randy Forrester received a Bachelor's degree from the University of Missouri in Political Science and a Master's degree from the University of Maryland in Government and Politics. He is the Grants Administrator for the New Mexico State Archives.

Brian Graney is a Senior Archivist in the SRCA Archives and Historical Services Division. He studied at St. John's College in Santa Fe and at the George Eastman House International Museum of Photography and Motion Pictures in Rochester, New York.

Felicia Lujan is a Senior Archivist with the Archives and Historical Services Division. She has earned a Bachelor's degree in Technical Communications and Writing from the College of Santa Fe and has worked with the New Mexico State Records Center and Archives since April of 1999.

Al Regensberg returned to the State Records Center and Archives in December 2002, after a three-year hiatus during which he worked for the National Hispanic Cultural Center in Albuquerque and the NM Department of Health in Santa Fe. He has worked for 15 years as an archivist.

Melissa Salazar holds a Bachelor's degree in journalism and a Master's degree in American Studies from the University of New Mexico. She is Chief of the Archives Bureau.

The New Mexico Historical Film Preservation Project

In December 2003, the Archives Division of the State Records Center and Archives (SRCA) completed its New Mexico Historical Film Preservation Project. Begun in 2002, the Historical Film Preservation Project was conducted with the support of grant funding from the Historical Records Re-grant Program of the New Mexico Historical Records Advisory Board (NMHRAB). This archival preservation project allowed the SRCA to implement recommended archival practices for film handling and storage in order to ensure the long-term preservation of the motion picture films in its collections.

The SRCA holds nearly 5,000 reels of motion picture film in various private and government collections. The collections offer a glimpse into New Mexico's late-nineteenth and twentieth century history, complementing the other historical records housed at the SRCA with a vitality unique to moving images. The collection, preservation, and promotion of these moving image records expand for historians and researchers the notion of what constitutes an historical text and what sort of information might be gleaned from such texts. The film collections of the SRCA include historical actuality footage, newsfilms, state agency productions, home movies, documentary and educational films, and narrative films reaching back to the silent era. Because these collections stand to make important contributions to the present and future study of New Mexico's cultural and social history, including the history of filmmaking within the state, preservation of these films was identified as a priority by the SRCA.

For this project, Archives Bureau Chief Melissa Salazar and Senior Archivists Brian Graney and Al Regensberg focused their efforts on the *New Mexico Historical Film Collection*, which makes up the core of the Archives' film holdings. Two smaller collections, the *St. Francis School Film Collection*

and the *New Mexico State Library Film Collection*, were also included in the project. The films were physically inspected, repaired, outfitted with protective leader, cleaned, and re-housed in inert polypropylene plastic canisters on plastic cores, according to published standards for long-term motion picture storage. A precision shrinkage gauge was used to monitor the advance of deterioration, thus identifying films too shrunken for viewing on sprocket-driven projectors and establishing laboratory preservation priorities.

With the completion of the Historical Film Preservation Project, the Archives has established internal standards to be employed in re-housing the remainder of its film materials and all future film acquisitions. The changes made to storage and handling procedures have also greatly reduced the risk of damage to the films during access.

The funding provided for this project by the NMHRAB's Historical Records Re-grant Program was invaluable in allowing the SRCA to take immediate action to improve these collections. New Mexico repositories would do well to bear in mind this local resource when considering similar projects. For more information about the NMHRAB and the Historical Records Grant Program, please contact Grants Administrator Randy Forrester at 476-7936.

 Brian Graney

NMHRAB Receives NHPRC Re-Grant Award

The New Mexico Historical Records Advisory Board (NMHRAB) has long recognized the scarcity of funds available to institutions to preserve the state's historical records. In answer to these preservation needs, the Board manages re-grant and scholarship programs.

A recent award from the National Historical



Publications and Records Commission (NHPRC) of \$71,164, aside from providing administrative support to the Board, will substantially increase the funds the Board can award to institutions through its re-grant and scholarship programs for 2004 and 2005.

The NMHRAB will be awarding up to \$50,000 for projects and scholarships as part of its fiscal year 2005 funding programs. The deadline for the receipt of applications will be September 1, 2004, and funds will be awarded in October 2004. Projects can start no earlier than November 1, 2004 and must be completed by October 31, 2005.

The Re-grant Program supports projects that identify, preserve, and provide access to New Mexico's historical records. Projects must address the funding priorities established by the NMHRAB in its strategic plan. The funding cap in this category is \$8,500. The minimum award is \$500. Eligible applicants include state and local governmental, tribal, and private non-profit historical records repositories.

The Scholarship Program provides grants to employees or volunteers of historical records repositories to help defray the costs of attending archives and records management training programs. Scholarships are awarded to applicants who demonstrate need, financially and programmatically, as well as a commitment to solving historical records problems. Scholarships cover the cost of training and up to 80 percent of travel costs associated with attending the training.

Additional information about these programs, as well as application forms, are available on-line at www.nmcprr.state.nm.us/nmhrab/nmhrab.htm.

Potential applicants may also contact Randy Forrester, Grants Administrator, at 476-7936 or rforrester@rain.state.nm.us.

✧ Randy Forrester

SRCA Advertising Exhibit

In 1905, New Mexico Governor Miguel A. Otero II signed into law House Bill 33, which allowed any person or business to register "trademarks, trade names or labels" with the Secretary of the Territory. In addition to the legislative intent – to copyright slogans and artwork used to sell goods and

services - what was unintentionally created was a potpourri of colorful, charming, and sometimes controversial advertisements that are sure to conjure nostalgic images for Baby Boomers and especially for their parents.

Beginning April 30, many of the logos, slogans, and advertisements will be displayed on the first floor of the State Library, Archives, and Records Center. The exhibit will, of necessity, represent only a sampling of the items contained in a records series comprising 46 boxes (23 linear feet). The series itself is only one of many in the *Secretary of State Records*. Among the samples chosen are advertisements for still-current brands like Kool-Aid, Land-O'Lakes butter, Ken-L-Ration dog food, Roman Meal cereal, Italian Swiss Colony wines, and Shurfine canned fruits and vegetables. Others selected are for goods apparently no longer in production, such as Gooch's Best Atomic Popcorn, Serv-us Pork and Beans, Red Fox Coffee, and Para La Toz Cough Syrup.

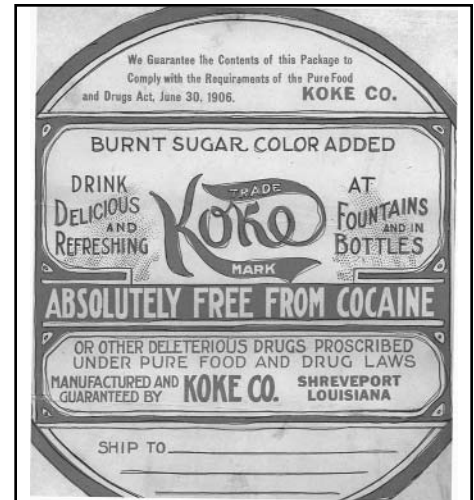


Registration No. 916, Trademarks and Tradenames, Secretary of State's Collection

The series contains a large selection of whiskey labels for such brands as Kit Carson Straight Whiskey, Duffy's Tavern Blended, Paul Revere Straight Rye, Old Stonewall Bourbon, and O.C. Taylor Bourbon, which looks much like the "Old Taylor" that is still sold today. Two whiskey labels, Kit Carson and Sunny State, use the Zia symbol and the gold or gold-like colors of the New Mexico state flag.

Some of the registrations have controversial histories. For example the trademark "Koke" was registered in New Mexico in 1910, by J.C. Mayfield of Shreveport, Louisiana. Koke's advertisement announced that the soft drink was "absolutely free from

cocaine," and apparently the company competed very well against the older Coca-Cola Company of Atlanta, Georgia, founded in 1886 by Dr. John S. Pemberton. In 1942, Coca-Cola won a lawsuit against Koke in the U.S. District Court for Arizona, and Koke was ordered to quit using the name and images and pay all court costs. (According to the Coca-Cola Internet website, cocaine has never been an ingredient in Coke.)



Registration No. 52, Trademarks and Tradenames, Secretary of State's Collection

Two images in the exhibit are controversial for different reasons. The first is an unflattering portrait of Aunt Jemima, and the second is a sack of flour sold under the brand name *Swastika* that was registered on May 20, 1910 by the Monte Vista Milling and Elevator Company of Colorado.

Researchers interested in documenting the history of advertising and marketing in New Mexico may wish to research the following collections at the State Records Center and Archives:

- ❑ Trademark and trade name documents in the *Secretary of State Records*
- ❑ Incorporation papers in the *State Corporation Commission Records*
- ❑ License applications for merchants in the *County Clerk Records*
- ❑ Records of licenses issued and taxes collected in the *State Auditor Records*
- ❑ Newspaper collections
- ❑ State business directories
- ❑ Telephone books

As a side note, for those readers interested

in learning more about the history of advertising in the United States, Duke University has an excellent website at <http://scriptorium.lib.duke.edu/ea/> that offers over 9,000 images, database information, and a timeline that includes events in technology, media, marketing, and advertising. Among the entries in the timeline are:

1841 – Volney B. Palmer opens the first American ad agency in Philadelphia.

1851 – Benjamin Bratt is the first to manufacture and mass-market bar soap; I.M. Singer begins production of sewing machines and within ten years dominates the market; and the first issue of the *New York Times* is published.

1861 – There are 20 advertising agencies in New York City, and the first Sunday edition of the *New York Times* is published.

1871 – 121 brand names and trademarks are registered with the US Patent Office, and by the year 1875, 1,138 brand names and trademarks are registered.

1872 - Montgomery Ward begins a mail-order business by issuing its first catalog.

1876 – Alexander Graham Bell patents the telephone.

1881 – James Bonsack develops an efficient cigarette-rolling machine that causes a sharp increase in sales.

1891 – Nathan Fowler, in *Advertising Age* magazine, recommends that advertising be directed to women because they make most of the purchasing decisions in a family.

1901 – Henry Ford defeats Alexander Winton in a ten-mile race; the Eastman Kodak Company is formed; and US Steel merges ten companies and becomes the largest corporation in the world.

For more information, please call Al Regensberg at (505) 476-7946.

 Al Regensberg



Annual Electronic Records Workshop

The Commission of Public Records - State Records Center and Archives will offer its annual workshop on electronic records on April 15 and 16, 2004.

The focus of the workshop changes each year in order to provide participants with information about different aspects of the management of electronic records. This year the first day of the training will address retention for electronic records. Records created and maintained in electronic format must comply with the same legal requirements as paper records or records in other formats; accordingly, understanding retention requirements and the attendant legal,

technical, and practical issues is crucial if agencies and other organizations are to avoid violations of law and the resultant potential for often costly litigation. On the second day, the half-day session will provide a forum for discussion of various strategies for managing the life cycle of computer-generated information and of how a number of electronic records management issues fit within the framework established by administrative law in the rule, *Management of Electronic Records*.

The responsibility for the proper management of electronic records rests not just with records managers but also with anyone creating those records - potentially anyone with a pc on his or her desk. However, that responsibility often falls especially heavily upon information technology (IT) professionals. In managing applications, in performing backups, in transferring files and configuring work stations, even in providing training and advice to other employees, the IT professional can, however inadvertently, alter the content and form of electronic records or destroy or contribute to the destruction of such records. Today it is more important that ever that records managers and IT professionals understand at least the basics of each other's fields of expertise.

No one wants to be the one at whom the finger is pointed when a record has been inappropriately destroyed - or possibly even unnecessarily retained - or cannot be located. Especially, no one wants to be that person when the record becomes the object of subpoena or otherwise an issue in litigation. This workshop is intended to provide records managers and IT professionals, and indeed anyone with a role in the creation and maintenance of electronic records, information that hopefully can keep the participant out of that spot and help ensure that the public interest is also protected.

The cost for the workshop, which will be held in Room 2027 at the State Records Center and Archives at 1209 Camino Carlos Rey in Santa Fe, is \$55.

Following is a summary of the content of the two sessions as provided by the presenters.

Electronic Records Retention: New Strategies for Data Life Cycle Management
Presented by: **David O. Stephens, CRM, FAI**

April 15, 2004 8:30 am to 4:30 pm

Records retention – the act of retaining records for predetermined periods of time

with subsequent disposition on a scheduled basis under established management policies and procedures – has been and remains the key component of the records management discipline as it is and has been practiced in the U.S. for more than half a century. And yet records retention has seldom been extended into computing environments as a methodology for managing the life cycle of digital records. This presentation will address this matter and will include discussion of the issues listed below.

© *Records Retention: The Foundation for Enterprise Records Management*

© *Electronic Records Retention as a Data Life Cycle Management Strategy*

© *Building the Business Case for Electronic Records Retention*

© *Scheduling Electronic Records for Retention: Ten Basic Principles*

© *Working with IT Specialists on Enterprise Data Retention Projects*

David O. Stephens, CRM, FAI, is an internationally recognized authority in the records and information management arena. He has over thirty years of experience in the field and has developed or improved records management programs for more than two hundred corporations and government agencies throughout the United States. He is also a leading authority on the international aspects of records management, having lectured or consulted in some 20 countries. Mr. Stephens is a Certified Records Manager and co-author of the fourth edition of the book *Information and Records Management*, which is generally regarded as the standard reference work on records management in North America. His latest book is *Electronic Records Retention: New Strategies for Data Life Cycle Management*, which he co-authored with Roderick C. Wallace.

Management of Electronic Records in Government

April 16, 2004, 8:30 am – 12 noon

Today records managers and information technology managers are faced with the challenge of managing electronic records over their entire life cycle. This session is meant to facilitate dialogue among those attending about needed operational changes and employment of professional methodologies for life cycle management of computer-based information. The State Records Center and Archives (SRCA) will provide a forum in which these issues can be discussed

and guidance can be offered to participants on how to apply the principles of records retention to computer-based, record-keeping environments. Issues associated with the preservation, access, migration, and re-generation of public records on electronic media as they pertain to the SRCA rule *Management of Electronic Records*, 1.13.3 NMAC, will also be discussed.

To register or for more information visit the Commission of Public Records website at www.nmcprr.state.nm.us or call (505) 476-7902.



Archivists Participate in Regional Conferences

Archivists will continue their efforts to increase public awareness and understanding of the New Mexico State Archives, its holdings, and the state's history by participating in local and regional conferences in April and May.

Archivists with the State Records Center and Archives (SRCA) are slated to present a session entitled *Historic-to-Modern Transitions on Record* at the Historical Society of New Mexico 2004 Conference on Friday, April 23, 2004. The session will focus on primary sources and materials located in the State Archives. Specific topics will include the Gonzales family of Los Alamos, the first government efforts to encourage tourism, and the roots of public education in New Mexico.

Senior Archivist Felicia Lujan will present *Home, Heart and Education: Moral Fibers of the Gonzales Family*. Ms. Lujan will provide information on primary sources available on the Gonzales family and will discuss various research methods for locating materials. Her presentation will focus on the historic-to-modern transitions in Los Alamos as seen and experienced by this family. She will also show historic footage featuring Benceslado Gonzales from the film *Los Alamos Ranch School and Summer Camp*.

Early Economic Development and Tourism will be the title of a presentation by Archivist Lucille Martinez. Ms. Martinez will address the primary sources that detail the birth of economic development and tourism during the Territorial Period in New Mexico. Her presentation will highlight documents that reveal early methods used by private and governmental organizations to promote economic growth and development. The documents also showcase the multi-faceted

recruitment campaign targeted at various audiences.

Senior Archivist Al Regensberg will present *Education in New Mexico, A Research Guide to Archival Holdings*. Mr. Regensberg will introduce a new guide created to assist researchers who wish to study the history of education in New Mexico. The guide will focus on archival holdings at the SRCA and will provide descriptive information about collections to expedite the hunt for primary documents. The guide will also offer some detail of the early secondary-source references to education in the Spanish and Mexican periods of New Mexico history.

Archivists will also participate in the Society of Southwest Archivists 2004 Annual Meeting in San Antonio, Texas. This year's theme, *Changing Times, Changing Formats*, is intended to explore how new technologies and changing formats have affected the way archivists preserve records for the future.

On Friday, May 28, 2004, The SRCA will conduct a session entitled *Considering Change: Reformatting Film, Photographs, and Electronic Records at the New Mexico State Archives*. The session will focus on format and on re-formatting decisions made at the State Archives regarding historic motion picture films, photographic images, and electronic records. Each presenter will concentrate on a specific medium maintained and preserved by the State Archives.

Ms. Lujan will speak on *Cyber Archives: The Challenge of Preserving Electronic Evidence*. She will explore issues involving the permanent retention of electronic evidence in a traditional paper archive. Her presentation will include discussion of her research on best practices for maintaining an electronic archive of data, including data migration. Ms. Lujan will also speak about how records retention and disposition schedules are used to identify permanent records in state government.

Archives Bureau Chief Melissa Salazar will present *Ones and Zeros: Digitization Projects at the New Mexico State Archives*. Ms. Salazar will focus on digitization projects taking place at the SRCA. She will discuss how decisions to digitize were made, including which photograph collections to digitize. She will also talk about the issues and considerations involved in initiating a digitization project, including access versus preservation, copyright, on-line publication, benefits, maintenance, and cost.

Preserving Motion Picture Film at the New

Mexico State Archives will be the topic of Senior Archivist Brian Graney's presentation. Mr. Graney will discuss the history of the New Mexico Historical Film Collection, its unusual development based on outmoded conceptions of format viability, and the current film preservation and outreach programs.

☀ Melissa Salazar



Friends of the Archives

The New Mexico State Records Center and Archives would like to announce the creation of the *Friends of the Archives*, a formal non-profit support and advocacy group for the State Archives and its programs. As guardian of the state's documentary past, the Archives will receive support in its endeavors to raise awareness of historical records.

Jose Antonio Esquibel has spearheaded efforts to organize the *Friends of the Archives* and has recently received confirmation of official, non-profit status for the group. Mr. Esquibel was instrumental in drafting the by-laws and serves on the Board of Directors with Albert Gallegos and Kermit Hill. "An agency like this is here to serve the public, so it is important to raise awareness," remarked Mr. Hill. "Now the agency can work with funds that supplement what is received from the government," he added.

In coming months, the *Friends* Board of Directors and Archives and Historical Services Division Director Daphne Arnaiz-DeLeon will work to complete the establishment of the group as a non-profit organization and to plan its future development.

Please contact the Archives and Historical Services Division for more information at archives@rain.state.nm.us or by telephone at 505-476-7948.

☀ Felicia Lujan



**Archives and Records
Management
2004 Training Schedule**

Electronic Records

Consultant

4/15/2004 8:30 a.m. - 4:30 p.m.
and
4/16/2004 8:30 a.m. - 12:00 p.m.
NM State Library,
Archives and Records Center
Santa Fe, NM
\$55.00

This workshop is offered annually; however, the topics change each year. Generally, the presentations are specifically designed to help records management professionals in an electronic-records and knowledge-management environment face the challenges of e-mail, XML, COLd, groupware, chat rooms, e-commerce, knowledge repositories, compound documents, live documents, integrated paper and electronic files. While the focus of the workshop varies from year to year, presentations and discussions may include such topics as: the definition of document management vs. records management; identification of records in a knowledge management system; controlled document management; lifecycle management; structured/unstructured data; paper vs. electronic documents and records; legal responsibilities; disaster recovery; the applicability of specific information technology in records management; etc (*Please see article on page 3 of this issue*).

**Emergency Preparedness and Recovery
Amigos Library Services**

6/10/2004 8:30 a.m. - 4:30 p.m.
and
6/11/2004 8:30 a.m. - 4:30 p.m.
NM State Library,
Archives and Records Center
Santa Fe, NM
\$75.00

The workshop will help participants develop disaster planning and recovery procedures and limit, through risk assessment, various types of damage to records. Several disaster plans will be provided as models, and each participating institution will create the

**Members of the New Mexico
Commission of Public Records**

Stanley Hordes, Ph.D., Chairman
Historian

The Honorable Patricia Madrid
Attorney General

The Honorable Domingo Martinez
State Auditor

The Honorable Rebecca Vigil-Giron
Secretary of State

Edward Lopez, Jr.
Secretary, General Services Department

Thaddeus Bejnar
State Law Librarian, Supreme Court Law
Library

Director
Museum of New Mexico

Any questions or comments regarding this newsletter may be directed to Sandra Jaramillo, State Records Administrator, (505) 476-7902. For a copy of the *QUIPU*, please mail your request to the New Mexico State Records Center and Archives, 1205 Camino Carlos Rey, Santa Fe, New Mexico 87507, or call (505) 476-7902.

*The Quipu is available on-line at
<http://www.nmcpr.state.nm.us>.
Printed copies are mailed on request.*

*To request a printed version, please contact
Ruben Rivera at (505)476-7902
or Email rrivera@rain.state.nm.us*