

National Archives Catalog

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What makes a good tag?

We've previously discussed why we tag records in our Catalog, but have you ever thought about what makes a good tag? Since adding tags enhances the National Archives Catalog search capabilities, we find that the best tags are the ones that add new information to a record that isn't already available. If you can find the word in the record's title or scope and content note, add it as a tag - but don't stop there! You can further improve access to that record if you identify an object, person or action in a record that is not already in the description.

Photographs and Graphic Materials

In order to tag these records, take a good look at the image. What do you see? What's happening in the image? Is there an overarching theme or feeling? Do you see any people? What kinds of people? What are they doing? What objects do you see?

Let's take a look at a photograph that can be enhanced with descriptive tags.

The title of this photograph is long and detailed:

Adults Looking Over Bargain Merchandise Placed in the Street on the Sidewalks by Merchants in New Ulm, Minnesota, during their Annual Street Crazy Days Sale, the Town is a County Seat Trading Center of 13,000 in a Farming Area of South Central Minnesota, It was Founded in 1854 by a German Immigrant Land Company that

encouraged its Kinsmen to Emigrate from Europe, the bulk of the Business District is on Minnesota Street which has been Revitalized with Community Effort, 7/1974



What tags can be found in the title or scope and content note?

Adults

Merchandise

Street

New Ulm

Minnesota

German

Immigrant

Business district

sidewalk

What tags would enhance this description even more?

Shoppers

Shirts

Awning

Sign

Glasses

bowtie

Textual Records

Textual records aren't as straightforward as photographs and posters. What is most helpful is tagging the names of key people in the record - those who are not listed in the title or scope and content note. You can also add subjects, locations, and anything else you can identify.

Let's look at this letter titled, <u>Letter to President Lyndon B. Johnson from Jackie</u>
Robinson

What tags can be found in the title or scope and content note?

Lyndon B. Johnson

Jackie Robinson Letter



PLEASE REPLY TO: 22 W. SST/ STREET NEW YORK 19, NEW YORK

111

STATE OF NEW YORK
EXECUTIVE CHAMBER
ALBANY

April 18, 1967

Dear Mr. President:

First, let me thank you for pursuing a course towards Civil Rights that no President in our history has pursued. I am confident your dedication will not only continue, but will be accelerated dependent on the needs of all Americans.

While I sm certain your faith has been shaken by demonstrations against the Viet Nam war, I hope the actions of any one individual does not make you feel as Vice President Humphrey does, that Dr. King's stand will hurt the Civil Rights movement. It would not be fair to the thousands of our Negro fighting men who are giving their lives because they believe, in most instances, that our Viet Nam stand is just. There are hundreds of thousands of us at home who are not certain why we are in the war. We feel, however, that you and your staff know what is best and we are willing to support your efforts for a honorable solution to the war.

I do feel you must make it infinitely clear, that regardless of who demonstrates, that your position will not change toward the rights of all people; that you will continue to press for justice for all Americans and that a strong stand now will have great effect upon young Negro Americans who could resort to violence unless they are reassured. Recent riots in Tennessee

continued.

What tags would enhance this description even more?

Civil Rights

Vietnam War

Baseball player

Herbert Humphrey

African Americans

Riots

Tennessee

Cleveland

Ohio



PLEASE REPLY TO: 22 W. BBU NTREET NEW YORK 19, NEW YORK STATE OF NEW YORK

EXECUTIVE CHAMBER

ALDANY

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and Cleveland Ohio is warning enough. Your concern based on causes and not on whether it will hurt the Civil Rights effort, could have a wholesale effect on our youth.

I appreciate the difficult role any President has. I believe, also, yours is perhaps the most difficult any President has had. I hope God gives you the wisdom and strength to come through this crisis at home, and that an end to the war in Viet Nam is achieved very

Again Sir, let me thank you for your domestic stand on Civil Rights. We need an even firmer stand as the issues become more personal and the gap between black and white Americans get wider.

Sincerely yours.

Jucke Bolinson

The Honorable Lyndon B. Johnson The President of the United States The White House Washington 25, D.C.

cc: Hon. Hubert H. Humphrey Gov. Nelson A. Rockefeller

Where should you add these tags?

There are two places to add tags to a description.



1. Tags can be added to the field on the left of the description.



2. Or if you'd like a tag to identify something on a particular page, click *View/Add Contributions* and add the tag below the correct page.

Ready to try out tagging? Visit our <u>Citizen Archivist Dashboard</u> and start a tagging mission.



Looking for experts and enthusiasts

Do you have expertise about **planes** or **trains**? We can use you! Come and add details as tags into our descriptions.

<u>Tag Planes</u> <u>Tag Trains</u>

The Winding Journey of Bill Genaust's Flag Raising Footage



When the National Archives investigated the true identity of the flag raisers in Bill Genaust's footage of the first and second flag raisings on Iwo Jima and the iconic photograph by Joe Rosenthal, staffers discovered that the agency never received the original film shot on February 23, 1945. In this program, Supervisory Motion Picture Preservation Specialist Criss Kovac provides information about Bill Genaust and how the film was shot, developed, assembled, and used during the World War II and throughout history. Watch this program on YouTube.









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