

News Archives: the untapped resource

Caught in the struggle to survive, most newsrooms today are failing to tap the extensive value of the news content they've already produced, often at great cost over the years. But as a yearlong examination shows, there's potential revenue, traffic and readership in the rich troves of existing news content, if newsrooms can harness the tools and resources to tap them. To help understand this untapped value, we'll explore the benefits of utilizing already-published content, provide insights into problems affecting news preservation and share examples of newsrooms that found creative ways to make their past content relevant for today's digital readership.

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Introduction

What this report is about

News archives are a resource not often discussed in newsrooms today. The once rich repositories of carefully preserved news and research data, tended by trained librarians and staff experts are mostly gone now or hanging on by a thread, with notable exceptions at the largest media organizations.

Once a point of pride in newsrooms across the country, most news archives and staff succumbed to financial pressures of recent decades as news organizations struggled to survive the shift to digital news channels that dissolved old business models. In their place we now see mostly limited, inadequate substitutes:

- Impersonal, third-party syndication services housing automated and incomplete uploads of news story text, often with few if any visuals or presentation context, especially for digital.
- Little to no descriptive metadata, the once-critical details that trained librarians provided to distinguish feature stories from breaking news, profiles from Q&As, metadata that helped ensure journalists could find specific stories they needed from the past.
- Reproductions of older content on modern web CMS platforms, often missing key elements such as images, maps, graphics, links and metadata that don't match today's ever-shifting digital display preferences or didn't survive intervening tech transitions.
- CMS databases that often extend back only to the last system migration, with little metadata beyond a publishing date and an auto-generated ID number.

While these changes may have been difficult to avoid in the newsroom struggle to survive, the widespread cuts in news preservation efforts leave a widening gap in the capabilities of the news organizations to protect their content as part of the public record, to provide adequate public access and to tap this content for critical context and background that reporters and readers need to cover and understand today's breaking news.

It doesn't have to be this way. After talking with more than 50 different newsrooms in North America and Europe for this research, one of the key reasons I observed for the current state of affairs in news preservation is the lack of understanding of the unique value in vast stores of existing news content.

With experts largely gone, there's a growing gap in recognizing the genuine value of content stored deep in the bowels of a CMS, an archive system, or outsourced to a third-party syndication service. It doesn't matter whether the collection goes back two years, 10 years or 100 years. This is content that's already owned, already published, generated through an investment of time and money to create and send out into the world.

It's not just yesterday's news. It's the background needed for today's news. It can help news consumers across political and cultural divides who struggle with the uncertainty and conflict of 21st Century life, who seek context and meaning in the daily tidal wave of news that rushes past us 24 hours a day.

It can tell readers why a new Supreme Court decision happened, unearthing cases in the past that determine the precedents for today's decisions. It can inspire a community with the heroism and courage it took to tackle injustices that made life better for people today. Or it can help readers understand how an issue such as real estate redlining and discriminatory government policy lingers in so many of today's neighborhoods, decades after these policies were outlawed.

In short, news archives have tremendous potential value. At a time when newsrooms need all the benefits they can get in revenue, web traffic and reader engagement in a highly polarized society, this is one asset that has proven time and again to deliver for communities across the country. And it can help play a critical role in building or rebuilding a trust relationship with the communities each newsroom covers.

This report contains the findings of a year-long research effort into the value of good preservation practices to the news publishing and broadcast industry, and the benefits this can provide to today's struggling newsrooms.

The research for this project involved conversations and communications with news reporters and editors, technology staff, managers and news library staff at dozens of news organizations in 2019 and 2020. Through these contacts I gathered examples of what newsrooms are doing now, what's working for them in putting their archives to use, why these are successful, what tools and technologies are involved, and what results and outcomes they have seen.

That's what you'll find in this report: excellent examples to replicate, plus information on how they work, and ideas on how you may be able to apply them in your newsroom.

Acknowledgements

This research was made possible through the generous support of the Reynolds Journalism Institute. As an RJI Non-Resident Fellow for 2019-2020, I've had the good fortune to devote time and travel, energy and enthusiasm to examination of this industry-wide problem, building on the perspective gained through 40 years in journalism as a reporter, editor and technology manager primarily with The Charlotte Observer and parent company McClatchy.

I'm especially grateful for the support and encouragement of RJI's Director, Randy Picht; and to Edward McCain, Digital Curator of Journalism at RJI and the Missouri University Libraries; and Dorothy Carner, Head of the Journalism Libraries; as well as RJI's other terrific staff members. It's been a joy to be able to research issues I've been increasingly worried about for more than four decades working in the daily news industry. I'm also grateful to the news librarians who taught me so much about preservation, especially our dear departed colleague Marion Paynter, along with former colleagues Sara Klemmer and Maria Albrough, all of the Charlotte Observer;

Teresa Leonard of the News & Observer; Daisy Maxwell of the Fayetteville Observer and many others.

Lastly, I'm in debt to the numerous journalists and others who provided their time, information and insights for this research effort. It's endlessly fascinating and enriching to spend time in newsrooms, reinforcing a kinship with journalists that never fades, despite the deep, seemingly intractable difficulties facing newsrooms today.

The research work for this RJI Fellowship project is a companion report to a separate research effort supported by the Andrew W. Mellon Foundation. The findings of that project are contained in the recent report, "Endangered But Not Too Late: The State of Digital News Preservation," which was released April 19, 2021 by RJI and the University of Missouri Libraries.¹

The "Endangered" project was led by McCain and involved faculty and staff at RJI and the University of Missouri as well as me and others as consultants, interviewers, researchers and contributing authors. This major research project offers an in-depth analysis of why news preservation has deteriorated, the role of technology, workflow and policies in this decline, and identifies best practices and guidance on what news organizations can do to improve the long-term preservation of news content. Information for this Fellowship report was obtained through research conducted for the broader effort, at the same time that research for this project helped inform the broader research. Because of the close alliance of these two projects, RJI and I decided to tie this Fellowship work to the larger project as a companion report.

In this report we keep the focus on benefits, what newsrooms are currently doing to leverage the news content that's already been preserved, starting with the types of benefits available, along with examples of these and how they were done.

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Research Findings

What this analysis found

In talking with news editors and reporters, managers and specialists across the industry I found great examples of tangible benefits that newsrooms gain from their archives. At the Baltimore Afro-American, for example, Archive Manager Savannah Wood turned priceless stories and images from their 128-year-old newspaper archive into an enlightening book about the experiences of Black women in Baltimore during the suffrage movement in the 1920s, released to coincide with the 100th anniversary of the 20th Amendment in the summer of 2020.

I found numerous examples of the seemingly endless gold mine of news stories from the past that echo today's headlines, often in eerily similar ways. Many newsrooms, for example, found similarities to the Spanish Flu Pandemic of 1918 in their community's experiences in the COVID-19 pandemic. Or the numerous media outlets that saw parallels in their own local coverage of the Watergate tapes of the 1970s to modern coverage of President Trump's 2019 Ukraine phone calls and subsequent impeachment. At the Washington Post, reporter Gillian Brockell and colleagues tap these kinds of past-present connections on an almost daily basis to bring much-needed context to today's breaking news headlines for readers across the country.

I also encountered wonderful, if more rare examples such as the lightning flash that went off when Photo Editor Marianne Mather realized that she had stumbled across critical century-old glass plate negatives in the Chicago Tribune's sub-basement, clues that she and journalist Kori Rumore untangled to reveal the surprising backstory to one of America's most popular Broadway musicals and Hollywood movies.

Or the hopeful story of the Detroit Tigers "Roar of '84", told in film through the unique visual insights into key plays throughout that World Series winning season, shot by America's first female Major League Baseball photographer and carefully preserved by her ever since.

It's my hope that these and many more examples detailed in the report will be of interest to anyone in the news industry and the public who worry about what is happening to the growing flood of news content racing past us every day after it's published, broadcast, posted or streamed. This is intended especially for those within the news industry who are concerned about saving this dizzying explosion of digital news channels, news services and social media content we struggle to create and to consume, and who seek inspiration from other news organizations in their own efforts to do a better job in preserving today's surprisingly fragile digital journalism.

Many ways to tap news archives:

The goal of this project was to find the best examples available of how newsrooms are making use of their past content in ways that provide real benefits: from subscriber incentives to social media traffic to special editions and books and even films. Regardless of the kind of benefit, the goal was to understand the wide range of ways that newsrooms are now gaining advantages

through their archives, either financially, in reader engagement and other metrics, or in service to readers and their communities.

In addition, I wanted to learn how these efforts started, what sparked them, how they are accomplished, what tools or systems were needed, what policies or staff positions, funding or grants were required. And how well they worked, what kind of revenue they generated, how much traffic, how many new subscribers, and so on. The idea was to see how well these ideas could be replicated by other news organizations in the US or other countries. To help organize and make sense of these examples, I grouped them into five general types, or categories, shown below with an outline of the similarities in content utilized and benefits.

Types of archive benefits:

1 - Perspective on current news

This category is first because of its importance. After investigating the practice of news preservation in the digital era, it's clear newsrooms that routinely tap their archives to bring perspective to readers on the breaking news of the day are fulfilling one of the most important and effective purposes for preserving news content: to provide background, context and meaning behind today's news stories.

This is a critical function of a news media in our society, providing an independent view on the events of today, as well as events of that past that shape today's headlines. It's the role of a free press, independent of government, business, religion or other institutions. An essential element of this role is the ability to look into the past, into the public record of each local community, as covered *at the time* by local, independent news organizations. This is the irreplaceable role of the news archive.

This report provides many examples of these types of efforts, including the stellar practices of the Washington Post's Retropolis series of stories that follow the news closely, providing perspective on recent topics ranging from the Tulsa "Black Wall Street" massacre of 1921 to the racist origins of the US Senate filibuster.

Many of the best practitioners of this kind of deep perspective journalism are avid aficionados of news archives. "History is an angel being blown backwards into the future," says Brockell's Twitter bio.

Also active is the Chicago Tribune, which ran a fascinating Nov. 3, 2020 online spread showing Tribune front pages from all 27 presidential elections of the past century, including the famous "Dewey Defeats Truman" front page from 1948, an early edition, incomplete result which, as America now knows too well, can change during the course of later vote counting.



A key element of this category of content, in its best form, is that it applies a perspective on news that is most meaningful for that community. Examples include the local Tampa Bay Tribune impeachment editorial from 1974 about President Nixon, and the KOIN-TV story about a far-sighted health director whose actions saved an Oregon community from far worse devastation from the 1918 pandemic.

2 - Special projects, unique content

This category covers specialized content services or projects that usually involve unique content and longer time frames than daily or breaking news. This includes special online presentations, pages, web or print sections, books, magazines or video or film, often highlighting an important or famous (or infamous) event from the past, including anniversary coverage.

One of the most creative examples I encountered is the 30-minute documentary film that the Detroit Free Press produced on “The Roar of ‘84,” highlighting inside-the-newsroom details on how they covered the Detroit Tigers the year they won it all, timed to coincide with the induction of a player from that era into the Major League Baseball Hall of Fame.

We also share details of the Baltimore Afro American book on women’s suffrage, the New York Time’s inviting Past Tense photo essays, and the lavishly illustrated Chicago Tribune 2020 book, “He Had It Coming,” about the female crime reporter whose work was turned into a hit musical decades later.

The key distinguishing element in this set of examples is that they are largely one-time activities, a special product ranging from film to hardcover books that are produced at one point in time. They are also most often based on content that is unique to that news organization and to that city or region, with special meaning for local residents.

3 -High-reader interest, traffic, engagement

This genre of content is one that evolved over the years from the old-style “Today in history” blurbs that many newspapers and radio stations used to run. Nowadays, this takes the form of often highly popular social media channels, especially Instagram and Twitter, with images and video clips that at some newsrooms attract large followings and can go viral.

The Vintage Chicago photos from the Chicago Tribune are one highly popular example on both their website and Instagram, along with high-traffic Instagram sites run by The New York Times, the Los Angeles Times and many more.

One of the key factors for this category of content is the channel: using highly popular social media services to attract large followings of readers and viewers, including many in younger age groups who often do not spend time with primary news channels such as news websites, TV and radio broadcasts and print newspapers or magazines.

4 - Subscription incentive, financial/revenue benefits

This approach is in use by a growing number of news organizations, especially as the business model for local news shifts from advertising to digital subscriptions. Services that enhance the value of subscriptions are becoming more and more popular, building on digital news access to add e-editions, special or premium newsletters, archive access and subscriber-only pricing on special content such as books, magazines, and other premium content. These are also sometimes referred to as reader-loyalty programs and are often used in sales offers for new subscribers. The model for archive-access benefits is The New York Times, which invested heavily to develop the highly popular Times Machine, a service available at no additional cost to any NY Times subscriber.



One key element of this group is the growing use of so-called news paywalls, which limit access to free news content and encourage ongoing subscribers, especially in the digital space where premium incentives such as archive access can be offered through web or app links to help build a subscriber base.

5 - Community service functions

This last category covers a range of options that involve some kind of specialized community service, company or institution such as a university or public library, museum, non-profit or other types of community groups. Great examples of this genre include the Chicago Sun-Times photo archive now housed at the Chicago History Museum, a huge collection that includes images from the long-closed Chicago Daily News that were once thought to be lost; and a once-endangered Ebony and Jet Magazine photo archive, a priceless resource for images of Black America in the 20th Century, saved from oblivion in 2019 through a cooperative non-profit.

Findings: standout examples of archive benefits

1 - Examples: Perspective on current news

When it comes to impact and importance for today's breaking news, one category is easily the most relevant: current news perspective. In many cases these stories, comparing past events to today's, can offer critical background that helps readers understand what's going on in today's news headlines.

Just as importantly, they can drive considerable online traffic when done promptly, played prominently with links to the latest breaking news, and done with a sharp eye on what readers need to understand today's news. Here are details on some of the best examples found through this research.

The Washington Post

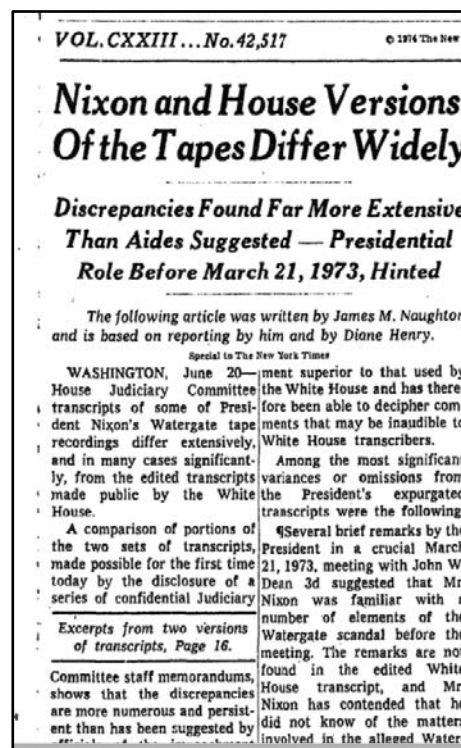
Few newsrooms do this as well or as often as The Washington Post's Brockell and the Retropolis² series. This team includes staff members tasked with the job of mining today's headlines and finding a meaningful connection to the past that can enlighten or explain the news.

When President Donald Trump released a partial transcript in fall 2019 of the much-disputed call with Ukraine's president, within hours Washington Post online readers were treated to a story about an almost exact parallel from 45 years prior.

"That time Nixon released doctored transcripts during Watergate," teased the headline on a Sept. 25, 2019 article by Brockell.³

In it, she explored President Richard Nixon's problems when he gave Congress only transcript excerpts of the infamous Oval Office tapes and claimed they exonerated him. Later release of the full tapes showed the opposite, similar to testimony by Trump administration officials that seemed to upend his claim that his call transcript showed no quid pro quo in pushing Ukraine to investigate an opponent.

More stories based on the Post's and other news archives followed: a piece on the Supreme Court ruling that forced Nixon to hand tapes over to investigators, another on how the GOP scuttled the political career of the one House member who broke with Nixon, and a story about the one person other than Woodward and Bernstein who knew the identity of Deep Throat.



The Retropolis series dips into news archives and other historical resources to provide perspective on today's breaking news headlines. Started in 2017, it became so popular at one point in 2018 that the Post added a podcast that ran for several years, and in 2019 hired Brockell as its first full-time reporter for the series. Retropolis stories have such a strong following that the Post often presents them prominently on the home page of its main website.

What accounts for the popularity of this series of stories offering perspective on breaking news?

"One word: context," Brockell says. "Everything that's happening in the news today, if you look at our history you can get the context on why this matters, what's changed, what hasn't changed, and how to understand it all."

What made this possible at the Post was a commitment by editors such as Enterprise Editor Lynda Robinson to support this series with resources, including Brockell and other reporters such as Michael Ruane who make frequent repeated contributions.

While this level of commitment may not be possible at most newsrooms, the success of the Post's Retropolis series can still provide strong evidence of the value of providing at least some resources for such reader-friendly and popular work.

The Chicago Tribune, Tampa Bay Times

A similar interest drives such efforts at The Chicago Tribune, which has been tapping archival treasures for years through offerings such as its highly popular Chicago Flashback⁴ series of stories that feature unique treasures such as a photo archive of millions of images going back through most of the Tribune's history.

One example appeared in 2019 when Trump's first impeachment loomed. To offer Chicago perspective, the Tribune delved into its past content to see how the newspaper's editorial board viewed impeachment during the two previous impeachment events, including Andrew Johnson's impeachment hearings 151 years before. What they found was surprisingly heated rhetoric.

"He has not been wanting in indecorum and outrage," the Tribune's Lara Weber quoted from an editorial published Feb. 24, 1868,⁵ referring to efforts by Johnson to provoke anger toward Congress in hopes of improving election prospects. "He has harangued drunken mobs from the doors of the Executive Mansion, denouncing Senators and Representatives by name as traitors and scoundrels who ought to be hanged..."

"...He has traveled all over the country making speeches in which he invoked the hostility of the country against Congress and against particular members thereof. He has indicated how and when he could put on the robes of a dictator, and how if the people did not repudiate Congress and elect supporters of his policy, they should be subjected to another civil war..."

Sound familiar? That's part of the point, said Weber.

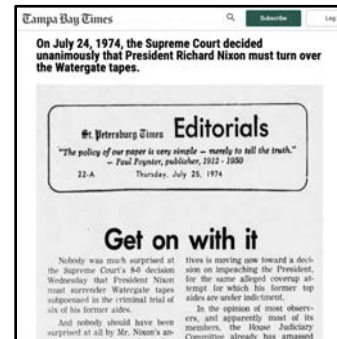
"We feel like it's helpful and useful for readers to understand the way the nation has grappled with these enormous questions in the past," Weber said in a phone interview.

On the impeachment story, other newsrooms saw the same opportunity to tap archives ripe with context for current news headlines.

“Get on with it” urged the St. Petersburg Times on July 25, 1974,⁶ recalling a time after the Watergate break-in when the issue was still not settled.

Editorial page writer Elizabeth Djinis of the renamed Tampa Bay Times in 2019 brought readers back to previous impeachment editorials in a Sept. 25 piece that turned into the paper’s most-read commentary for the next six weeks.

“Since the Watergate break-in was discovered more than a year and a half ago, the whole sorry record is of a White House campaign to bottle up the story and where that wasn’t working, delay, delay, delay, in the hopes the public would weary of hearing about it,” The Times wrote in 1974, drawing parallels to today. “The strategy has worked and is working.”



One popular example of this kind of reporting took place in March 2020 when the Coronavirus Pandemic broke out, prompting many US newsrooms to immediately begin looking back through their archives to find out how their own communities coped with an equally deadly event 100 years earlier.

The Santa Cruz Sentinel

At the Santa Cruz, California, writer Ross Eric Gibson of The Sentinel wrote an April 12 story⁷ of soldiers from nearby Camp Fremont, helping with the harvest of 1918, who weakened and died amid trench-warfare-like conditions in an unusually rainy autumn.

He found stories in their archives of people fainting in the streets as the second and third waves hit their West Coast community in November and December, and of the Spanish flu epidemic taking entire families to their graves.

The Cleveland Plain Dealer

At about the same time, the Cleveland Plain Dealer published a story⁸ about how that city dealt with the 1918 pandemic, drawing an important lesson from their past.

“Cleveland during the 1918 flu had the largest death rate in the state, at 474 per 100,000,” said one expert quoted in the story. “It was not wise to reopen major cities with the flip of a switch after the 1918 flu outbreak. The restrictions were lifted too fast, too soon.”

The Charlotte Observer

For the Charlotte Observer, the story began as “an atmospheric piece,” looking back on that 1918 experience, said reporter Mark Washburn. By following a tip from a local librarian, the story quickly turned into a hard-news piece when death certificates from the period revealed something not previously reported. The result overturned a long-held myth.

Washburn’s story⁹ revealed the truth behind the mistaken belief that the Spanish flu outbreak of 1918 left Charlotte relatively unscathed while other cities like Philadelphia were devastated. In fact, his analysis of death certificates compared to contemporary news reports showed that, by the time the pandemic ended the next year, nearly 800 had died, while city officials publicly reported only half as many.

“And so they’re saying it’s not too bad, not that bad,” Washburn said of city officials at the time, as reported by the Observer in 1918. “But it is, and the numbers are there.”

“I went back through the papers (Charlotte Observer clips). So I have 130 deaths at one point, and here he’s saying there were 25 or 30. Looking through the papers, the mayor and health director were saying things that didn’t add up.”



It was an eerily instructive story for a city facing the very same questions 102 years later: When should schools and business reopen? When can life get back to normal? The answer, and the lesson that Washburn’s reporting uncovered, was that reopening too soon could cause the disease to come roaring back worse than before.

The Staten Island Advance

In New York, Staten Island Advance Writer Tom Wrobieski mined archives and found a surprisingly similar debate¹⁰ in 1918 to today’s tug-of-war between state and city officials over the question of whether children were better off in schools than at home.

Portland TV news draws lessons from 1918

In an April 14 story headlined “Lessons from the 1918 Spanish Flu Pandemic,”¹¹ KOIN-TV in Portland said it was a shutdown order that saved nearby Astoria, Oregon.

When Chief Medical Officer Dr. Nellie Smith Vernon saw numerous soldiers coming down with the flu at nearby Ft. Stevens, she ordered stores, offices and schools to shut down in October 1918, saving possibly hundreds of lives, said a report by KOIN’s Ken Boddie.

In April, Boddie reported, the popular tourist town was again shut down to stop COVID-19. He interviewed McAndrew Burns of the Clatsop County Historical Society, who quoted Vernon’s frequent reminder to Astoria citizens at the time: “Cover up each cough and sneeze. If you don’t you’ll spread disease.”

1918 Pandemic's huge toll in Baltimore

In other cities, the Spanish flu was far more deadly, overwhelming cities like Baltimore, where it took more than 3,000 lives in October 1918 alone, reporter Childs Walker wrote in an April 14, 2020 article in the Baltimore Sun.

“Wagons made grim processions up and down city streets, carrying the afflicted from their homes to mass graves,” he reported. “A sloping section of New Cathedral Cemetery in West Baltimore became known as flu hill. Church bells tolled continuously to honor the dead, while the living swarmed any physician in sight, desperately seeking answers.”

San Antonio TV news looks back

In San Antonio, KSAT-TV found similar patterns to other cities, where an initial lockdown was lifted, leading to subsequent waves of Spanish flu.

“The city opted to open back up, after cases of influenza had sharply declined,” the station reported in an April 14 segment, citing archived records.¹² “Most of November passed with no issue, but by early December, the virus had returned with vigor.” It eventually claimed nearly 900 lives, including 575 soldiers from nearby Ft. Travis.

All these stories on the COVID-19 virus have one thing in common: They depend heavily on archives of contemporary local newspapers and government records, and especially on the often-unsung librarians and archivists who preserve and protect our collective community memories.

“This story would not have happened if not for a research librarian who told me to get down there and look at these certificates,” Washburn said. “That changes everything. You have a detail you never knew existed.”

2 - Examples: Special news content packages

One approach that's proven popular with readers are the many special news projects and products, a category in which widely varying types of existing news content is re-published or re-packaged, and sometimes re-interpreted in new forms that leverage a unique story.

It can be a simple but brilliant idea such as the package The Chicago Tribune did on election day 2020, presenting front page images of the last 27 presidential elections going back 100 years to 1920, with huge screaming headlines such as “Landslide for Ike!” and the infamous “DEWEY DEFEATS TRUMAN” banner headline showing an early edition front page based on incomplete results of the 1948 presidential election.¹³

What sets these apart and makes them appealing is that in most cases, according to the reporters and editors I spoke with, they involve significant research, planning and preparation, as well as production efforts specific to each media form.

And they often involve another key characteristic: they take advantage of content that exists nowhere else but in their own unique news archive collections. News content that was gathered in their own community, published for their own readers or viewers and preserved ever since,

making it possible to retell or reinterpret stories that hold great meaning to the life of a city or state, sometimes telling them in new ways and with a new perspective that adds heightened understanding to something long forgotten.

Here's a look at several excellent examples of this kind of special news content. See Notes at the end of the report for links to these and other examples.

The Roar of '84 - Detroit Free Press

In the fall of 2018, Major League Baseball was about to induct members of the 1984 World Series Champion Detroit Tigers into the Baseball Hall of Fame in Cooperstown. To mark the occasion, the Detroit Free Press chose an innovative way to tell readers about that team and famous season, and at the same time offer an inside-the-newsroom glimpse of how they covered that landmark period. What the newsroom did was to make a film about it all, a documentary film that attracted much public attention and won a documentary film award.¹⁴

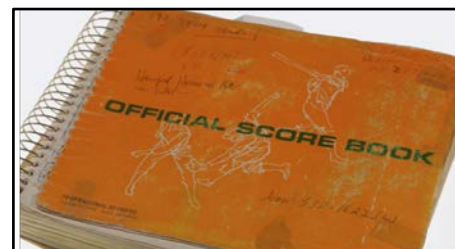
They started by contacting the Free Press beat writer from that time, then retired, and asked him to bring in his game-by-game score book and show readers what that winning season was like in the hieroglyphics of a master scorer.

Play-by-play, through a series of key strikeouts, doubleplays, stolen bases and home runs, the sports reporter took viewers through the 105 games of the miraculous 1984 season, playoffs and pennant, leading up to the World Series. Not only that, but they also asked their now-retired sports photographer, at the time the first female news photographer to cover a major league team, to comb through her frames from that season.

And they filmed it all, with shots of the reporter, closeups of his score book, shots of front pages with breathless, excited headlines, cuts to film from those games, riveting still photos of key moments, and interviews with players and fans, and much more.

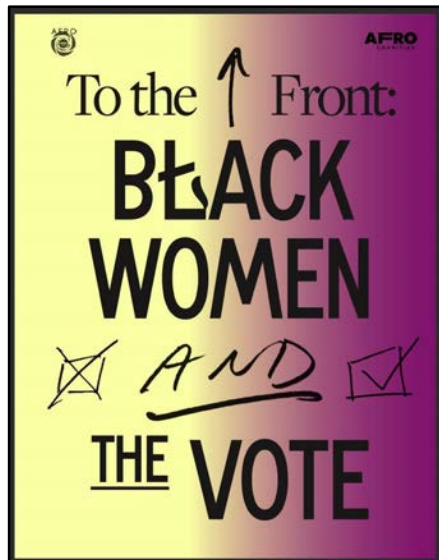
The result is a fascinating, stop-motion review of critical plays at critical moments, one frame at a time, using staff photos to freeze each movement as players lunge for the ball on a line drive, stretch flat-out to tag first base, or leap midair to snag what would have been a homer.

It's a spectacular way to tell a story, to mark an historic moment in the life of Detroit citizens who recall that year fondly. In video form, it's a story you cannot stop watching. What an impressive way to tell this story, what this moment meant to Tiger fans and the community at large. Because of its unique role and staff and resources from the time, the film is done in a way that only this news organization could do.



To The Front: Black Women And The Vote - Baltimore Afro-American

When the Baltimore Afro-American realized the 100th anniversary of the 20th Amendment was coming up, they decided it was time to tell the little-known story of the role Black women played in the struggle to win equal voting rights for America's women.



The project launched Archives Manager Savannah Wood on a search through the 128-year-old collection of one of the oldest Black newspapers in America. What she found was a detailed record of news stories on the public meetings, strategy sessions and debates by Black suffrage leaders in Baltimore and nearby Washington, DC in the decades leading up to 1920. But along the way, Wood also found great human stories about the meaning and impact on real individuals of the bigotry and discrimination of the era.

People such as Frances Ellen Watkins Harper, a poet who lectured on anti-slavery in the 1850s and was a founding member of the American Woman Suffrage Association and the National Association of Colored Women.

“As much as white women need the ballot,” she told a New York convention of this group after touring conditions in the South, “Colored women need it more.”

To celebrate this untold story, Wood gathered newspaper clips and photos from the newspaper along with historical documents into a new book: *To The Front: Black Women and The Vote*, published in May 2020 by the Afro-American newspaper and its charity arm, Afro-Charities Inc.¹⁵

This 118-page volume is a keepsake publication that draws deeply from the rich archives of the Afro-American, which has been publishing continuously since it was founded in 1892 by Wood's great, great grandfather. And it's these archives, carefully preserved and tended over 128 years by the family of its founder, that made this book possible.

The project was supported in part through a grant from Facebook. It includes not only original news stories and photos from the time, but also profiles of key women who were deeply involved in the years of struggle to gain the right to vote.

The book was the publisher's idea, Wood recalled. “She wanted to do something to honor the 100-year anniversary of Black women in the suffrage movement. Because the Afro goes so far back, many of those documents about this would be in our archives. So this is a great place to look for this material.”

“We're really trying to celebrate the people who were involved in this whose names might not be recognized,” Wood said.

Women such as Ida R. Cummings, the first African American kindergarten teacher in the Maryland public school system in 1901. And Martha Elizabeth Howard Murphy, a founder and leader of the YWCA for Blacks in Baltimore. Murphy played a key role in helping her husband

start the Baltimore Afro American, using money from the sale of family farmland as seed funding. It also highlights the work of groups like the DuBois Circle, first formed in 1906 by five black Baltimore women, and still going more than a century later.

The book is available through the Baltimore Afro-American's website, and other Baltimore outlets.¹⁴

He Had It Coming - Chicago Tribune

Another great example of this kind of project is a hardcover book published last year by the Chicago Tribune, telling the long-forgotten backstory to one of the most popular American musicals of all time, the raucous and lively "Chicago."

This was an effort that might never have happened had it not been for the alert eye and curiosity of Photo Editor Marianne Mather during an otherwise routine visit one Thursday in 2015 to the old Tribune photo archives, five stories below Michigan Avenue. She was looking for a photo to illustrate the weekly "Chicago Flashback" story for the Sunday paper. What caught her eye, however, was a manila envelope with the name "Malm."

What she had stumbled upon was an aging brown box holding fragile, 96-year-old glass plate negatives. "Malm" was written on the box in heavy, soft-lead pencil.

She didn't realize that this box, deep in the little-visited, climate-controlled sub-basement, would lead her and newsroom colleague Kori Rummore on a four-year research journey and eventually to author the book: *"He Had It Coming: Four Murderous Women and the Reporter Who Immortalized Their Stories; The True Stories That Inspired The Musical 'Chicago,'"* by Kori Rummore and Marianne Mather, released in February 2020 by Agate Publishing, Evanston, IL.¹⁶

It's a book that would not have been possible without the irreplaceable archives of the Chicago Tribune, an extensive trove of news and other materials going back more than a century into the past of one of America's most fascinating cities. It held not only the photos of women tried for murder in the unforgiving 1920s, but also the story of the female Tribune reporter who covered murder trials and turned them into a play that was eventually turned into the rollicking 1970s Broadway musical starring Gwen Verdon and Jerry Orr, and then to the highly popular 2002 movie starring Renee Zellweger, Catherine Zeta Jones, Richard Gere and Queen Latifah.

The Tribune also publishes dozens of other coffee table books based on their news coverage on popular topics. One keepsake book looked back over five decades of the highly acclaimed Chicago Bulls in 2016 at the time of its 50th anniversary, tapping unique Tribune sports photos and coverage of the team and its superstar Michael Jordan. That's typical of the many books by the Tribune on local sports teams including the NFL Bears, MLB Cubs and White Sox, and many more.



Another done in 2017 pulled together the popular Chicago Flashback stories themselves into an attractive coffee table volume, "*Chicago Flashback: The People and Events that Shaped a City's History*," which it touts as "an inimitable, as-it-happened history of its hometown"

Online news stores: popular outlet for archived news

These and many other types of Tribune historical material and memorabilia are available at the Chicago Tribune Store, an online-only version of the once-popular Chicago Tribune gift shop on the ground floor of the famous landmark Tribune Tower on Michigan Avenue, which is no longer home to the newspaper and is undergoing conversion into condos.

Other news organizations have similar online store operations, though fewer than once was the case. The Seattle Times Photo Store is available online, offering staff photo images in the form of wall art, keepsake pages (reprints from their archive), photos and prints.

The Los Angeles Times has a large online store offering a wide array of products based largely on past news content, including anniversary books, sports team books, back issues, reprints, photo prints and special edition magazines on topics such as the story of Kamala Harris, former California Attorney General and now Vice President. One of their most popular recent books is a tribute to Kobe Bryant, the wildly popular NBA LA Lakers player who died suddenly in a 2020 helicopter crash.¹⁷

The New York Times and The New Yorker also both have a significant online store presence. The Times offers books on key front pages for various periods, books on cooking and fashion coverage and numerous other topics including their world-famous crossword puzzles.¹⁸ One of the more recent additions is a compilation of their popular Modern Love series of columns, which was spun off into an even more popular and acclaimed Amazon Prime Video television series in 2019.

The Times Machine, and Past Tense photo series

Few news organizations can match the international breadth and historic scope of past news that is available through the archives of the New York Times. But what sets the Times apart when it comes to archived news is not only their 150-plus years of unrivaled news content, but the way they have leveraged their material to provide unparalleled access for subscribers, and maximize the rich veins of Times photo content to bring to life stories of national interest.

One example is an industry-leading service called Times Machine that provides paid subscribers with a sophisticated and easy-to-use portal into New York Times news content going back to 1851.¹⁹ This is the result of years of internal technology development by the paper's digital engineering staff, providing subscriber access to any page of the print editions of the New York Times going back to 1851, plus easily-clickable individual article views.

Related to this, the Times offers the New York Times Article Archive, a service available to all readers through the search box on its main website. This service provides full or partial text of articles from 1851 to 1980, and full text after that point.

But the Times also does much more, including a special project launched with Google in 2018 to digitize key parts of the New York Times' historic collection of six million news photographs going back more than 100 years. That project, Past Tense, has become the basis for numerous

in-depth stories that draw on not only the photo images themselves but newly-searchable metadata made available as part of the Google digitizing project.²⁰

The metadata comes from a scanning process that includes not only the front of a photo print with the image itself, but also the back showing stamped and hand-written info about the photo, including the photographer, publication dates and often a taped print caption. In addition, the scanning also includes images of the Times' card catalogue that tracked photographs over the decades before this project.

The first story in the Past Tense series was an online photo essay titled "California: State of Change," showing the dramatic changes across the state in the decades following WWII, a time when "anything was possible." The Times also published this story in print through a special 48-page tabloid section in that Sunday's paper.

The series went on to publish many dozens of such photo essays and stories drawn from this new digital collection of Times photos, all beautifully illustrated, including:

- "First Inklings of Fame," featuring early New York Times photos of the famous before they were famous, from Barack Obama to Rita Moreno.
- "Paid Child Care for Working Mothers? All It Took Was a World War," with photos of the time when black and white mothers had federally supported child care while working in the factories during WWII.
- "Looking Back at People. Watching the Apollo 11 Mission," a visual essay on Americans riveted to television, radio and news at the time in 1969 when humans first landed on the Moon.
- And "For One Night in 1965, the Supremes Brought the Two Detroits Together," about a 1965 performance by the Motown group that brought whites and blacks together for a brief moment in the Detroit suburbs.



In addition to the above, other New York Times staff members often tap into their rich archival collection for special packages of their own. Last year, for example, Deputy Editor of the Times Book Review Tina Jordan, a self-described "archives fiend," wrote a story looking back on coverage of the 1870 death of Charles Dickens, "When Dickens Died, America Mourned. Our Archives Tell the Story," which included numerous readable clips of stories and images from Times pages of that period. Coverage the next day included a single story covering three-fourths of the Times' front page.²¹

These books and films, special section projects, online services and retail stores represent not only impressive examples of what's possible if a news organization invests in preservation of its first draft of history and ways to gain benefits from it. They also illustrate why it is critically important to think about readers, journalists and researchers 100 years hence, and take whatever steps are needed now to ensure modern versions of the news clips and flashbulb photos of the past are equally well preserved in our surprisingly fragile digital-news era.

3 - Examples: High reader interest, traffic, engagement

Some of the most modern methods of using news archives are the social media channels and related digital channels that ride their growing dominance to capture readers who spend increasing amounts of time on their mobile devices. It's a variation on the business adage to go where your readers, viewers, listeners are. Increasingly these days, that means social media, mobile apps and email newsletters.

Chief among these are Twitter and Instagram, along with some presence on Facebook and a few other services. In these digital arenas, newsrooms doing this best are taking advantage of the unique capabilities of social media services for interacting with readers, to build direct audiences, drive traffic to a website or other channels, and build stronger audience relationships.

For this approach we find few of the old-style "Today-In-History" columns or features that once appeared across America's daily news. Instead, the focus is on channels such as Instagram, which is structured specifically around photo and video content.

"Sick of loud noises and bright lights?" asked a recent Instagram post by the Los Angeles Times. "Sorry, LA has always been like that." The post plugs a story by LA-whisperer Patt Morrison, who mined the Times' news archives for past examples of public gongs and sirens, trains bells and noises, along with the blinding lights of lighthouses along the Pacific shore and other beacons ranging from the Hollywood movie debut searchlights to the huge rotating beacon that once shone from atop City Hall.²²

Instagram and Twitter channels common

Another newsroom actively posting is the Chicago Tribune, which regularly archived photos on its highly popular Vintage Chicago channel on Instagram, where you'll find a wide variety of images ranging from gymnasts at a 1948 Swedish Festival in Grant Park to construction workers toiling high atop the former Sears Tower in 1973.²³

TV stations and networks are also often active on social media, including the NBC News Archives, which posts news video clips on its Twitter channel from the recent past as well as older content, such as a 1963 clip of baseball legend Jackie Robinson attending a rally with actor Harry Bellafonte.²⁴

Many smaller and regional news organizations are active as well, including the Arizona Republic, which launched an AZArchives Instagram channel in 2020 "as a way for us to travel back in time, however briefly, to the people and places that have enriched Arizona's history," according to its web site.²⁵

While some are just getting started, others have already been discontinued such as the popular Twitter channel Retro Charlotte, a series by Charlotte Observer Archivist Maria Albrough, who excelled at finding unusual and fascinating advertisements from past newspapers, including one for the 1946 Halloween Late Show screening of "The Catman of Paris," complete with "ambulance service for those who faint!" Retro Charlotte started as a blog in 2014 and migrated to Twitter soon after. It was discontinued in 2018 as a result of staff downsizing.²⁶

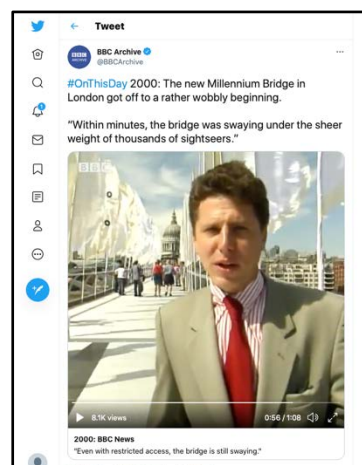
One innovative but unsuccessful example for utilizing social media came from National Public Radio's Backstory effort.²⁷ There, tech staff programmed software to automatically generate posts of related news content from NPR archives on Twitter, working from their top trending news stories. This system tapped into Google trends data to determine which stories to post, used that to search the NPR archives, and automatically generated a Tweet using these results. While the service only lasted a few years after launch in 2009, partly because archive search results were not well refined, it could be instructive for equivalent modern approaches that might have better chances at success.

BBC News Archive, AP on social media

Also very active on social media is the BBC News Archive, which posts on Twitter and Instagram with entertainment and news clips such as a newscaster in 1958 interviewing British tourists as they visit the sights in Venice, Italy. Another one promoted a video showing the unexpected swaying of the brand-new Millennium Bridge when it opened in London in 2000.

On Facebook, the BBC maintains a Facebook group called "*Best of the BBC Archive*," which features news clips from the past, including recent postings such as a 1983 interview of Carrie Fisher talking about her role in the then-newest *Star Wars* film, "The Return of the Jedi."²⁸

In the US, the Associated Press manages major social media archival channels, including the AP Archive and AP Images, both on Twitter.²⁹ Recent posts include a lookback at the American invasion of Okinawa in 1945, and an interview with young members of the Rolling Stones in 1971. The AP Images channel, which focuses solely on Associated Press photography, recently posted images such as an artist sketching in Jackson Square in New Orleans in 1960.



One newspaper found it effective to use Facebook groups such as a group for people who grew up in the Tampa Bay area, along with Twitter, to crowdsource ideas and comments for stories. One such story looked back on why the Tampa airport is so popular, tapping the Tampa Bay Times archives for explanations. What reporter Elizabeth Djinis found in a 1996 archived story was that airport designers in 1971 built star-shaped concourses aimed at limiting passenger walks to no more than 600 feet. Djinis, who now runs an independent journalism and social media service, said that after the stories were done, they used the Facebook groups to promote the stories and drive traffic.

New York Times Archive on social media

One of the biggest social media archive channels is The New York Times Instagram channel, which is related to the Past Tense project cited above.³⁰ The Instagram channel publishes some of the best photos going through the digitization project, such as a recent post of a 1975 photo of Ruth Bader Ginsburg, then a 42-year-old Columbia Law School professor and lawyer who later became a US Supreme Court justice; another a 1923 photo of agents destroying 749 cases of beer during the early years of Prohibition.

The channel also posts photos that have a timely connection to current news stories. One recently showed a scene in the Times' composing room as the paper was being prepared for the controversial publication of the Pentagon Papers, revealing how the US became mired in the Vietnam War.

In addition to promoting stories and sharing curious and interesting photos from the past, this channel also provides links to a companion website that allows readers to purchase copies of old photos. And it can take interested readers further by directing them to the Times Machine, the New York Times' archive system available to digital or print subscribers.

While the New York Times Archive is not active on Twitter, there are examples of archive-related stories promoted through the Times' main Twitter channel. The most well-known of these was cited in their 2014 Innovation Report.³¹

"In a digital world, our rich archive offers one of our clearest advantages over new competitors," the Time's report stated, in one of numerous references to the value of archives throughout this ground-breaking study. "As of the printing of this report, we have 14,723,933 articles, dating back to 1851, that can be resurfaced in useful or timely ways. But we rarely think to mine our archive, largely because we are so focused on news and new features."

The New Yorker sees email newsletters as strong asset

There is one additional high-engagement tool that is leveraged increasingly by news media for general news purposes that also offers significant potential for tapping news archives: the email newsletter.

While email newsletters have multiplied to huge numbers across the news landscape in recent years, there's one publication that leverages this extensively and effectively: The New Yorker magazine.

The New Yorker now generates 16 regular email newsletters, including The Daily with more than one million subscribers. One of these newsletters is New Yorker Classics,³² sent out twice a week to showcase stories from the magazine's rich archive of in-depth news, commentary, art and photography going back nearly 100 years to its founding in 1925 as a weekly print magazine for New York City readers. "Classic pieces and hidden gems curated by our archive editor," the magazine promises for the newsletter on its signup page.

The New Yorker Classic newsletter offers thematic selections that tap the full breadth of subjects covered by the magazine, often with a brief introductory essay by Erin Overbey, Archives Editor, including recent archives packages on Harlem Chic, Children's Literature and Songs of Protest. She and Editor David Remnick also send out specialized newsletter editions on current themes in the news that draw on the archives. One recent example shared past stories related to Black History Month in February of this year and



another in April offered perspective on The Asian-American Experience as violence against Asians emerged as a national issue.

4 - Examples: Financial benefits in leveraging archives

The approaches cited in this report are clearly popular with readers, according to the journalists interviewed for this research.

For example, speaking of the Chicago Flashback series,³³ Lara Webber of the Chicago Tribune said the series was “designed with the idea of showcasing great stories through the old archives. We’ve kept up this idea for years now, and readers love it. They really are popular. ... People really love this stuff.”

But hard data on additional traffic, increased subscriptions and revenue is difficult, if not impossible, to gauge. The main reason: as expected, news organizations are unwilling to share financial information that reflects revenue benefits from these services and channels. As part of this project I sought data on added revenue, web traffic, specific engagement time, subscriber open rates for email newsletters and numbers of subscribers to a website, newsletter or other distribution function. But much of this data is proprietary and viewed as key business information that is closely guarded in the current highly competitive media environment.

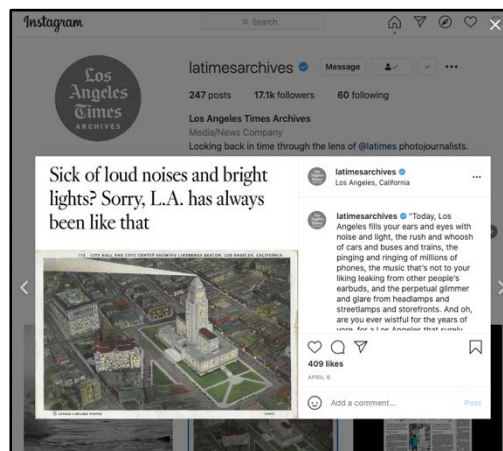
There are indicators, however, that support the main proposition of this research project: that news organizations which use their archive as critical content that readers are interested in will benefit from it in substantial ways. Here’s what we do know.

Social media indicators

One segment where partial data is available is the follower counts that appear on some social media channels, including Twitter and Instagram.

The Los Angeles Times Archive, for example, has a strong following of more than 17,000 followers of its Instagram page, where it posts photos and illustrations from the archive, along with brief summaries that tell the story of each. For the Arizona Republic Archives channel on Instagram, the followers total 1,670 recently. The numbers are higher for the Vintage Tribune Instagram channel run by the Chicago Tribune, with more than 93,000 followers viewing posts showing photos from more than a century of news photography of that city.

On Twitter, Brockell, of the Washington Post’s Retropolis, has gathered more than 11,000 followers in just a couple of years for this popular series of stories that provide context for current and breaking news. Tina Jordan, Deputy Editor of the New York Times Book Review, who writes often from the Times’ archive, has more than 14,000 followers for her stories.



The numbers are even higher for large media organizations with a strong social media presence for their archives, including the BBC Archive, which has over 69,000 followers on Instagram and over 245,000 on Twitter for posts looking back on key news events as well as popular entertainment programs.

The Associated Press Archive has similar numbers, with more than 189,000 followers on Twitter for posts of still and video news images. The New York Times Archive also has a strong presence on Instagram, with 261,000 followers for posts that look back on key news events and share archive photos of general interest. The Times does not use Twitter for this type of content.

While in most cases these numbers are small compared to the number of followers on the news organization's main Instagram or Twitter channels, they are nonetheless significant. The L.A. Times' main Instagram channel, for example, has 763,000 followers, while the Chicago Tribune's Twitter channel has 1.1 million. But it's worth noting that the Tribune's Vintage Tribune channel on Instagram has almost half the followers as the newspaper's main Instagram channel.

Email newsletters show strong potential

At The New Yorker, its popular New Yorker Classics newsletter is part of an intentional strategy going back to 2017 when the magazine hired its first full-time newsletter director, Dan Oshinsky, according to a Neiman Labs report and several other trade articles on their success.³⁴ Oshinsky has since moved on to form his own newsletter consulting company.

While data was not available on the number of subscribers for New Yorker Classics, the publication's top newsletter, The Daily, already had more than 1 million subscribers at the time of the Neiman report. Newsletters were already a major traffic driver, responsible for 12% of traffic for The New Yorker's website, according to this report. In addition, it reported an internal 2018 study by parent company Conde' Nast which showed that being a newsletter subscriber was the number one predictor of whether or not a reader would become a paid subscriber. It's clear that newsletters are a tool with great potential to drive readership and paid subscriptions.

Past content drives considerable traffic

When it comes to stories drawn from archival content, there is some data to show the popularity of such content and its potential to drive website and other digital traffic. While this info is limited, it does provide an indication of its potential as a traffic driver.

For example, the Chicago Sun-Times published a lookback story in 2020 that generated considerable web traffic on the plane crash that killed musician Buddy Holly and two other singers in 1959. The story reproduced an image of that day's story on the crash, titled "End of Their Song," and resurfaced Chicago residents' sadness at the deaths of three music icons.³⁵ The reproduced news article, with photos showing the crash site and publicity photos of the singers, came from the archives of the Chicago Daily News, part of which is owned by the Sun-Times.

Metrics from this story showed that it garnered 51,000 impressions, 14,000 engagements and 2,000 shares on Facebook, numbers that slightly exceeded the top-performing Sun-Times story from the previous week, reported Lizzie Tuffano, who was the Sun-Times' Director of Audience Engagement and Special Projects at the time, and is now the VP of Marketing.

These kinds of lookback stories perform very well on Facebook, Tuffano said, especially when they get ahead of upcoming news events. Examples include a story ahead of the 2020 State of the Union address about the first time this speech was televised, and another when marijuana was legalized, looking back on the end of Prohibition’s ban on the sale of alcohol. “When we anticipate a news event like that, it does very well,” she said.

Most of the information I was able to gather about metrics and traffic performance of archive-related news content was relative, in comparison to other stories published or broadcast. For example, many of the New York Times’ Past Tense series of stories have been highly popular with readers, driving traffic that is comparable to other major news of the day.

“By all measures it’s been a big success,” said Brian Gallagher, the Times’ Deputy Editor, Archival Storytelling. “The best performing stories of ours are among the top five or top 10 (of the day), though it depends on the news day.”

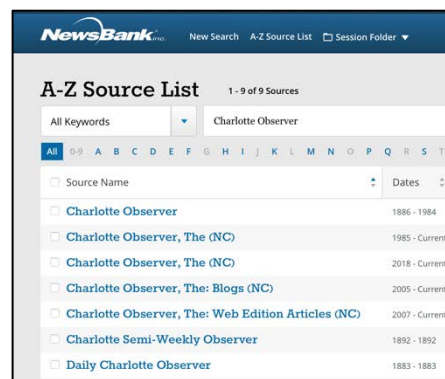
Third-party syndication resellers

One of the primary ways that newspapers gain income from their archives is through agreements with one or more of the large third-party online database services that resell content at the retail level to the public, university researchers, public schools and other institutions. These include NewsBank, Newspapers.com, ProQuest, Dialog, Factiva, Lexis-Nexis, and others.³⁶ For most of these services, the content consists largely of news articles in text form. Some accept page files in PDF or other formats used for print publications and are able to display full pages or deconstruct them into individual articles for web display.

These services obtain content largely through automatic feeds from a news publishing CMS. They handle the storage, indexing, searching functions for retail or institutions customers, and share part of the revenue with originating publishers.

Such services do not own rights to the content, which remains with the newspaper publisher or newspaper group. Typically they are assigned temporary rights to store the material and resell it under terms of a time-limited contract. In some cases, these assignments provide exclusive rights to this newspaper content.

Data on revenue from these services was not available from any of the sources interviewed for this research, because of its proprietary nature.



Licensing content key revenue source for some news outlets

One additional avenue utilized by most news organizations is the market for direct licensing of archived news content to other news or entertainment companies or other commercial enterprises.

The value of this kind of licensing varies significantly from one news organization to another. This usually involves requests for use of content covering one or several specific news events, such as a photo or video clip of a popular sporting event or important news event witnessed by

a photographer or journalist, for example, photos or video of a crash or accident, protest march, speech or public confrontation, conflict or scene of a battle or a crime. The value of such content is directly related to how unique it is, whether there are other versions of such events or not.

For some news organizations this can be an important source of revenue, including TV news footage from the major network stations and especially the cable networks such as Fox News and CNN. CNN's operation is typical of others where a dedicated content licensing group based in Atlanta handles the negotiations, agreements and fulfillment for their content licensing.³⁷

Archive access as a subscriber incentive

One of the most common tools used to leverage the value of news archives is providing access to them at no additional cost for paid subscribers to your newspaper, online news service or newsletter or other media outlet. This approach has gained ground significantly since the business model for traditional news outlets such as newspapers began to shift away over the past decade from advertising as the primary revenue source toward paid subscribers as the chief source.

One of the pioneers in this approach is the New York Times, which also pioneered the paid subscriber business model now widely accepted across the industry as the best way to ensure sustainability in today's highly competitive media environment.

Others using this strategy include::

- The Boston Globe
- The Arizona Republic
- The Seattle Times
- The Chicago Tribune
- The Chicago Sun-Times
- McClatchy newspapers
- And many more...

5 - Examples: Public service news archives

The last category of examples involves services or collections that serve some public benefit. What distinguishes this group of examples is that they each contribute in some significant way to either ensuring the long-term preservation of irreplaceable past news content, or they aid or provide access to archived news content for the public. These are also generally public institutions or non-profit organizations.

While some of the examples above include services with public access elements, this group of examples focuses primarily on this kind of benefit, the long-term benefit to the public. Here are some of the best examples gathered during this research.

Chicago History Museum's Millions of Moments

One such effort is the Chicago History Museum's recent acquisition of digitized negatives from the Chicago Sun-Times. This collection represents a unique story of photos that had been lost to the public record for some years but were rescued and recovered in 2017 from a warehouse

in Dixon, IL. The photos had been sold to a memorabilia collector later convicted of fraud and languished for years unidentified in the warehouse.

As of early 2021 the museum had made 165,042 photos available publicly, out of a total of five million negative frames recovered from the warehouse. Photos in the collection, called “Millions of Moments: The Chicago Sun-Times Photo Collection,”³⁸ range across the full spectrum of events and news topics the newspaper covered over Chicago’s history, from sports to street protests to the massive parade for the Apollo 13 crew through the city in 1970.

“Newspaper photography — newspaper photo morgues — are really a critical part of the story and a great opportunity to create a visual record of a changing city,” John Russick, museum vice president for interpretation and education told the Sun-Times last year. “They’re visually documenting change over time, and in that visual record is an incredible story of the city of Chicago.”

WGBH and the American Archive of Public Broadcasting

One of the most significant developments in preservation of television content is the American Archive of Public Broadcasting, a collaborative effort begun in 2013 by GBH (formerly WGBH-TV) in Boston and the Library of Congress.³⁹ This service offers more than 40,000 hours of television from more than 100 public TV stations across the country, some going back to the 1940s. Some of this content is available on the AAPB website for public viewing.

This collection includes special online exhibits on topics of special interest, such as an exhibit of news clips from the closely followed Watergate hearings Congress held in 1974 and a series of news clips called “Voices of Democracy: Public Media and the Presidential Elections.” The collection also includes non-news content.

WGBH itself maintains a comprehensive archive of news and entertainment content created over more than 60 years since it first went on the air. This site also includes OpenVault, which provides access to special online exhibits of news footage such as “The Vietnam Collection,” about coverage of the Vietnam War; and “Freedom Riders Interviews” with participants in the 1961 protests. It also hosts the Boston TV News Digital Library, which hosts an archive of The Ten O’Clock News, WGBH’s in-depth nightly news program, which aired daily from its launch in 1974 until 1991.⁴⁰



AP/British Movietone News

Another relatively recent example is the Associated Press' collaborative archive with the former British Movietone news, which since 2015 has brought more than one million minutes of digitized newsreel footage to YouTube for public access.⁴¹

The collection has more than 550,000 video stories dating from 1895 to the present day, including video from the San Francisco earthquake in 1906, the bombing of Pearl Harbor in 1941 and Marilyn Monroe in London in the 1950s.

"At AP we are always astonished at the sheer breadth of footage that we have access to," an AP spokesman said at the time this was announced.



The Internet Archive

In terms of sheer volume, the Internet Archive is probably the largest news preservation service in the nation. This service, founded by internet entrepreneur Brewster Kahle in 1996, is constantly vacuuming up news articles and pages, along with all other content types on websites, social media and other internet services 24 hours a day from their home offices in San Francisco.⁴² The Internet Archive's stated goal is to provide "universal access to all knowledge."

This material is available publicly at no cost through the Internet Archive's famous Wayback Machine, which allows you to find dates in the past and see what a website looked like at various moments in the day. This has been very helpful for news reporters looking for comments, data and posts that are no longer accessible live, such as embarrassing social media comments by public figures that have since been deleted.

One manager noted during an interview last year that this material has grown to more than 400 billion web pages since the preservation process started back in 1996.

Vanderbilt Television News Archive

The most important archive of television news programs is the collection at the Vanderbilt Television News Archive, which has been recording, preserving, and providing access to television news broadcasts of the national networks for decades.⁴³

The Vanderbilt collection began with recordings of news coverage by the ABC, CBS and NBC networks of the 1968 GOP National Convention, and has been going ever since. They added CNN in 1994, Fox News in 2002. The collection now includes more than 1.3 million records of daily news programs.

The collection is searchable primarily through hand-written abstracts of the contents of news programs. Some content is available for limited streaming through college and university libraries, or through onsite visits. The archive has a partnership with the motion picture section of the Library of Congress.

Other university, public library and museum news collections

While the Vanderbilt collection is the largest and most comprehensive for television news programs in the modern era, there are numerous other news archive collections available through public libraries, university libraries, museums and other of the so-called “memory institutions.” While public access to these varies from one to another, most will offer some level of access to those outside their jurisdiction through a research inquiry.

Here’s a brief list of some of these collections and services:

- The UCLA NewsScape collection containing digitized television news programs collected from cable and broadcast sources in the Los Angeles area from 2005 to the present.
- The University of South Carolina Television news archives of the Fox Movietone News Collection, which includes more than 2,000 hours of edited stories, complete newsreels, and associated outtakes from the silent Fox News and sound Fox Movietone News Library, dating from 1919-1934 and from 1942-1944.
- USC also holds the WIS-TV News Collection, with footage shot by the news crews of Columbia, South Carolina's NBC affiliate from 1959 to 1978, and scripts for news broadcasts dating from 1963-1979.
- The Boston Globe collection of archives and related materials donated to Northeastern University at the time the Globe moved from its decades-long office in Dorchester.

Conclusion

We all count on the news as part of our daily lives. We look at news alerts, apps, websites and TV. We listen to news in our cars, on our phones, in podcasts with earbuds or headphones. For some, especially in recent years, it’s become almost an obsession. If you go more than two or three hours without seeing the latest breaking news, or at least the headlines, it can feel like you’re out of touch.

Given this obsession, it’s odd we don’t do a better job of hanging onto all that news, preserving it and ensuring that what’s been published, posted, pushed out, alerted, Tweeted, and Instagrammed sticks around for more than a few hours.

For newsrooms looking to make the most of their treasure troves of archived news content, there are successful ideas out there across the industry of ways to make that content work for you. There is significant benefit in rekindling efforts to ensure preservation of news archives, especially to do a better job of preserving surprisingly fragile digital content.

As these and many other examples show, in the drive to find new revenue sources to keep news operations afloat, there’s a major untapped resource in your archives or digital asset management system that can help build relationships with readers and potential subscribers, and fuel new digital channels with evergreen content, if you can tap it properly.

What's required is a vigorous reinvestment in news content preservation, funded either internally or through external sources – and the commitment to utilize properly preserved digital content for the benefit of readers, viewers, listeners. In an industry facing the worst existential crisis in its history, it's critical to understand the expanding value of past news content, and the substantial benefits to your news organization when you ensure everything you produce is fully preserved.

APPENDIX and NOTES

Appendix – Articles published

This appendix lists references to four articles written by Neil Mara as part of this fellowship project and published on the Reynolds Journalism Institute website ([rjionline.org](https://www.rjionline.org)).

- "Print archives show past impeachments. Where will we go to find the history being made today?" by Neil Mara, published Nov. 18, 2019 - <https://www.rjionline.org/stories/print-archives-show-past-impeachments-where-will-we-go-to-find-the-history>
- "He Had It Coming: How archives keep giving, almost a century later," by Neil Mara, published April 2, 2020 - <https://www.rjionline.org/stories/he-had-it-coming-how-archives-keep-giving-almost-a-century-later>
- "Journalists uncover lessons from the 1918 pandemic useful in covering COVID-19," by Neil Mara, published April 21, 2020 - <https://www.rjionline.org/stories/journalists-uncover-lessons-from-the-1918-pandemic-useful-in-covering-covid>
- "Afro-American's archives reveal the fight for Black women's right to vote — and the battles beyond," by Neil Mara, published Aug. 10, 2020 - <https://www.rjionline.org/stories/afro-americans-archives-reveal-the-fight-for-black-womens-right-to-vote-and>

Notes

The following notes provide URL links and sources cited in the text of this report, plus additional details and links related to key entries that are intended to provide a useful reference.

¹ This report is a companion to a larger research effort on an allied subject. Here is the link for downloading the main research report, “Endangered But Not Too Late: The State of Digital News Preservation,” Reynolds Journalism Institute and the University of Missouri Libraries, April 2021. The full “Endangered” report is available on the RJI Website, <https://www.rjionline.org/preservenews>

1 – Notes: Perspective on current news

² Retropolis stories on WashingtonPost.com, with the most recent first - <https://www.washingtonpost.com/news/retropolis/>

³ “That time Nixon released doctored transcripts during Watergate,” Washington Post Sept. 25 <https://www.washingtonpost.com/history/2019/09/25/trump-ukraine-that-time-nixon-released-doctored-transcripts-during-watergate/>

Other examples of stories in the Washington Post Retropolis series:

- “That time Nixon released doctored transcripts during Watergate,” Washington Post Sept. 25 <https://www.washingtonpost.com/history/2019/09/25/trump-ukraine-that-time-nixon-released-doctored-transcripts-during-watergate/>
- “Inside the Supreme Court ruling that made Nixon turn over his Watergate tapes,” Washington Post Oct. 2, <https://www.washingtonpost.com/history/2019/10/03/inside-supreme-court-ruling-that-made-nixon-turn-over-his-watergate-tapes/>
- “Deep Throat’s identity was a mystery for decades because no one believed this woman,” Washington Post, Sept. 27 <https://www.washingtonpost.com/history/2019/09/27/deep-throats-identity-was-mystery-decades-because-no-one-believed-this-woman/>
- Other one-term presidents, soon after Trump’s 2020 presidential defeat - <https://www.washingtonpost.com/history/2020/11/07/one-term-presidents-trump/>
- “Tulsa isn’t the only race massacre you were never taught in school. Here are others.” - <https://www.washingtonpost.com/history/2021/06/01/tulsa-race-massacres-silence-schools/>
- “The Armenian ‘genocide’: This is what happened in 1915” - <https://www.washingtonpost.com/history/2021/04/24/armenian-genocide-1915-massacre-biden/>
- All Retropolis stories by Gillian Brockell, Washington Post - <https://www.washingtonpost.com/people/gillian-brockell/>

⁴ Chicago Flashback series of stories on ChicagoTribune.com, with the newest first <https://www.chicagotribune.com/history/>

Other stories in Chicago Flashback series:

- March 20 story on women on the hockey field <https://www.chicagotribune.com/opinion/commentary/ct-opinion-flashback-womens-field-hockey-chicago-20200320-jmuiwxl7uvbelp7ueq2bj3fqce-story.html>
- Newer Chicago History index page, with 2021 articles, each labelled “Flashback” <https://www.chicagotribune.com/history/>
- Chicago Flashback index page, current as of 2019 - <https://www.chicagotribune.com/opinion/commentary/chi-chicago-flashback-storygallery-storygallery.html>

⁵ Chicago Tribune: “Impeachment in the air: What the tribune Editorial Board said about Andrew Johnson, Richard Nixon and Bill Clinton,” commentary Lara Webber, Oct., 3, 2019, as the first impeachment hearings began against President Donald Trump – <https://www.chicagotribune.com/opinion/ct-opinion-impeachment-johnson-nixon-clinton-trump-editorials-20191003-4zxzw2sambe3xdvv4sp3bfgfy-story.html>

Related links:

- Editorial by the Chicago Tribune Editorial Board Feb. 24, 1868 calling for impeachment or resignation of Andrew Johnson - <https://www.chicagotribune.com/opinion/editorials/ct-opinion-andrew-johnson-resign-impeach-1868-editorial-20191003-qmtdskjwpbhjfdufoj657hy3q-story.html>
- Editorial by the Chicago Tribune Editorial Board May 9, 1974 calling for President Nixon to resign - <https://www.chicagotribune.com/opinion/ct-opinion-richard-nixon-impeach-1974-editorial-20191003-mzcdixaq3fetbg5zz3y6muvu4q-story.html>
- Editorial by the Chicago Tribune Editorial Board Sept. 15, 1998 calling for President Clinton to resign - <https://www.chicagotribune.com/opinion/ct-opinion-bill-clinton-resign-impeach-1998-editorial-20191003-u7kzl5vgpvhjvel3obyd26tuci-story.html>

⁶ Tampa Bay Times editorial Sept. 25, comparing previous impeachment editorials to the time when the first impeachment hearings were pending for President Trump - <https://www.tampabay.com/opinion/2019/09/25/three-us-presidents-have-faced-impeachment-heres-what-the-times-said-about-two-of-them/>

⁷ “How Santa Cruz fared in the 1918 pandemic,” April 12, 2020 - <https://www.santacruzsentinel.com/2020/04/12/how-santa-cruz-fared-in-the-1918-pandemic-ross-eric-gibson/>

⁸ “How did society emerge after 1918 Spanish flu pandemic? And what can we learn about reopening Ohio after coronavirus?,” April 12, 2020 -

<https://www.cleveland.com/metro/2020/04/how-did-society-emerge-after-1918-spanish-flu-pandemic-and-what-we-learn-about-reopening-ohio-after-coronavirus.html>

⁹ “The Big Lie: 102 years ago, Charlotte leaders downplayed devastation of Spanish flu,” April 12, 2020 - <https://www.charlotteobserver.com/news/local/article241812591.html>

¹⁰ “S.I. coronavirus diary: Borough battled NYC during 1918 Spanish flu too,” April 15, 2020 - <https://www.silive.com/news/j66j-2020/04/49058477e3105/si-coronavirus-diary-borough-battled-nyc-during-1918-spanish-flu-too-.html>

¹¹ “San Antonio has been through a pandemic before. How did the city fare in 1918?” April 14, 2020 - <https://www.ksat.com/news/local/2020/04/14/san-antonio-has-been-through-a-pandemic-before-how-did-the-city-fare-in-1918/>

¹² “The forgotten pandemic: What researchers can learn from the 1918 flu that devastated Baltimore,” April 10, 2020 - <https://www.baltimoresun.com/coronavirus/bs-md-coronavirus-influenza-pandemic-lessons-20200410-4a3y7scev5hzzlwydikjbhdk7a-story.html>

Other examples of news perspective from archives:

St. Louis Post-Dispatch Today in History article looking back on historic 1903 flooding that prompted construction of a levees - https://www.stltoday.com/news/local/history/june-10-1903-a-flood-swamps-east-st-louis-inspiring-its-levee-system/article_ae0180e0-5524-59c1-9ac5-2ee8f890984e.html

2 – Notes: Special projects, unique content

¹³ Presidential front pages - Chicago Tribune web page published Nov. 3, 2020 showing the front pages for all Chicago Tribune print newspapers the day after every presidential election back to 1902 - <https://www.chicagotribune.com/visuals/ct-viz-presidential-election-front-pages-chicago-tribune-photos-20201104-3wohzc2csvfyIndvbqei4j2hfg-photogallery.html>

¹⁴ Freep Film Festival listing for “Detroit Tigers: The Road of ‘84” - <https://freepfilmfestival.com/detroit-tigers-the-roar-of-84/>

Additional stories on the film:

- Free Press story on the debut of the film at the Freep Film Festival, April 11, 2019 - <https://www.freep.com/picture-gallery/events/freepfilmfestival/2019/04/11/roar-84-world-premiere-beacon-park-detroit-thursday-april-11-2019/3441547002/>
- Freep wins 6 emmy’s: <https://www.freep.com/story/news/local/michigan/detroit/2019/06/21/free-press-michigan-emmy-awards/1504261001/>

-
- Preview of film, 12-minute version, on YouTube - <https://youtu.be/L9A1Mfrf0yo>

¹⁵ “To the Front: Black Women and The Vote,” by Baltimore Afro American Archive Manager Savannah Wood, published is available as a high-quality print volume (118 pages), or as a downloadable PDF (90 pages). To order, go to this link: <https://tothefront.us/>

Related links:

- "New Magazine Celebrates Local Black Women Suffragists, by Savannah Wood, April 24, 2020, in the Baltimore Afro American announcing publication of "To The Front: Black Women and the Vote," - <https://afro.com/new-magazine-celebrates-local-black-women-suffragists/>
- “Close Read: New Era of Programming at Connect+Collect In Response to COVID,” an exhibit curated by Savannah Wood in September 2020 at the Connect+Collect Gallery in Baltimore, based on archive images from the Baltimore Afro-American - <https://bmoreart.com/2020/08/close-read-new-era-of-programming-at-connectcollect-in-response-to-covid.html>
- “What Can We Keep? How can we expand notions of scholarship, and facilitate an intimacy with history generated by and for Black people?” article published Jan. 12, 2020 by Savannah Wood in the BMore Art magazine in Baltimore - <https://bmoreart.com/2020/01/what-can-we-keep.html>
- The Baltimore Afro American’s online edition: <https://afro.com/>
- Select Afro American news photos at Getty Images - <https://www.gettyimages.com/photos/afro-newspaper?family=editorial&phrase=afro%20newspaper&sort=mostpopular>
- “Afro-American’s archives reveal the fight for Black women’s right to vote — and the battles beyond,” article by Neil Mara, Aug. 10, 2020, on the RJI website, written as part of this research - <https://www.rjionline.org/stories/afro-americans-archives-reveal-the-fight-for-black-womens-right-to-vote-and>

¹⁶ “He Had It Coming: Four Murderous Women and the Reporter Who Immortalized Their Stories,” by Kori Rumor and Marianne Mather, Agate Press, 2020. This is link to the book on the Chicago Tribune online store -

<https://store.chicagotribune.com/product/7QAMTR18/he-had-it-coming-four-murderous-women-and-the-reporter-who-immortalized-their-stories>

Related links:

- ‘He Had It Coming’ looks back on the ‘Murderess Row’ that inspired ‘Chicago,’ review in the Chicago Tribune, Dec. 3, 2019 by Rick Kogan - <https://www.chicagotribune.com/entertainment/books/ct-ent-he-had-it-coming-kogan-1208-20191203-hbhoiba3j5fuzf2ukqg3he7lhm-story.html>
- He Had It Coming: How archives keep giving, almost a century later,” article by Neil Mara, April 2, 2020, on the RJI website, written as part of this research -

<https://www.rjionline.org/stories/he-had-it-coming-how-archives-keep-giving-almost-a-century-later>

¹⁷ Los Angeles Times online store - <https://store.latimes.com>

¹⁸ New York Times online store - <https://store.nytimes.com>

¹⁹ Times Machine, the online archive of all New York Times content that appeared in print, going back to 1851 - <https://timesmachine.nytimes.com/browser>

²⁰ Past Tense stories published by the New York times - <https://www.nytimes.com/spotlight/past-tense>

Related links and other selected Past Tense examples:

- Original article by NYT on launch of the Past Tense project - <https://www.nytimes.com/2018/11/10/reader-center/past-tense-photos-history-morgue.html>
- The first Past Tense story, published in 2018, of photos showing the enormous Postwar changes in the state of California, when “anything was possible,” - <https://www.nytimes.com/2019/10/02/us/paid-childcare-working-mothers-wwii.html>
- "First Inklings of Fame" Early New York Times photos of the famous before they were famous, from Barack Obama to Rita Moreno - <https://www.nytimes.com/2020/05/22/us/first-photos-celebrities-graduation.html>
- “Paid Child Care for Working Mothers? All It Took Was a World War,” with photos of the time when black and white mothers had federally supported child care while working in the factories of WWII - <https://www.nytimes.com/2019/10/02/us/paid-childcare-working-mothers-wwii.html>
- “Looking Back at People. Watching the Apollo 11 Mission,” a 50th anniversary visual essay on Americans riveted to television, radio and news about the first time humans landed on the Moon, including huge crowds gathered on the streets and in Central Park in Manhattan, published July 15, 2019. - <https://www.nytimes.com/interactive/2019/07/15/science/moon-landing-watching-vintage-photos.html>
- A Journey Through Dance Photography From the New York Times Archives - <https://www.nytimes.com/interactive/2019/04/12/arts/dance/dance-photography-archives.html>
- “Perpetual Motion: A Journey Through Dance Photography in the New York Times” - <https://www.nytimes.com/interactive/2019/04/12/arts/dance/dance-photography-archives.html>
- Original article by NYT on launch of the Past Tense project - <https://www.nytimes.com/2018/11/10/reader-center/past-tense-photos-history-morgue.html>

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- New York Times Archives services page - <https://help.nytimes.com/hc/en-us/articles/115014772767-Archives>

²¹ “When Dickens Died, America Mourned. Our Archives Tell the Story,” by Tina Jordan, Deputy Editor of the New York Times Book Review, June 7, 2020, including numerous readable clips from the pages of that period - <https://www.nytimes.com/2020/06/07/books/charles-dickens-death-anniversary-150-years.html?action=click&module=Editors%20Picks&pgtype=Homepage>

3 – Notes: High reader interest, traffic, engagement

²² “Sick of loud noises and bright lights? Sorry, LA has always been like that” - <https://www.instagram.com/p/CNVfAu9Jy1n/>

Related links:

- The Los Angeles Times main Instagram presence, with perspective on the new through key images - <https://www.instagram.com/latimesarchives/>
- Explaining LA, by columnist Patt Morrison, who dips into news and other archives to explain why things are the way they are in Los Angeles. Here’s a link to all of her stories online: <https://www.latimes.com/california/story/2021-01-12/explaining-la>

²³ Vintage Tribune photo essays page - <https://www.chicagotribune.com/visuals/vintage/>

Related links to a sample of books published by the Chicago Tribune from their news archive:

- “Chicago Flashback: The People and Events that Shaped a City's History,” Midway, an Agate Imprint, 2017. This is a compilation of the best of the Chicago Flashback articles - https://store.chicagotribune.com/product/7QAMCT194/chicago-flashback-the-people-and-events-that-shaped-a-citys-history?cp=102132_102452_103010
- “Vintage Chicago: The Best of @vintagetribune on Instagram,” Midway, an Agate Imprint, 2018. This is a compilation of the best photos from the Tribune’s highly popular Instagram account – https://store.chicagotribune.com/product/7QAMCT239/vintage-chicago-the-best-of-vintagetribune-on-instagram?cp=102132_102452_103010
- “The Chicago Tribune Book of the Chicago Bulls: A Decade-by-Decade History,” Midway, an Agate Imprint, 2016. This is coffee-table volume offers a comprehensive tour through basketball history produced by the award-winning Chicago Tribune journalists who cover the team - https://store.chicagotribune.com/product/7QAMCT01/the-chicago-tribune-book-of-the-chicago-bulls-a-decade-by-decade-history?cp=102132_102452
- Chicago tribune store <https://store.chicagotribune.com/store>
- Related: Vintage Tribune photos on Instagram - <https://www.instagram.com/vintagetribune/?hl=en>

²⁴ NBC News Archives channel on Twitter, with video clips from the recent news and older content, such as a 1963 clip of baseball legend Jackie Robinson attending a rally with actor Harry Bellafonte - <https://twitter.com/NBCNewsArchives/status/1286360484334141440>

Related links:

- NBC News Archives Instagram channel, including a recent post of another baseball legend Babe Ruth clip in the stands at a baseball game in 1914 - https://www.instagram.com/p/CCGs_WJDMWK/
<https://www.instagram.com/nbcnewsarchives/>
- NBCU also has a presence on YouTube for some of its archive content - <https://www.youtube.com/channel/UC8HAWao8Jr0QTpaP4ZIRxpQ>

²⁵ Arizona Republic Archives on Instagram - <https://www.instagram.com/azcarchives/> (1,670 followers)

²⁶ Retro Charlotte channel on Twitter by former Charlotte Observer librarian Maria Albrough, which ran through 2018 - <https://twitter.com/ObserverArchive>

²⁷ NPR Backstory project, which ran for several unti 2018 years auto-posting related news links on Twitter - <https://www.niemanlab.org/2009/05/nprbackstory-finding-value-in-news-archives-through-automation/>

- Related : The now-dormant Twitter account for Backstory - <https://twitter.com/NPRbackstory>

²⁸ The BBC Archive presence on Facebook called “Best of the BBC Archive,” showing selected news clips from the past, including recent postings such as a 1983 interview of Cary Fisher talking about her role in the the then-newest Star Wars film, “The Return of the Jedi” - <https://www.facebook.com/groups/bestofbbcarchive/>

²⁹ Associated Press presence on Twitter, - https://twitter.com/AP_Archive

Related links:

- AP Images - https://twitter.com/AP_Images
- Sample image showing an artist sketching in Jackson Square in New Orleans in 1960 - https://twitter.com/AP_Images/status/1335951227650236416/photo/1

³⁰ The New York Times Archives main Instagram presence: <https://www.instagram.com/nytarchives/>

Related links:

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- Webpage showing where readers can purchase copies of old New York Times photos such as the ones shown on Twitter - <https://archives.like2buy.curalate.com/c/gallery/like2buy?id=VAmBNWWF&l=like2buy>
 - And also will take readers to the Times Machine archive of all past content: <https://timesmachine.nytimes.com/browser>

³¹ The leaked New York Times innovation report is one of the key documents of this media age," article on Nieman Lab website by Joshua Benton, May 15, 2014 - <https://www.niemanlab.org/2014/05/the-leaked-new-york-times-innovation-report-is-one-of-the-key-documents-of-this-media-age/>

- Related: Full text version of the internal New York Times Innovation report from 2014, available on SCRIBD, the online document service - https://www.scribd.com/doc/224608514/The-Full-New-York-Times-Innovation-Report#from_embed

³² The New Yorker Classics newsletter, sharing classic pieces and hidden gems curated by archive editor, Erin Overbey, and delivered twice weekly. <https://www.newyorker.com/newsletter>

Related links:

- The New Yorker archive access to subscribers - <https://www.newyorker.com/archive>
- Twitter presence for Archive Editor Erin Overbey account <https://twitter.com/erinoverbey?lang=en>
- In addition, the New Yorker uses a Twitter hashtag (#NewYorkerArchive) on its main Twitter account, The New Yorker (<https://twitter.com/NewYorker>) to identify posts related to past content, especially topical stories curated from the past by New Yorker Archives Editor Erin Overbey, who publishes an email newsletter, New Yorker Classics, with these specialized collections from their archive.

³³ Chicago Flashback: The People and Events That Shaped a City's History, by The Chicago Tribune, available on Amazon, <https://www.amazon.com/Chicago-Flashback-People-Events-History/dp/1572842350>

- Related: Chicago History index page, with 2021 articles, the latest in the "Flashback" series - <https://www.chicagotribune.com/history/>

³⁴ Neiman Labs article in 2018 on plans by Dan Oshinsky to expand newsletters for The New Yorker - <https://www.niemanlab.org/2018/01/with-its-new-newsletter-director-the-new-yorker-wants-to-experiment-with-standalone-and-international-focused-products/>

- Related: Global Editors Network article on Medium about Dan Oshinsky and his work at The New Yorker - <https://medium.com/global-editors-network/newsletters-the-new-yorker-and-what-it-does-uniquely-well-e86ba004f6c>

³⁵ “This week in history: ‘Something touched me deep inside the day the music died.’ By Allison Martin, Jan. 30, 2020, story drawing from the Chicago Daily News archive on the Buddy Holly anniversary - <https://chicago.suntimes.com/2020/1/30/21115623/this-week-in-news-kobe-bryant-buddy-holly-ritchie-valens-jp-richardson>

³⁶ Here are some examples of newspapers utilizing third-party services such as Newsbank or Newspapers.com along with links to those services:

- Tampa Bay Times - <https://tampabay.newspapers.com/>
- News syndication services:
- ProQuest - <https://about.proquest.com/en/products-services/pq-hist-news>
- Newspapers.com - <https://www.newspapers.com/>
- Newsbank - <https://www.newsbank.com/>

³⁷ The CNN Collection group website, providing licensing access to CNN clips for media and commercial customers - <https://collection.cnn.com>. For Fox News licensing, the contact is via email at ArchiveSales@foxnews.com.

5 – Notes: Public Service news archives

³⁸ Chicago Sun-Times news photo collections at the Chicago History Museum – <https://images.chicagohistory.org/chicago-sun-times-collection/>

Related links:

- Chicago History Museum main URL - <https://images.chicagohistory.org>
- Backstory on how the Sun-Times’ images were recovered - “Sun-Times photo collection goes online at Chicago History Museum after being lost for a time,” E&P, <https://www.editorandpublisher.com/stories/recovered-chicago-sun-times-photo-archive-featured-in-museum-exhibit,175517>
- “Lost and Found: About 5 million Sun-Times photo negatives were thought to have been lost – until discovered by the Chicago History Museum, which begins to put them on display Friday,” by Ashlee Rexin Garcia, July 9, 2020 - <https://chicago.suntimes.com/news/2020/7/9/21036565/chicago-history-museum-sun-times-photo-archive>

³⁹ The American Archive of Public Broadcasting, a collaboration between WGBH and the Library of Congress - <https://americanarchive.org/#top>

Related links:

- American Archives of Public Broadcasting Special Exhibits - <https://americanarchive.org/#exhibits>
- Voices of Democracy: Public Media and Presidential Elections - <https://americanarchive.org/exhibits/presidential-elections>

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- Gavel-to-Gavel: The Watergate Scandal and Public Television - <https://americanarchive.org/exhibits/watergate>

⁴⁰ Boston TV News Digital Library - <http://www.bostonlocaltv.org/>

Related links:

- WGBH Media Library and Archive - <https://www.wgbh.org/foundation/what-we-do/media-library-and-archives>
- WGBH Open Vault, which provides access to historically important WGBH content - <https://openvault.wgbh.org/>
- WGBH licensing site - <http://www.wgbhstocksales.org/>

⁴¹ British Movietone/Associated Press news archive, searchable on YouTube - https://www.youtube.com/channel/UChq777_waKMJw6SZdABmyaA

Associated Press Corporate Archives:

- John Dillinger's death, AP Was There - <http://www.apimages.com/metadata/Index/Dillinger-AP-was-there/a8954b3bc0264a48a20f50d6ec4e6421/14/0>
- AP Teletype machine, 1964 - <http://www.apimages.com/metadata/Index/Watchf-AP-A-APHSCA154-AP-Teletype-Machine-1965/d2ceec2048604c0bafb6adae1c46f98b/57/0>
- Dispatch on the fall of Saigon, April 1975 - <http://www.apimages.com/metadata/Index/Watchf-AP-I-APHSCA178-Vietnam-Diary-The-Fall-/49724d6e87c84061a368e3d0742fffc5/56/0>

⁴² Internet Archive, a non-profit founded by Brewster Kahle in 1996 to preserve all digital information. Main URL - <https://archive.org/>

Related links:

- The Wayback Machine, a digital archive of the World Wide Web, founded by the Internet Archive, allows the user to go "back in time" and see what websites looked like in the past. It holds more than 500 billion web pages - <https://web.archive.org/>
- Archive-It, subscription web archiving service - <https://www.archive-it.org/>

⁴³ Vanderbilt Television News Archive, described as the world's most extensive collection of television news programs, collected since 1968. It includes news from ABC, CBS, and NBC, CNN and Fox News - <https://tvnews.vanderbilt.edu/#>

Other university news archive links:

- UCLA NewsScape contains digitized television news programs collected from cable and broadcast sources in the Los Angeles area from 2005 to the present - <http://tvnews.library.ucla.edu/>

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- University of South Carolina Television news archives of the Fox Movietone News Collection, which includes more than 2,000 hours of edited stories, complete newsreels, and associated outtakes from the silent Fox News and sound Fox Movietone News Library, dating from 1919-1934 and from 1942-1944. - https://sc.edu/about/offices_and_divisions/university_libraries/browse/mirc/collections/fox_movietone_news_collection.php
 - USC also holds the WIS-TV News Collection, with footage shot by the news crews of Columbia, South Carolina's NBC affiliate from 1959 to 1978, and scripts for news broadcasts dating from 1963-1979. - https://sc.edu/about/offices_and_divisions/university_libraries/browse/mirc/collections/wis_tv_news_collection.php
 - Northeastern University collection from The Boston Globe - <https://archivesspace.library.northeastern.edu/repositories/2/resources/984>

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