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The Newspaper Archive Summit, Day 2: Developing an Action Plan for Preservation and Access

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Day 2 Facilitator: Stephanie Padgett, Reynolds Journalism Institute

Day 2 Recorder: Kate Anderson, MU Libraries, Health Sciences Libraries

Conference Convener: Dorothy Carner, MU Libraries, Journalism Libraries

Summit URL: <http://www.rjionline.org/events/newspaper-archive-summit>

Brainstorming Session: What's in a Newspaper Archive?

What's in a newspaper archive?

Recipes & menus	Letters to the editor
Obituaries	Poems; early fiction
Birth announcements	Before they were famous
Weddings & anniversaries	TV, radio, movie and theatre listings
Marriage/divorce notices	Real estate sales
Public Notices	Estate sales
Local sports scores	Probate records
Photos [see below]	Lottery numbers
Event calendars & dates	Military casualties
Schedules	Stock market closings
School lunches	Business history
Church events	Women's pages
Travel guides	Society pages
Eyewitness accounts	Fashion; art; style
Voting records	Maps
Election results	Weather
Games	Astrology
whist; acrostics; word scrambles; math	Pet of the week
problems; bridge; chess; jumble	veterinarian columns
Critiques and reviews	pets for adoption
entertainment reviews	lost/found
car reviews	animal control
Ads	Business records of the newspaper
Names: alumni	

What was in a newspaper archive (100 years ago)?

Railroad schedules	"Post boy poems"
Shipping news	Post office: mail waiting
Manifests	Patient listings; illnesses
Police records	Epidemic deaths
Hotel registers	Institutionalizations (sanatoria)
Who's visiting whom and from where	Candidate endorsements
Serial fiction	Candidate speeches
Reprints of stories	Etiquette: Miss Manners
Veteran reunions	Agricultural news
Poetry	Commodity prices

Slave auctions
Court trial transcripts
Livestock auctions
Ship manifests
Cartoon (political and comics)
Kids' papers
Horses; race tracks
Patient listings; illnesses
Mosquito abatement (stay indoors)

Cattle clatter
Honor students
Graduations
Crime stoppers
Arrests; mug shots
Citizen-submitted stories (user generated)
1st person travelogues and accounts
Labor union info

What's in a newspaper photo archive?

Disasters
Buildings
Food
Big tomatoes
Bagged deer
Big fish
Trapped animals
Events
Rallies
Sports
Obits (old photos of deceased)
School kids
Weddings; anniversaries
Galas; society pages
Cities
Skylines
Babies
5 generation photos

PR material; celebrity handouts
Weather Photos
Maps
Planning and zoning
Publicity
Inserts
Dairy Princess
County fairs
Pre-photography images: sketches
"Yard of the week"
Garden club
War Photos
Criminals
Historical postcards
Satellite/aerial photos
Scientific illustrations
Household items (e.g., gadgets; new appliances)

In support of the photos that do run:

Outtakes
Negatives (variety of formats; all versions)
Photos from other sources
Doctored photos; censored photos (e.g., painting on an undershirt)
Full photos vs. cropped photos (editing)

Brainstorming Session: Idea Generation

Top 2-3 ideas per table are below. Highlight indicates idea that captured the room's imagination and/or was further developed into proposal.

RED TEAM

- 1) Sports Archives
 - a. Photos; stats
 - b. Domestic or international (how scale)
 - c. High school; collegiate; professional
 - d. Consumer interest is high
 - i. Fantasy sports
 - ii. Soccer
- 2) Photopedia
 - a. Crowd source annotation of back photos
 - b. Invite public to provide context
 - c. Historical photos; regular people

BLUE TEAM

- 1) Corporate/historical perspective to lifestyle issues
 - a. Betty Crocker recipe archive (get General Mills funding)
- 2) University Archives
 - a. Reporters notes
 - b. Work together to tell the story
 - c. Historical look at a journalist's work (behind the scenes)
- 3) Monetizing political cartoons and their history
- 4) 3rd party foundation partners (process)

GREEN TEAM

- 1) Building communities of interest (with payment model)
- 2) Birthday related
 - a. Your date; your location
- 3) Hobbies
 - a. Building, making things (getting back into "making" things; chicken coops; patterns; etc.)
 - b. Personal family history
- 4) Photos, maps, timelines
- 5) Clip Art files

PURPLE TEAM

- 1) Business/industrial history
 - a. Data modeling
 - b. Looking at business through lens of history
 - c. Before entrepreneurs were famous
 - d. Profiles
 - e. Business starts/openings/closings
- 2) Power of personal names
 - a. Vital records and beyond
 - b. Letters to the editors
 - c. Indexing personal events
 - d. Fill in the missing link
- 3) Education
 - a. School districts
 - b. Administration moves
 - c. Sports teams
 - d. What they were spending \$\$ on
- 4) Cold Cases
 - a. Unsolved mysteries in local areas
 - b. Comments; discuss

ORANGE TEAM

- 1) "Our Book"
 - a. Customized books; editors pre-select topics
 - b. Themes: industries; neighborhoods; famous cities; giant vegetables; presidents or pols
 - c. Features: print on demand; customized pages
- 2) "My Book"
 - a. Personal clipping service
 - b. Assemble material into a template
 - c. Features: print/web/ebook on demand
 - d. Tiered cost

PINK TEAM

- 1) Foot note-like model
 - a. The photos that didn't run
 - b. Annotate the photos
- 2) Civil War History

- 3) Adopt-a-year/day/birthday
 - a. Sponsor digitization
 - b. Company anniversaries

YELLOW TEAM

- 1) NEH challenge grants or tax deduction/credit to local media to digitize backfiles (i.e., stuff in the copyright era)
 - a. Incentivizing digitization of backfiles
- 2) Federal tax deductions and credits for exposing metadata by commercial aggregators
 - a. Expose what you have (create efficiencies)
- 3) University development
 - a. Alumni offices
 - b. Partner with them to digitize news related to universities; alumni

Idea Development

RED TEAM

Team Members: Jim Draper; David Rencher; Ann Riley; Mizell Stewart III; Nick Townsend; Jocelyn Wehr; ; Kristopher Wheeler

Idea: White paper from state and national press associations to connect newspaper publishers with libraries, vendors and other institutions committed to preservation.

Economic Model: Future distribution and commercialization. Affiliate opportunities to build applications on top of the asset: e.g., Photopedia, sports.

Barriers/Challenges: Publishers' and content owners' expectations. Preservation through digitization is first priority.

Key Players: Press associations; journalism schools; vendors; historical societies/libraries.

BLUE TEAM

Team Members: Deborah Cheney; Abbie Grotke; Martin Halbert; Vivian Hay; Gerald Hirsch; Aaron Presnell; Randall Weissman

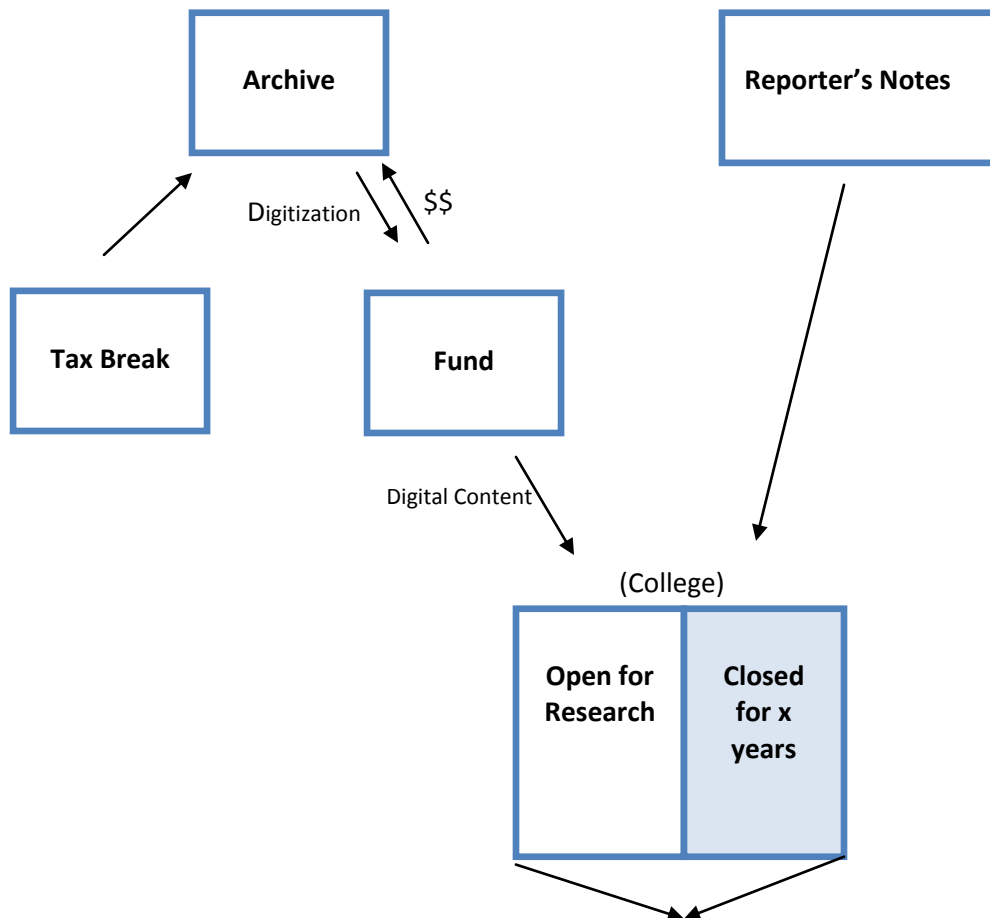
Idea: National Preserving Our News Heritage Program (NPNHP): A partnership between newspapers, archives & libraries, and funders to preserve the notes of reporters and journalists.

Economic Model: Proposed three way partnerships between newspapers & libraries, with outside, 3rd party funding to build sustainable archive programs with appropriate legal safeguards. Funding could be a tax break for newspapers and journalists; grant funding for libraries and newspapers (IMLS.gov)

Barriers/Challenges: Embargo period necessary. Getting reporters to participate. Incentives are key for newspapers.

Key Players: Newspapers: provide content from archives. Universities/Libraries: apply for grants, house the archives. Funders: sponsor the national program, get it started. "National Sponsor": NEH or LC or someone could promote the NPNHP (NDNP Model)

National Preserving Our News Heritage Program (NPNHP)



GREEN TEAM

Team Members: Martha Anderson; Michael Church; Chris Cowan; Patrick Cox; Joe Hight; Ron Larson; Earnest Perry; Erika Van Vranken; Deb Ward

Idea: Building communities of engaged readers/participants around newspaper content that pertains to hobbies, arts, crafts, making and building things. Begin with gardening and cooking.

Integrate weather, localization of gardening practice – assumes large volume of content broadly representing the national. Some combination of the cooking and gardening, “building chicken coops.” Questions of how users can contribute to the knowledge base recommendations – what is the date scope of the data? Market through current gardeners’ web sites, farmers markets, the “eat local” movement, organic growing. Recommend that it be up to date.

Economic Model: Subscription model. Some free use to create incentive to subscribe. Some ad support (allow for local advertiser as well as national)

Barriers/Challenges: Visibility (how to market and promote); accumulating content providers; distributing revenue to content holders as well as costs of content management; how to capitalize this (foundation; non-profit); need infrastructure to accommodate subscription base; may need some expertise.

Key Players: weather.com. Holders of digital newspapers: further content through press associations & vendors. Agricultural schools.

PURPLE TEAM

Team Members: Kent Ford; Daryl Garwood; Leigh Montgomery; Rimmel Nunn; Stan Schwartz

Idea: Business / Entrepreneurship / Industrial / Corporate Information from Newspapers

Economic Model: Mix of support for the backfile: corporate foundations; commercial aggregator; scholarly projects for economic development

Barriers/Challenges: Archiving backfile, getting partners. Contributors. Old copyright issues. Privacy issues. Buy-in by publishers. Ethical challenges (impartiality).

Key Players: State economic offices. E-publishers. Public libraries. Entrepreneurship/business schools. Tech sector. LOC. Newspapers. Aggregators. Photo archive entities. State press associations. Association of State Press Associations.

Going Forward: Material is being gathered digitally on state level, could be scalable. Public notice issue – digital archive of these. Scalable to other states. Searchable – with list of companies.

ORANGE TEAM

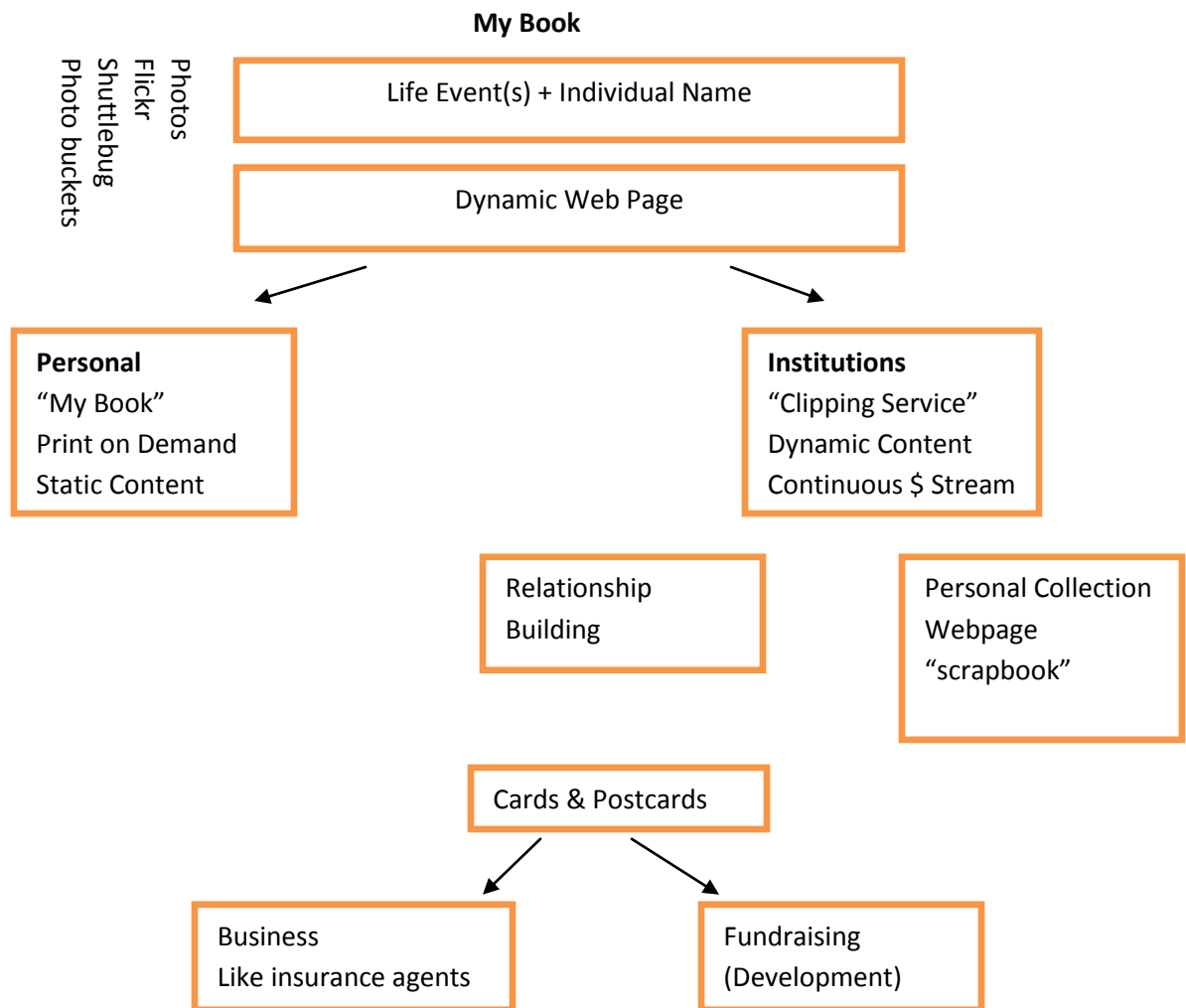
Team Members: Bob Allen; John Dougan; Robin Hubbard; Anselm Huelsbergen; Margaret Knecht; Vicky McCargar; Tom Warhover

Idea: “My Book”: “personal clipping” service. Revenue from archives at smaller publishers.

Economic Models: Consumers and businesses access digital archives to create personalized digital or print products. Revenue support preservation and expansion archives.

Barriers/Challenges: Vendors and revenue sharing with digitized backfiles – who owns it? Software development. Copyright. Critical mass of participants.

Key Players: Press trade groups and associations and stewardship organizations. Newsbank (Chuck Palsho, President). NDNP – LOC (Mark Sweeney). Small press, public projects (digitization)



PINK TEAM

Team Members: Rachel Brekhus; Gail Gibson-Ranallo; Sue Kellerman; Michael Meiners; Kathleen Schweitzberger; Frederick Zarndt

Idea: Adopt an issue (adopt a birthday, anniversary, founding year [corporation]...). Digitization and p.o.d.

Economic Model:

1. Library borrows duplicate master's microfilm from publisher/Proquest
2. Library digitizes/has digitized issues on demand (1 reel at a time) and OCR's it.
3. Library puts it in a digital archive, adds donor names
4. Library and publishers market a tiered sponsorship to public (individuals, corporations, institution)
5. Find a way to incorporate annotation, correct-a-newspaper volunteer work
6. Charge a little to get your name associated with the record?

Barriers/Challenges: Timing/workflow – like ILL (?). Getting people to contribute. Dividing out material for which someone else owns. Copyright – charge extra (?). Marketing. Publisher resistance. Figuring out how to incorporate annotation (Footnote?). Really old issues may be harder to get sponsors initially.

Key Players: Newspaper itself; cultural heritage institutions holding filmed titles. Associations: state newspaper association; historical association. Vendor, library of state historical society to do scanning. Standards consortia: e.g., library division of SLA, SAA (allows distributed work). NDIPP. Volunteers. Crowd funders (e.g., Kickstarter.com). Frederick Zarndt (IFLA, knows about Footnote): skype frederickzarndt; www.frederickzarndt.com.

YELLOW TEAM

Team Members: Ian Buchanan; Christopher Gill; Craig Horn; Nina Johnson; John Konzal; Bernie Reilly

Idea: Federal/foundation support for archiving work and digitization of backfiles by local media organizations.

Economic Model: Tax incentives to cover local media/newspaper archiving costs. Limited term like “cash for clunkers” and must be spent locally, not offshore or at universities.

Barriers/Challenges: Pulling together / consensus building around diverse partners with diverse/competing interests. Copyright /fair review streams. Public money for public good.

Key Players: Fed government. Foundations: Macarthur, Knight, Carnegie. Advocacy orgs: NAA, AAU, Press Associations (state & regional), NNA (small). Media companies: e.g., Tribune. Universities. Research Libraries.

Wrap-Up: Next Steps

Staying in Touch

- Create FaceBook and LinkedIn groups
- Send list of participants with contact information

Following-up on ideas generated today and at the Summit

- Post the proposals
- Send out call for working groups/interested parties for individual proposal ideas
- White paper that involves state and local press associations that has specific strategies (Dorothy Carner and Kate Anderson will begin this process)
- Press Release that this Summit happened

Needed Partners

- State and local press associations: small publishers; small communities
- Foundations and funding agencies
- **Publishers**
 - Create specific proposals with incentives (it's about the money...)
 - Don't expect publishers to come to us. Go to them. Go to publisher conferences and speak on their panels.

Identifying at-risk collections

- Need for data migration plans
- Shutdown processes: I'm going out of business, what do I do with my archive?
- List of stewardship organization: National Digital Steward Alliance; registry of preserved content; identifying at-risk collections. For more information, contact Abbie Grotke at the Library of Congress.

Do we want another Summit?

- **Yes**
- Maybe in Chicago?
- Come back to Mizzou!