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

Worksheets for Idea Development
Newspaper Archive Summit Worksheet

Team: Red

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 association
- Journalism schools
- Vendors
- Historical societies/libraries

Contact Information
- Kristopher Wheeler
- Jim Draper
- Nick Jones
- Jocelyn Weir
- David Riecher
- Miguel Stewart
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Team: Aaron Pressell, Abbie Crotke, Martin Halbert, Randall Weissman, Deborah Cheney, Gerald Hirsch, Vivian Hay

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 partnership between Newspapers and Libraries, with outside 3rd party funding to build sustainable archive programs with appropriate legal safeguards.

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

Funding could be a tax break for newspapers and journalists.

Key players:
− Newspapers - provide content from archives
− Universities/Libraries - apply for grants, house the archive
− Funders - sponsor the National Program, get it started

"National Sponsor" - NEH or LC or someone who could promote the NPNHP (NDNP Model)
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Team: Chris Cowan, Ron Larson, Michael Church, Joe Hight, Deb Ward, Erika Van Vranken, Martha Anderson, Patrick Cox

Idea: Building Communities of Engaged Readers/Participants around newspaper content that pertains to hobbies, arts, crafts, making and building things (begin with gardening & bee keeping)

Economic Model: Subscription model / some free use to create incentive to subscribe

Some ad support (allow for local advertisers as well as national)

Barriers/Challenges: visibility (how to market & promote); accumulability; content providers' distribution revenue to content holders as well as costs of content management; how to capitalize on (尤其是非盈利) need infrastructure to accommodate Subscription box, may need some expertise - Key players: Contact Information

weather.com holders of digitized further content through press associations & vendors newspaper X agriculture schools

integrate weather, localization for gardening practice - assumes large volume of content broadly representing the national - some combination of the cooking & gardening, "building better crops" Questions of how users can contribute to the knowledge base recommendations - what is the date scope of the data? market through current gardeners websites, farmers markets, the "eat local" movement, organic growing

(Recommend that it be up to date)
Land Rush

Tribal Photos - Chiefs, groups, etc.
Then and Now photos of Citizens - Postcards
Photos of famous people before they were famous
Commemorative Events - Retrospective views
Tracing the past - ex: Native American Mounds
Tracing views of things, ideas, visually
Views of headlines - comparatively over time
Your birthday, your home town - Series
Market the entire paper to your birthday,
in your location. Collection to market
to population. Front page vs entire paper

Famous dead people
iPad app for these things - Today, in your hometown
Timeline app that would pull content from a specific paper.

Games - who owns the rights?
Property maps - back many years.
Partnership for programming of app.
College mascot game -

Doll clothes patterns - thin for ideas for
crafts - hobbyists - paper dolls,

Pop Art clip art from newspapers
Ag plans for chicken coops, (making things again.)
Organic movement.

Time lines of events, prices, what
life was like etc.
Birthday idea: Pages from your location or your bookstore.

Hobbyist idea: Building & maintaining swapping patterns.

Micropayment - both money & content.

Building communities of users/readers.

Ancestry-related personal family historical material.
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Team: Kent Ford, Leigh Montgomery
     Jon Schwartz, Daryl Garwood

Idea:
Business/Entrepreneurship/Industrial/Corporate/Info.
From newspapers

Economic Model:
- Mix of support for the backfile
  - Corp. Foundations
  - Commercial aggregator
  / Scholarly projects
  / Development

Barriers/Challenges:
- Archiving backfile / Getting partners
  - Old copyright issues
  - Privacy issues, but in 81 publishers
    ethical challenges

Key players:
- Contact Information
  - State economic offices
  - Publishers
  - Public libraries
  - Entrepreneurship
  - CoCs / Tech sector
  - Business schools / News papers / 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 others
  - Scalable to a list of companies
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Team:
Vicky McLagar, Anselm Helsbergen, Margaret Knecht, John Dowgan,
Robin Hubbard, Bob Allen, Tom Hartman

Idea:
"MyBook," "personal clipping" service.
Revenue from archives at smaller publishers.

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

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

Key players:
Press trade groups & associations, stewardship organizations,
Newshare
NDNP - LLC

Contact Information:
Chuck Palsho, president
Mark Sweeney

Small press public projects
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Team: Yellow

Idea: Federal/foundation support for a clearinghouse and central repository of local media archives

Economic Model:
Tax incentives to cover local media/newspaper archival costs - limited-term like Casita cleaners
and it must be split locally and off shore over universities

Barriers/Challenges:
Pulling together diverse partners with diverse interests
Competing for revenue streams
Public money for public good

Key players:
Fed government
Foundations - MacArthur, Ford, Knight, Carnegie Corporation
Advocacy orgs - NAA, AAU, Press associations (state & regional)
Media companies, e.g., Tribune
Universities
Research libraries

Task force: Collaboration for front line investment in local studies
Supporting local knowledge work/development of

- Local studies
- Community
- Social justice
- Education
- History

Limited
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Team: Sue Kellerman, Kathleen Schweitzberger, Rachul Brekhus, Gail Gibson-Ranallo, Frederick Zarndt, Michael Meiners

Idea: Adopt an issue (adopts a birthday, anniversary, founding year...) digitization + p.o.d.

Economic Model:
1) Library borrows duplicate master's microfilm from publisher/agency
2) Library digitizes/has digitized issue on demand (freel at a time) - and OCA's it.
3) Library puts in a digital archive, adds donor names
4) Library + publisher market a tiered sponsorship to public, (individuals, corporation, institution)

Barriers/Challenges:
Timing (workflow - like JELL?)
Getting ppl. to contribute / marketing
Published resistance (which someone else owns)
Figure out how to incorporate annotation

Key players:
- Newspaper itself
- Cultural heritage institutions
- State newspaper assn.
- Historical association
- Filmmed titles
- Libraries, state historical society, to do scanning
- Standards consortia, e.g. library div. of SLA (allows distributed work)
- Volunteers
- Crowd-fund us (e.g. Kickstarter.com)

Contact Information

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This group:
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Footnote:
- IFLA, knows about
- Footnote