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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 ~~the libraries~~ 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

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Jocelyn Wehr

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MITCHELL STEWART #1

Ann Riley

Newspaper Archive Summit Worksheet

Team: Aaron Presnell, Abbie Grotke, Martin Halbert, Randall Weissman, Deborah ~~Winn~~ Cheney, Gerald Hirsch, Vivian Hay

Idea: National Preserving our News Heritage Program: (NPNHP)
A partnership between Newspapers, Archives + Libraries, ~~Journalists~~ and Funders to preserve the notes of Reporters and Journalists.

Economic Model: Proposed three-way partnership between newspapers + Libraries, with outside, 3rd party funding to build sustainable archive programs with appropriate legal safeguards.

Barriers/ Challenges:

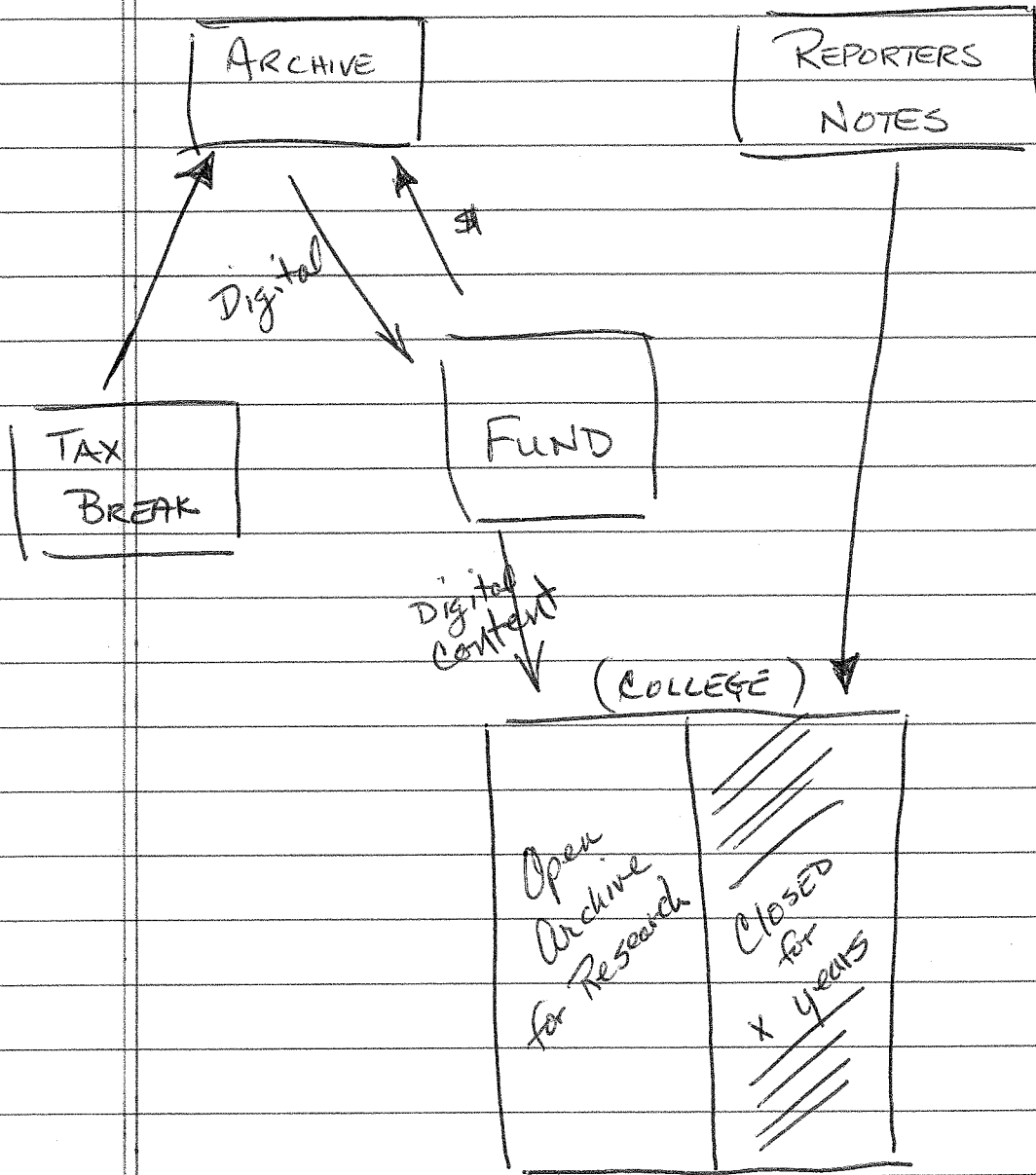
- Embargo period - necessary
 - Getting reporters to participate
 - Incentives are key for newspapers
- Funding could be a tax break for newspapers + journalists, grant funding for libraries + newspapers. (IMLS.gov)

Key players:

Contact Information

- 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)
-

NPNHP



Content married
thru Metadata links
after 20? years

Newspaper Archive Summit Worksheet

~~Ernest~~ Perry,

Team: Chris Cowan, Ron Larson, Michael Church, Joe Hight, Deb Ward, Erika Van Vranken, Martha Andersen, Patrick

Idea: Building Communities of Engaged Readers / Participants ^{COX}

around newspaper content that pertains to hobbies, arts, crafts, making and building things (begin with gardening ^{some focus} & cooking ^{on baking})

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 & 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:

Contact Information

weather.com

holders of digitized newspapers

agriculture schools

→ further content through press associations & vendors

integrate weather, localization for gardening practice - assumes large volume of content broadly representing the national - some combination of the cooking & 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 websites, farmers markets, the "eat local" movement, organic growing

(recommend that it be up to date)

Land Rush

Tribal Photos - Chiefs, groups, etc.

Then + Now photos of cities - 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 hometown - ^{Birthday card} Series

Market the entire paper for your birthday,

~~in~~ 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 - Paperdolls, ^{patterns for crafts}

✓ Pop Art clip art from newspapers
Ag plans for chicken ~~coops~~, ^{etc. (make movement} (making things
again.)
→ Organic movement.

- Time lines of events, prices, what
life was like, etc.

Birthday idea - papers from your location
on your birthday

Hobbyist idea - Building & making things swapping patterns

Micropayment - both money & content

~~Building communities~~

Building communities of users/readers

~~Building communities~~ Ancestry-related

Personal family historical material

→ (PURPLE)

Newspaper Archive Summit Worksheet

Team: KENT FORD, LEIGH MONTGOMERY
STAN SCHWARTZ, DARYL GARWOOD

Idea: BUSINESS / ENTREPRENEURSHIP / INDUSTRIAL
CORPORATE INFO.
from newspapers

Economic Model:

- MIX OF SUPPORT FROM BACKFILES ←
- CORP. FOUNDATIONS
- COMMERCIAL AGGREGATOR / SCHOLARLY PROJECTS
EC. DEVELOPMENT

Barriers/ Challenges:

ARCHIVING BACKFILE, GETTING PARTNERS
CONTRIBUTORS
OLD COPYRIGHT ISSUES
PRIVACY ISSUES, BUY IN BY PUBLISHERS
ethical challenges
(compatibility)

Key players:

Contact Information

STATE ECONOMIC OFFICES
PUBLISHERS
PUBLIC LIBRARIES
ENTREPRENEURSHIP /
K O C S BIZ SCHOOLS / TECH SECTOR
NEWSPAPERS LOGIC,
AGGREGATORS MODELING
PHOTO ARCHIVE ENTITIES

STATE PRESS ASSOCIATIONS
ASSOCIATION OF STATE PRESS ASSOCIATIONS

GOING FORWARD: MATERIAL IS

BEING GATHERED DIGITALLY ON STATE
LAW, COULD BE SCALABLE

- PUBLIC NOTICE ISSUE - DIGITAL ARCHIVE
 - SEARCHABLE - w/ LIST OF COMPANIES
- Scalable to other states

Newspaper Archive Summit Worksheet

Team:

Vicky McCarroll, Anselm Huelsbergen, Margaret Knecht, John Dougan
Robin Hubbard, Bob Allen, TOM WARTHOVER

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?
Software development | Copyright | critical mass of participants

Key players:

Press trade groups & associations & stewardship organizations
Newsbank
NDNP - LC

Contact Information

Chuck Palsho, president
Mark Sweeney

Small press
public projects } digitization

Life Events) Individual + NAME

Photo
Flicker
Shutterstock
photo Buckets

Dynamic Web Page
type (process)

Personal

"My Book"

Print on Demand

static content

Institutions

"Clipping Service"

dynamic and continuous stream

Relationship RSS Personal

Building feed Collection

Webpage

cards

"Scrapbook"

post cards

makes use of your publishing hardware

Business

Fundraising

like Insurance Agents

(Development)

Newspaper Archive Summit Worksheet

Team: Yellow

Idea: Federal/foundation support for archiving ^{work} & digitization of backfiles by local media orgs

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 among diverse partners w diverse interests
Copyright / fair revenue streams
Public money for public good. / competing

Key players:

Contact Information

- Fed government
- Foundations — [MacArthur Fdn, Knight Fdn, Carnegie Corporation]
- + Advocacy orgs — NAA, AAU, Press associations (state + regional), NNA (smc)
- Media companies, e.g. Tribune
- Universities

- ~~Research libraries~~
- Research libraries

Limited Cash for Clunkers — incentives for front loading ~~work~~ investment

Supporting local ^{gov} knowledge work / development of trouble-shooters local skills

4/12/11

Newspaper Archive Summit Worksheet

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

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

- Economic Model:**
- 1) Library borrows duplicate masters 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 ~~spa~~ archive, adds donor names
 - 4) Library + publisher market a tiered sponsorship to public, (individuals, corporations, institutions)

Barriers/ Challenges: timing/workflow - like ILL(?)
 really old issues may be harder to get sponsors initially
 getting ppl. to contribute / marketing
 marketing published resistance
 dividing out material for which someone else owns
 figuring out how to incorporate annotation (Footnote?)
 charge extra
 5) Find a way to incorporate annotation, correct a newspaper volunteer work
 charge a little to get your name associated with the record?

Key players:

Contact Information

Newspaper itself; cultural heritage institutions holding filmed titles
 Associations - State newspaper ass'n.
 historical association

Vendors, Library or state historical society to do scanning
 Standards consortia, e.g. library div. of SLA (allows distributed work) SAA
 Volunteers

crowdfunders (e.g. kickstarter.com)
 Frederick Zarndt, skype frederickzarndt
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 IFLA, knows about Footnote

This group:

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