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

Contents
Brainstorming Session: What’s in a Newspaper Archive? ................................................................. 1
Brainstorming Session: Idea Generation ............................................................................................... 4
Idea Development ...................................................................................................................................... 6
Wrap-Up: Next Steps ........................................................................................................................... 11

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
Obituaries
Birth announcements
Weddings & anniversaries
Marriage/divorce notices
Public Notices
Local sports scores
Photos [see below]
Event calendars & dates
Schedules
School lunches
Church events
Travel guides
Eyewitness accounts
Voting records
Election results
Games
   whist; acrostics; word scrambles; math problems; bridge; chess; jumble
Critiques and reviews
   entertainment reviews
car reviews
Ads
Names: alumni

Letters to the editor
Poems; early fiction
Before they were famous
TV, radio, movie and theatre listings
Real estate sales
Estate sales
Probate records
Lottery numbers
Military casualties
Stock market closings
Business history
Women’s pages
Society pages
Fashion; art; style
Maps
Weather
Astrology
Pet of the week
   veterinarian columns
   pets for adoption
   lost/found
   animal control
Business records of the newspaper

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

Railroad schedules
Shipping news
Manifests
Police records
Hotel registers
Who’s visiting whom and from where
Serial fiction
Reprints of stories
Veteran reunions
Poetry

“Post boy poems”
Post office: mail waiting
Patient listings; illnesses
Epidemic deaths
Institutionalizations (sanatoria)
Candidate endorsements
Candidate speeches
Etiquette: Miss Manners
Agricultural news
Commodity prices
Slave auctions  Cattle clatter
Court trial transcripts  Honor students
Livestock auctions  Graduations
Ship manifests  Crime stoppers
Cartoon (political and comics)  Arrests; mug shots
Kids’ papers  Citizen-submitted stories (user generated)
Horses; race tracks  1st person travelogues and accounts
Patient listings; illnesses  Labor union info
Mosquito abatement (stay indoors)

What's in a newspaper photo archive?

Disasters  PR material; celebrity handouts
Buildings  Weather Photos
Food  Maps
Big tomatoes  Planning and zoning
Bagged deer  Publicity
Big fish  Inserts
Trapped animals  Dairy Princess
Events  County fairs
Rallies  Pre-photography images: sketches
Sports  “Yard of the week”
Obits (old photos of deceased)  Garden club
School kids  War Photos
Weddings; anniversaries  Criminals
Galas; society pages  Historical postcards
Cities  Satellite/aerial photos
Skylines  Scientific illustrations
Babies  Household items (e.g., gadgets; new appliances)
5 generation photos

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 citites; 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 Stewert III; Nick Townend; 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)

Barries/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.


**PURPLE TEAM**

**Team Members:** Kent Ford; Daryl Garwood; Leigh Montgomery; Remmel 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


**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


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


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.


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.

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!