[CAN WE] START SPREADING THE NEWS
Challenges and opportunities in using social media for outreach in a cooperative project

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VTDNP BACKGROUND

- Part of National Digital Newspaper Program
- A partnership between …

State Projects

- NEH funds state projects in two year cycles
- States select and digitize ~100,000 pages of historic newspapers (1836-1922) for LC’s Chronicling America
  http://chroniclingamerica.loc.gov/
- VTDNP Phase 1 (2010-2012) → ~100,000 pages added
- VTDNP Phase 2 (2012-2014) → ~100,000 pages in the works
- 36 states funded; 7 million + pages available!
- Educational, outreach component… Spreading the News!

Joseph Smith monument chronicled in newspapers of Vermont and Utah, 1905.

EDUCATIONAL & OUTREACH COMPONENT

http://www.loc.gov/ndnp/extras/

Extral Extral NDNP Extras!

The following sites showcase content in Chronicling America and provide examples of reusing digitized historic newspapers and associated metadata records in unique ways. Some utilize data mining techniques, harvesting, or individual newspaper pages.

- Tips for Searching Chronicling America
- Teaching Resources
- Reusing Data from Chronicling America
- chronam (LC Newspaper Viewer Software)
- State Newspaper Project Blogs (NDNP Awarded)
- Podcasts
- Videos

Tips for Searching Chronicling America

- Helpful Tips for Searching in Chronicling America
- University of South Carolina

Using Chronicling America Podcast Series
- Ohio Historical Society

Using Chronicling America Webinars
- Ohio Historical Society

Chronicling America Search Strategy Videos
- Ohio Historical Society

Teaching Resources

EDSITEment! Chronicling America Lesson Plans
- National Endowment for the Humanities

Lesson Plans
- Ohio Historical Society

Newspaper Navigator
- The Portal to Texas History

http://edsitement.neh.gov/feature/chronicling-america
COOPERATION, COLLABORATIVE APPROACH THROUGH PARTNERSHIPS

VTDNP ON THE WEB

Vermont Digital Newspaper Project

About the Project

The Vermont Digital Newspaper Project is part of the National Digital Newspaper Program, developed by the National Endowment for the Humanities (NEH) and the Library of Congress. The University of Vermont Libraries was awarded funding from NEH to work collaboratively with partners in the Vermont Department of Libraries, the Isley Public Library of Middlebury, and the Vermont Historical Society to select, digitize, and make available up to 100,000 pages of Vermont newspapers published between 1836 and 1922, from the microfilm collections of the Vermont Department of Libraries and the University of Vermont. Under its first Phase I Grant (July 1, 2010-Aug. 31, 2012), the VTDNP contributed nearly 130,000 pages of historical Vermont newspaper content to the Library of Congress' Chronicling America database. The VTDNP received continuation funding (Sept. 1, 2012-Aug. 31, 2014) to digitize an additional 100,000 pages of newspapers.

Looking for the Vermont Newspaper Project?

Visit the Vermont Newspaper Project main page here, or jump directly to the Vermont Newspaper Project Catalog.

All of the resources and links on the Vermont Newspaper Project are still available. The database contains title and holdings information for Vermont newspapers, including both historic and modern titles. Use the database to find out where newspapers are held in the state.
Initial Media Releases from Engaged State Partners

UVM Libraries Receive National Endowment for the Humanities Grant to Digitize Vermont’s Historic Newspapers

The University of Vermont Libraries has been awarded funding from the National Endowment for the Humanities (NEH) in the amount of $90,000 to support the Vermont Digital Newspaper Project.

The UVM Libraries will work collaboratively with partners in the Vermont Department of Libraries, the Ilsley Public Library (Middlebury), and the Vermont Historical Society to digitize and make available up to 100,000 pages of Vermont newspapers.

A lot of research boils down to information found in newspapers. The Vermont Digital Newspaper Project will provide a window into Vermont’s participation in key moments in American history, such as abolition of slavery, the Civil War, and World War II.

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BRANDING THE PROJECT

Banner and logo – graphics by Heather Kennedy
DEVELOPMENT OF WEB, BLOG & FB OUTLETS

Vermont Newspaper Project Catalog

Search the catalog - Browse by newspaper - Browse by repository

The VTNP database includes nearly 1,000 bibliographic records for Vermont newspaper titles that date from the 18th century to the present. Holdings information for close to 100 newspaper repositories throughout Vermont is also included.

Note: This database is not an index to individual newspaper titles, however an index is available for the Burlington Free Press and Rutland Herald.

Vermont Digital Newspaper Project

CHRONICLING AMERICA

Access our content here: Historic American Newspapers

About the Project

The Vermont digital newspaper Project is part of the National Digital Newspaper Program, developed by the National Endowment for the Humanities (NEH) and the Library of Congress. The University of Vermont Libraries were awarded funding from NEH to work collaboratively with partners in the Vermont Department of Libraries, the Allen Memorial Library, and the Vermont Historical Society to select, digitize, and make available up to 100,000 pages of Vermont newspapers published between 1836 and 1902, from the microfilm collections of the Vermont Department of Libraries and the University of Vermont. Under its first Phase I grant (July 1, 2010-Aug 31, 2012), the VTDP contributed nearly 150,000 pages of historical Vermont newspapers to the Library of Congress' Chronicling America database. The VTDP received continued funding (Sept 1, 2012-Aug 31, 2014) to digitize an additional 100,000 pages of newspapers.

Genealogy Search Tips for Chronicling America

The search for ancestors, while generally rewarding, can be difficult and time-consuming; as an amateur genealogist I can attest to this. For genealogy research, certainly, historic newspapers contain a wealth of information about relatives; for newspapers can include local news, marriages and deaths, participant lists (military recruitment lists, organizations, meetings, parties), advertisements, social and political functions, local individual updates (e.g., "Mrs. William Johnson received her parents this past Wednesday"—these may or may not be helpful), and legal notices (deeds, court happenings, divorces, estates). This is, if you can find it amid hundreds of thousands of pages. Generally, this has been meant hours of scanning newspaper microfilm or going through actual newspapers at a historical
From WP.com: VTDNP 2013 in review

The WordPress.com stats helper monkeys prepared a 2013 annual report for this blog.
Here’s an excerpt: A New York City subway train holds 1,200 people. This blog was viewed about 5,000 times in 2013. If it were a NYC subway, it would take about 23 trips.

User Spotlight Series: Vermont Milk Chocolate Company

Periodically, we’ll be interviewing researchers and showcasing projects that are using content from Vermont historical newspapers on Chronicling America. Our first interviewee is Frances Gubler, a graduate historic preservation student at the University of Vermont, who has been conducting research about historic industrial and manufacturing buildings on Flynn Avenue in Burlington, Vermont, as part of a class research project. Fran graciously agreed to meet and share some of her newspaper findings.

To start, I asked Fran what she found valuable about Chronicling America. “Chronicling America is easy to use. Microfilm is interesting, but it is also intimidating. With Chronicling America, you can do a quick keyword search and get results,” said Fran.
VALUE-ADDED CONTENT
SOCIAL MEDIA OUTREACH

All this for $0 spent on marketing budget!
• Topic guides
• Lesson plans
• Wikipedia links
COORDINATING SOCIAL MEDIA EFFORTS

PARTNERS/STAKEHOLDERS:

The Library of Congress > Chronicling America
COORDINATING SOCIAL MEDIA EFFORTS

• Types of content
  ➢ Long form
  ➢ Short burst
  ➢ Visual
  ➢ Repurpose
  ➢ Time-relevant

• Scheduling

• Continuity

Organic
COORDINATING SOCIAL MEDIA EFFORTS

• No guidelines
• VTDNP-specific guidelines
  • University-level policy
• Library-level guidelines (in progress)
  • Social media policy (and action) task force
  • 8 members (7 faculty members)
  • Pilot project
OPPORTUNITIES

• Materials for outreach
• Increase
  • exposure
  • discoverability
  • serendipity
• ∞ possibilities
CONCLUSION/OBSERVATION

• To each, its own
• Learn from each other
• Social media is fluid & can’t wait

✓ Social media is only a part of overall outreach
QUESTIONS & COMMENTS?
#IFLAnewspaper

Thank you!

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