



Small-town papers: still delivering the news

John Herbert

J Willard Marriott Library, University of Utah, USA

E-mail: john.herbert@utah.edu

and

Randy Olsen

Church History Library

Church of Jesus Christ of Latter-day Saints

Salt Lake City, USA

E-mail: randy.olsen@ldschurch.org

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Abstract:

Local newspapers from the 19th and 20th centuries are arguably the most neglected resource in historical research today. These papers are frequently overlooked by researchers, not because they underestimate the newspaper's historic value but because that value is so difficult to extract. In their original paper form, some local newspapers are no longer extant and when extant they are hard to find and always fragile. Converted to microform, they are tortuous to use.

Over the past decade, the public and private sectors have tackled this newspaper access problem through mass digitization. National libraries, government agencies, and foundations collaborated to convert millions of pages of newsprint to online text that could be mined by scholars and other researchers. Commercial firms, often with the help of research libraries, digitally republished papers that had broad public appeal and could be readily marketed.

These public and private reformatting efforts focused almost entirely on newspapers that were considered historically significant. Significance was often defined as papers that carried world and national news with publications dedicated to large metropolitan markets or special interest groups also included. Neglected, for the most part, were small town papers that had once delivered a very different brand of news, one that was uniquely local and intended for a small but dedicated audience.

The goal of this research is to determine whether local newspapers deserve greater attention as reformatting efforts continue and before more small town papers literally turn to dust. The authors will pursue their study with two hypotheses in mind. First, that genealogists as a group

are the most frequent users of digitized newspapers, and second, that small town papers are just as important to this user community as newspapers from metropolitan areas.

To test these hypotheses, the authors will analyze use statistics and survey data from the Utah Digital Newspapers Program (UDN). This program has been operated by the University of Utah's J. Willard Marriott Library for over ten years and has been widely recognized as one of the most successful newspaper reformatting initiatives in the United States. UDN was launched with the support of a Library Services and Technology grant. After successfully digitizing 30,000 pages, the Marriott Library received a \$1.02 million National Leadership Grant from the Institute of Museum and Library Services and converted an additional 240,000 pages. Between 2005 and 2011 three more grants were received from the National Endowment for the Humanities totaling \$1.1 million to reformat 365,000 pages of Utah newspapers as part of the National Digital Newspapers Program. Today, UDN boasts 60 titles, 1.3 million pages, and full article-level segmentation.

The UDN collection is ideally suited for research into the historic value of local papers. Two-thirds of the 60 UDN titles are from rural areas with some content coming from nearly every county in Utah which is largely a rural state. The authors hope that the findings of their study will stimulate greater interest in digitizing small town newspapers to insure their survival and meet the needs of local historians, genealogists, and other researchers.

The topics to be covered in the proposed paper will include the following:

- 1. Brief overview of the international movement to digitally reformat newspapers*
- 2. In-depth background on the UDN program*
- 3. Profile of newspapers included in the UDN program*
- 4. Report and analysis of use statistics by newspaper for UDN*
- 5. Report and analysis of user survey data for UDN*
- 6. Recommendations for future digitization efforts based on findings*

Introduction:

The goal of this article is to encourage decision makers in the digital library arena to place a higher priority on reformatting newspapers. Data will be presented that examines the use of digital newspapers within a large online repository, the Utah Digital Newspapers. Findings will also be reported on a user survey conducted to test two hypotheses; first, that genealogists use digital newspapers more than any other type of researcher; and second, that small-town newspapers are as important as or more important to researchers than large, metropolitan titles. In presenting this data, we hope that library administrators and stakeholders will elevate the priority of newspaper digitization projects, particularly those involving small-town papers, and steer greater resources to their completion.

Our motivation for writing this article came partially from the unfortunate experience of a colleague who recently attempted to make reformatting and preserving a small-town newspaper the centerpiece of his library's digitization program. Other administrators questioned the

wisdom of this decision based on institutional priorities. The long, sometimes contentious debate that followed might have been avoided if all involved had been better informed on the value of digital newspapers to library users and the importance of small-town papers to a fairly large research community. Hopefully, this article will help others avoid the experience that our colleague endured.

Research Context – The Importance of Policy and Use Data:

Every library that dives into a substantial digitization program faces a similar set of complex questions. Decisions must be made relative to digitizing equipment, software platforms, interface design, metadata standards, rights management, and a whole host of workflow processes. But answering just three, very basic collection development questions can be even more difficult than addressing operational concerns. These three foundational questions are: (1) who will use the digital library, (2) what materials should be digitized for the users, and (3) what materials should be digitized first?

Answering these questions is critical to the long-term success of any digitization program. The answers should be found before the program is launched, and checked and rechecked as the program proceeds. Once articulated, the answers should be documented in a widely vetted collection development policy that is supported by library administrators, staff, users, and other stakeholders.

Good digital collection development policies clearly identify user communities and their information needs. Effective policies also recognize stakeholders and the metrics that these stakeholders will apply in judging the success of the program. Policies should be flexible enough to respond to changes in the operational environment and data on the environment should be gathered and reported continually. Optimally, the data will validate the utility of what has been digitized in the past and justify reformatting plans for the future. If the data doesn't, then digitizing plans must be adjusted and changes to collection development policy considered. In other words, use data is applied to create a feedback loop that informs collection development policy and the selection of materials to be digitized.

This article will report use data on the Utah Digital Newspaper repository, a very successful program that, until recently, was part of the Library of Congress' newspaper digitization initiative. While the data from the Utah project cannot be directly applied to other reformatting efforts, it can be used to infer the probable value and use of digitized newspapers in other institutions. We hope that the Utah data will inform collection development policy discussions in research libraries including those national libraries that sponsor large-scale newspaper digitization programs.

Newspapers as a Digitizing Priority in the United States:

Digitizing historical and cultural materials in the United States became a priority when, in 1995, the Library of Congress launched its National Digital Library Program. Though sponsored by the Library of Congress, this Program was envisioned as a collaborative effort that would lead to distributed repositories of managed content. The repositories were to be made freely

accessible to the public through different interfaces, some of which could be customized for specific audiences and specialized content.¹

As the Library of Congress sized up the work ahead, it identified ten challenges that 21st-century research libraries would face in building their digital collections.² Of these ten challenges, eight dealt with technical obstacles and one with copyright. The remaining challenge articulated a collection development concern: In order for the National Digital Library to succeed it must be “useful to different communities of users and for different purposes.”

This condition for success recognized the importance of answering the foundational questions noted above, namely who will use the digital library, what materials should be digitized for the users, and what materials should be digitized first? The Library of Congress answered the question of who would use the National Digital Library in the broadest possible terms describing it as “an extension to every desktop, classroom, and personal library.”³ As to what content should be digitized and what should be digitized first, the Library of Congress singled out historical materials as the highest priority. With the help of generous grants from Ameritech Corporation, the Library of Congress established the American Memory Project as the vehicle for rapidly reformatting historical documents.

The aim of the American Memory Project was to digitize the “foremost historical treasures” in the Library of Congress and other major research archives. Virtually all formats were welcome in the new online repository from printed works to sound recordings and moving images.⁴ Newspapers were never mentioned in descriptions of the Project but over the years issues from a few papers were added. Considering the importance of newspapers as primary source material, however, they were probably underrepresented in the emerging national collection. This failing was more than compensated for when, in 2004, the Library of Congress and the National Endowment for the Humanities announced the National Digital Newspaper Program. This program was touted as the successor to the long-running and highly successful United States Newspaper Program, an effort by the two organizations to inventory, catalog, and microfilm “a corpus of at-risk newspaper materials.” Under the new initiative, the National Endowment for the Humanities awarded grants to cultural heritage institutions for the purpose of selecting, digitizing and delivering to the Library of Congress approximately 100,000 newspaper pages per grant.⁵ It was anticipated that over 5.6 million pages would be generated through the Program by 2013 but, at the writing of this article, that goal has already been surpassed.

¹ <http://memory.loc.gov/ammem/dli2/html/lcndlp.html>

² <http://memory.loc.gov/ammem/dli2/html/cbedl.html>

³ <http://memory.loc.gov/ammem/dli2/html/lcndlp.html#Vision>

⁴ *Ibid.*

⁵ <http://www.loc.gov/ndnp/about.html>

Prioritizing Small-town vs. Metropolitan Newspapers⁶:

When the Library of Congress and National Endowment for the Humanities established the National Digital Newspaper Program, they answered the third collection development question of what should be digitized first. The answer was formulated in terms of guidelines for awarding grants. The guidelines section titled “Intellectual Content Selection Criteria” favored large metropolitan papers, stating: “The foremost reason for selection of an individual title for digitization is that the newspaper significantly reflects the political, economic and cultural history of the State. These include, but are not limited to, titles of statewide or regional influence.”⁷

Small-town titles could have been proposed under the guidelines given a provision that recognized the value of papers that offer “community” news such as announcements of births, death, and marriages. Small-town papers might also have been included as “orphan titles” which were defined as papers that had ceased publication and for which there was no known copyright holder or digitization plan. Many small-town papers would certainly have met that definition. Still, overall the National Digital Newspaper Program grant guidelines clearly favored metropolitan papers stating: “Preference should be given to titles that provide state coverage or at least multi-county coverage of a majority of the population.”⁸

The emphasis in the U.S. program on metropolitan papers also appeared in other national newspaper digitization initiatives. For example, the National Library of Australia described its preferred content as “[n]ewspapers with wide geographic coverage published before 1900 ... i.e., ‘State’ titles.”⁹ Most large-scale newspaper reformatting efforts have been highly influenced by the Library of Congress and the National Library of Australia project models. This isn’t universally true, however. The Utah Digital Newspapers is a prime example of a program that has consciously attempted to strike a balance between metropolitan and small-town papers. The remainder of this article will be devoted to examining the outcomes of the Utah effort and more importantly the reaction of users to having access to small-town as well as metropolitan titles.

Utah Digital Newspapers:

The Utah Digital Newspapers program (UDN) is administered by the J. Willard Marriott Library at the University of Utah (USA). From its modest beginning in 2002, the program has flourished. Now in its eleventh year, UDN contains 1.3 million pages of content and is recognized as a national, even international, leader in newspaper digitization. It remains a fully accessible, free website, which can be seen at <http://digitalnewspapers.org>. It remains the first hit in the Google and Yahoo search engines for a search on “digital newspapers.”

⁶ For definitional purposes, the authors will refer to “small-town” and “rural” newspapers interchangeably. While technically there may be some semantical differences between them, they are equivalent in the authors’ minds for the purposes of this paper. Moreover, in making distinctions between “metropolitan” and “small-town” newspapers, the authors consider only Salt Lake City and Ogden to be true metropolitan areas in Utah during the late-19th and early-20th centuries.

⁷ <http://www.loc.gov/ndnp/guidelines/selection.html> . See also, Appendix 1.

⁸ <http://www.loc.gov/ndnp/guidelines/selection.html> .

⁹ http://www.nla.gov.au/ndp/selected_newspapers/documents/ANDP_Titleselectionv2.pdf . See also, Appendix 2.

As of May, 2012, the Utah Digital Newspapers holds 80 distinct newspapers titles, ranging from the very first newspaper issue published in the Utah Territory, the Deseret News of June, 1850, to the Vernal Express published in December, 1982. It holds content from 27 of the 29 counties in the state of Utah.

Some other statistics related to the size of the UDN collection are:

- Number of titles 80
- Number of counties 27 of 29¹⁰
- Number of newspaper issues 128,378
- Number of pages 1,318,349
- Number of articles 15,368,563
- Number of individual collections in the database 231
- Total number of objects in the database 16,798,920

A History of the Utah Digital Newspapers:

UDN began in early 2002 with a \$93,000 grant from the Utah State Library that purchased server hardware and provided for the digitization of 30,000 pages of historical Utah newspapers. In December 2002, after several months of experimenting with digitization processes, UDN's initial website was launched with 10,000 pages from each of three titles. Word quickly spread throughout the Utah library community of this unique new resource. The Library recognized immediately that this concept had great potential and that it needed to expand its content and capability.

Later that same month, the initial \$93,000 grant was followed by a second, much more substantial grant from the Utah State Library for \$278,00. This funding provided for a full-time project director and 106,000 pages of content to be digitized, effectively tripling the size of the database.

When the Library received a \$470,000 National Leadership Grant from the Institute for Museum and Library Services (IMLS), a U.S. federal agency, in September 2003, it was a watershed event. With this large infusion of support to fund efforts over a two-year time span, UDN was transformed from a project to a program and emerged into the national spotlight as a leader in newspaper digitization. During the term of the IMLS grant, another 278,000 pages of content were digitized and the database grew to nearly 500,000 pages.

As the IMLS grant wound down in 2005, the National Endowment for the Humanities (NEH), in collaboration with the Library of Congress (LC), launched its National Digital Newspapers Program (NDNP). The University of Utah was one of six institutions awarded a grant in the first test-bed phase of the program from 2005-2007. The Library subsequently received additional two-year awards in both 2007 and 2009, bringing its NEH funding to a grand total of \$863,000 to digitize 380,000 pages of content.

¹⁰ Two counties, Daggett and Wayne, are not represented because the UDN program has not been able to identify a substantive newspaper collection in either locale to digitize.

Throughout all these years, the Library had very good success raising in-state funds from various institutions to digitize local newspapers. It worked with academic libraries, public libraries, newspapers themselves, historical societies, and other cultural heritage institutions. The largest of these projects brought funding of \$527,000 from the Utah State Historical Society to digitize 247,000 pages of the Salt Lake Telegram. This content contains fifty years (1902-1952) of a major Salt Lake City daily newspaper, and over 18% of the entire UDN database.¹¹

Operating Principles:

During the course of the digitization program, UDN followed six simple operating principles, all of which were designed to improve the patron experience. First, from the very beginning the Utah Digital Newspapers project focused on achieving a broad statewide scope and representation. Especially in the early years, UDN resisted the temptation to digitize large metropolitan titles. In fact, it consciously pursued the opposite goal, exclusively targeting smaller, rural weekly titles instead. This allowed UDN to generate demand across the entire state while at the same time expanding its chronological coverage with weekly, rather than daily, papers.

Second, after selecting a title to be digitized, UDN's strategy was to scan materials beginning with the earliest dates and then to progress forward in time as far as the available funding would allow. These tactics enabled the program to digitize the set of materials that was most likely to have the greatest need for preservation and would be the most in demand by users.¹²

Third, whenever possible, UDN used modern technology to capture images of original hard copies of newspapers rather than scanning worn and dated microfilmed images. This technique generated digital images worthy of the 21st-century. High-resolution imaging, in turn, contributed to higher accuracy for optical-character-recognition (OCR) software processes, which in turn provided more accurate search results for users.

Fourth, UDN's processing protocols include providing images and metadata for each newspaper article. All OCR text is attached to its article image so that the full article image may be included in search results. This allows users to quickly view and understand the context of hits returned from database searches. Most other digital newspaper programs in the U.S. do not segment page images into their individual articles because of the significant additional cost to do so.¹³ Moreover, a much more complex database structure is required to manage information that is article-based. UDN, however, believes strongly that article-level metadata provides a much more rewarding patron experience and is well worth the additional cost. Furthermore, up to this point in time, the UDN database has been able to satisfactorily handle the more complex newspaper issue structure.

Fifth, to further enhance search accuracy, the UDN digitization service provider manually keys in article headlines. In fact, they are double-keyed and verified, which means that two different people key each headline and any discrepancies are reconciled. This process insures nearly

¹¹ See the complete list of institutional donors to the UDN program in Appendix 3. To view a graph of the significant page-count growth in UDN since its inception, see Appendix 4.

¹² For more information on preservation needs and user demands see, e.g., the results of a 2012 survey conducted by the authors and described herein.

¹³ It should be noted that article-level segmentation is much more prevalent outside the United States.

100% accuracy of headline text. Again, this extra processing is more expensive, but the UDN program believes that the corresponding improvement in its patrons' search accuracy justifies the extra expense.

Sixth, to stay in touch with patrons and receive their feedback, UDN offers a simple survey on its website asking users about their use of UDN. The survey has run continuously since 2005 and has collected nearly 1,500 patron responses. Among the many things learned from the survey are:

- 84% of users gave an overall rating of "good" or "excellent" for their user experience
- 79% will return soon
- 74% will tell others about UDN
- 66% rate search accuracy as "good" or "excellent"
- 65% find new sources for their research
- 63% are more knowledgeable about their own family history as a result of using UDN
- The most often asked-for improvement is simply "more content!"

2012 Survey:

To supplement the ongoing web survey for users, the authors administered a new survey during March-April, 2012, to ask more specific questions about the UDN experience. The survey questions generally focused on the two hypotheses of this paper, that:

- 1) genealogists constitute the largest defined group of users of UDN; and
- 2) small-town titles are more important to UDN users than larger, metropolitan papers.

The survey¹⁴ was sent by email to 500 Utah Digital Newspaper users whose email contact information the program had gathered over the years. At this writing 137 responses have been received. The summarized results are:

- 72% visit UDN for genealogical research
- 20% visit for various other types of historical research
- 87% find obituaries useful
- Over 60% find the other genealogical article types (birth and wedding announcements) useful
- Only 7% do not find genealogical articles useful
- Many are writing family histories and consequently also look for general background information
- Older content is much more highly valued than more recent content (see more detailed explanation that follows)
- 44% find smaller, rural papers more useful, while only 15% find larger, metropolitan papers more useful.

The survey asked respondents to rank five specified time periods from "1" (most useful) to "5" (least useful). The results of this question clearly demonstrate that the earliest content is the most valued by users:

¹⁴ See the complete survey results in Appendix 5.

<u>RANKING</u>	<u>TIME PERIOD</u>
1	1850-1874
2	1875-1899
3	1900-1939
4	1940-1979
5	1980-present

Interestingly, each successive time period is ranked one rating lower (i.e., one step less useful) than the one preceding it.

The survey also questioned the usefulness of small, rural papers compared to large, metro papers. The results expressed on a five-point scale were:

- 19% found small, rural papers much more helpful
- 24% found small, rural papers slightly more helpful
- 42% were neutral
- 6% found large, metro papers slightly more helpful
- 9% found large, metro papers much more helpful.

Looking at the two ends of this spectrum, twice as many respondents (19% vs. 9%) declared small, rural papers much more helpful than large, metropolitan periodicals and four times as many (24% vs. 6%) found smaller publications at least slightly more helpful than titles from larger communities.

These data fully support the authors' contention that small-town newspapers are equally, if not more, important to users than large metropolitan titles and UDN's 1.3 million pages of digitized content are a deliberate reflection of its users' information preferences.

To illustrate, the top five titles with the highest page counts in the UDN database are all large metropolitan newspapers in Utah, four from Salt Lake City and one from Ogden:

1.	Salt Lake Telegram	247,785 pages
2.	Salt Lake Tribune	132,264 pages
3.	Salt Lake Herald	130,820 pages
4.	Odgen Standard	120,548 pages
5.	Deseret News	<u>107,761 pages</u>
Total five largest titles		739,178, pages

Taken together, these five newspapers constitute 56% of the total pages in the database. Balancing the content from the large metropolitan dailies are all those from smaller, often less frequently published titles. In the latter category there are 75 titles containing 578,959 pages of content that make up an impressive 44% of the total UDN pages. The achieved ratio of large newspapers to smaller ones is remarkably close to 50/50, particularly given the general decline of smaller periodicals in more recent years. The equilibrium in UDN's database content is testimony to its ongoing mission to operate a statewide initiative, balancing the information and research needs of all areas of Utah.

Conclusion:

Survey data from the Utah Digital Newspaper Program supported the hypotheses of this paper that 1) at 72% of all respondents, genealogists are the largest group of UDN users, and 2) smaller, rural titles are more important to UDN users than larger, metropolitan papers. The authors have heard anecdotal evidence that genealogists make up the majority, or at least a plurality, of users on other notable digital newspapers websites. While other programs may not have as high as 70% genealogists as Utah does, the authors believe strongly that the data will consistently show that genealogists will be the largest group of users. Relying on these validated assumptions, the authors offer the following recommendations:

1. Large-scale newspaper digitization programs should administer surveys to determine who uses their content, what the content is used for, and what content the users would most like to see reformatted next. It would be most interesting to discover whether genealogists are the largest user group of digital newspaper archives around the world. The authors assume that they are and that genealogists in every country have a keen interest in the content of small-town newspapers. We encourage any/all programs to use the same survey questions; verbatim if need be, as the survey we administered earlier this year. This would facilitate easier comparison of results across surveys.
2. National programs and other large-scale newspaper digitization initiatives should place a higher priority on small-town newspapers. Grant funding should be directed to those institutions with projects designed to rescue smaller, at-risk titles. If the findings of this study can be replicated for other archives then a grant-supported shift in focus from metropolitan to small-town papers should become an international imperative.
3. National programs of all kinds and other large-scale newspaper digitization initiatives need to look and think beyond the traditional historian and researcher as the main users of their newspaper repository. With the ubiquity of the internet, we all are creating “citizen historians” who far exceed in number traditional historians and other formal researchers. Historical newspaper research is in the midst of a fundamental change and these programs need to embrace this new paradigm in how they build and deploy their repositories.
4. Newspaper digitization initiatives should consider collecting metadata and customizing interfaces to meet the needs of genealogical researchers. If these researchers are, indeed, the largest audience for digital newspapers, then the investment in metadata and interfaces will be money well spent.

APPENDICES 1 – 5 FOLLOW

APPENDIX 1

LIBRARY OF CONGRESS/NATIONAL ENDOWMENT FOR THE HUMANITIES GRANT CRITERIA

1. Research Value

The foremost reason for selection of an individual title for digitization is that the newspaper significantly reflects the political, economic and cultural history of the State. These include, but are not limited to, titles of statewide or regional influence and titles important as a source of information about a variety of ethnic, racial, political, economic, religious, or other special audiences or interest groups.

Preference should be given to titles that are recognized as "paper of record" at the state or county level and contain published legal notices, news of state and regional governmental affairs, and announcements of community news and events, including births, deaths, and marriages.

2. Geographic Representation

One objective of the NDNP is to ensure broad geographic coverage of American newspapers in digital form. Preference should be given to titles that provide state coverage or at least multi-county coverage of a majority of the population.

3. Temporal Coverage

Titles that provide coverage of a geographic area or a group over long time periods are preferred over short lived titles or titles with significant gaps. Scanning will be limited initially to the time period 1836-1922 but good candidate titles may eventually span many decades before or after this target period. Continuity is preferred over short runs or scattered issues.¹⁵

Under the category of "Refined Selection Criteria": ...

Orphan titles

Given the tremendous volume of newspaper material published during the target time period (1836-1922), it is likely that both private and public efforts will be undertaken to make this material available in digital form. High research value titles that have ceased publication and lack active ownership likely to invest in future digital conversion should receive special consideration for NDNP.¹⁶

¹⁵ <http://www.loc.gov/ndnp/guidelines/selection.html>

¹⁶ Ibid.

APPENDIX 2

AUSTRALIAN GUIDELINES

Australian Newspaper Digitisation Program

Title Selection - Overview

How have newspaper titles and issues been selected?

Newspaper titles and issues have been largely selected by State and Territory Libraries as part of the national collaborative program. Selection has been a devolved process because:

- The large majority of Australian newspapers on microfilm are not owned by the National Library of Australia.
- It is important to get a combined judgement about the initial content of the service.

In 2005 the National Library of Australia began planning the newspaper digitisation program and provided some guidelines to State and Territory Libraries for the initial selection of newspapers. The main selection criteria provided to the State and Territory Libraries are outlined below:

- The newspapers must not have copyright restrictions i.e. anything before 1955 is suitable.
- The newspaper must exist on microfilm.
- The microfilm to be digitised must be of suitable quality and completeness.
- Each State and Territory must have equal representation.
- Newspapers with wide geographic coverage published before 1900 are of highest significance i.e. 'State' titles.
- The total pages selected for the 2007-2010 stage of the project to be funded by the National Library of Australia will equal 3.4 million.

On the basis of these Guidelines, State and Territory Libraries each selected one major 'State' title for the initial content. Some libraries have or are arranging re-microfilming of titles prior to digitisation since the quality and completeness of the existing microfilm did not meet the guidelines.

In November 2007 the Vincent Fairfax Family Foundation sponsored the cost of digitising the Sydney Morning Herald up to 1955 and creating microfilm (\$1 million).

This addition took the total page count up to 4.4 million for the 2007-2010 period.

After 1.5 million pages had been scanned it became clear in May 2008 that the number of pages on microfilm had been over estimated due to the variance between microfilms. Therefore in consultation with State and Territory Libraries a review of title selection took place from June – October 2008 in order to increase the number of titles selected. Several new titles were suggested and new estimates of number of images per microfilm were undertaken. The revised and extended title selection list (still amounting to 4.4 million pages, but now consisting of 91 titles) was made available to the public on 8 December 2008.

How will newspaper titles and issues be selected in the future?

Digitising 4.4 million pages is the short term objective. The National Library intends to expand the content of the service in the future. The long term objective of the program is to make freely available all Australian newspapers published prior to 1955.

www.nla.gov.au/ndp

Last updated: 8 December 2008

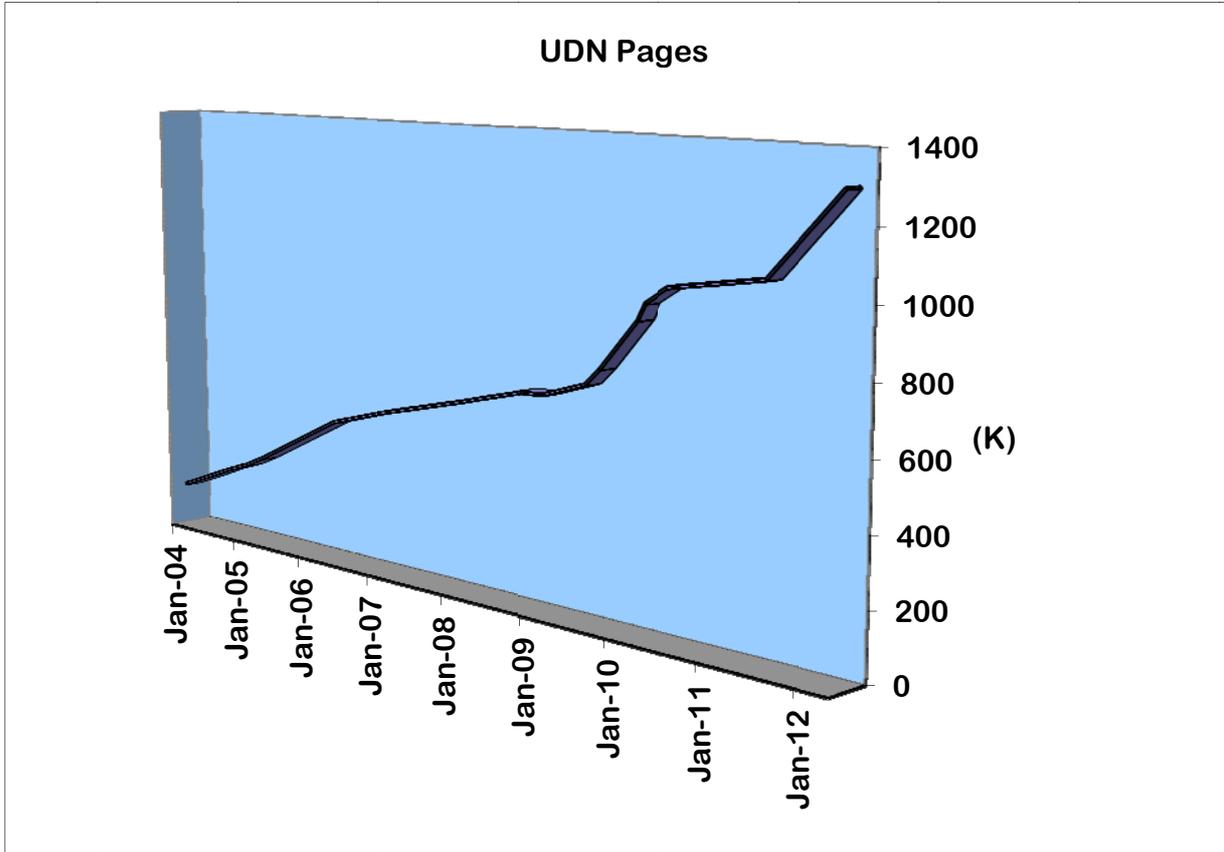
APPENDIX 3

INSTITUTIONAL DONORS TO THE UTAH DIGITAL NEWSPAPERS

National Endowment for the Humanities	\$ 863,035
University of Utah	\$ 716,182
Utah Department of Community and Culture	\$ 576,000
Institute of Museum and Library Services	\$ 469,514
Utah State Library	\$ 386,300
Utah Academic Library Consortium	\$ 161,400
Brigham Young University	\$ 103,033
Weber County Library	\$ 70,000
Davis County Library	\$ 52,800
Uintah County Library	\$ 43,748
National Park Service	\$ 20,000
Park City Library	\$ 15,000
Southern Utah University	\$ 15,000
Salt Lake Community College	\$ 10,463
Dee Foundation	\$ 10,000
Murray City Library	\$ 10,000
Grand County Library	\$ 8,100
Clipper Publishing	\$ 8,000
Utah State Historical Records Advisory Board	\$ 7,500
Bryce Canyon Natural History Association	\$ 4,000
Delta City Library	\$ 2,800
Millard County	\$ 2,500
Fillmore City	\$ 2,500
Times Independent	\$ 2,500
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TOTAL	\$ 3,560,375

APPENDIX 4

UDN PAGE GROWTH OVER TIME



APPENDIX 5

UDN 2012 PATRON SURVEY

Utah Digital Newspapers Survey - 2012

May 07, 2012 8:54 AM PST

Response Status: Completes

Filter: No filter applied

1. What is the main reason you use the Utah Digital Newspapers?		
Genealogy / Family history	96	72%
Utah history	7	5%
Local community history	10	7%
Western U.S. / Regional history	2	1%
General and/or historical research	10	7%
Other, please specify	9	7%
Total	134	100%

2. For GENEALOGISITS: what type of information do you search for? (Click all that apply.)		
Birth announcements	74	63%
Wedding announcements	79	68%
Obituaries	102	87%
Biographical information	79	68%
General community / historical background info	72	62%
Legal/court notices	58	50%
Other, please specify	22	19%

3. How important to you is the ability to browse and search UDN by specific genealogy-related article types? For example, birth and wedding announcements.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Not important at all	Minimal importance	Fairly important	Very important
	1	2	3	4
	10	33	39	54
	7%	24%	29%	40%

4. Please indicate the time periods you are most interested in researching. Using the arrows, order each item in the right-hand box from most important on the top to least important on the bottom.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Highest Importance				Lowest Importance
1850-1874	57 49%	22 19%	16 14%	14 12%	8 7%
1875-1899	45 37%	48 39%	18 15%	12 10%	0 0%
1900-1939	25 20%	39 31%	52 42%	6 5%	2 2%
1940-1979	7 6%	16 15%	21 19%	62 57%	2 2%
1980-present	0 0%	2 2%	9 10%	7 8%	74 80%

5. Indicate below which would benefit your research more.

Adding more years of papers that are already in UDN	76	60%
Adding additional newspapers that are not now a part of UDN	51	40%
Total	127	100%
49 Responses		

6. Do you find small, rural weekly newspapers more/less useful than large, metro daily newspapers?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Larger papers are much more useful than smaller papers	Larger papers are slightly more useful than smaller papers	Same	Smaller papers are slightly more useful than larger papers	Smaller papers are much more useful than larger papers
	1	2	3	4	5
	12 9%	8 6%	56 42%	32 24%	25 19%

7. Please list below up to 3 newspaper titles that you use most often.

116 Responses

8. Would you be willing to visit the University of Utah (Salt Lake City) to participate in a focus group study related to UDN?

No	90	68%
Yes	7	5%
If "Yes", please enter your contact information	36	27%
Total	133	100%