Narrative

The University of South Carolina (USC) Libraries Digital Collections Department will collaborate with USC's South Caroliniana Library (SCL) and the South Carolina Department of Archives and History (SCDAH) to digitize approximately 100,000 images of historic South Carolina newspapers over the next two years (2013-2015). The South Carolina Digital Newspaper Program (SCDNP) will rely on the successful workflow developed over the first four years of NDNP funding, the guidance of the advisory board, and the content knowledge of SCL to select newspapers that represent the state's geographic, economic, and cultural diversity; digitize these titles with the assistance of a 3rd party vendor; and successfully deliver the digital surrogates to the Library of Congress (LC).

History and Scope of the Project

Title Selection
During the first two phases of the grant, Co-PIs Kate Boyd and Craig Keeney convened the advisory board, comprised of historians, librarians, archivists, and newspaper industry professionals across the state, at annual meetings to update them on the progress of the program and to facilitate discussions on which newspapers to select for digitization. The Co-PIs provided the board members with selection criteria emphasizing the quality of microfilm, and also a list of titles microfilmed by SCL for the United States Newspaper Program (USNP). Other important factors used in title selection were the importance of representing geographic, ethnic, and cultural diversity, as well as newspapers that were reflective of the political and economic climate of the state. In 2009 and 2011, board members received lists of titles microfilmed by SCL for the United States Newspaper Project. They discussed and debated the merits of each newspaper title and submitted their recommendations for selection which were tallied and chosen by the greatest number of votes. During 2009-2011 (Phase 1), the board selected 18 titles (comprising 186 reels) published between 1860 and 1922 to be digitized. The original 18 titles (and their related titles) selected expanded to 34 separate titles after cataloging corrections were made to the newspaper titles digitized in this phase.

During Phase 2 (2011-2013), the advisory board selected 11 titles (comprising approximately 170 reels) published between 1836 and 1922 for digitization. They re-selected five newspaper titles (comprising 119 reels) remaining from Phase 1 for inclusion in Phase 2. They authorized staff to digitize pre-1860 content from four previously selected newspaper titles digitized during Phase 1 and selected two additional newspaper titles to include in Phase 2. When selecting titles, the board members used the selection criteria and methodology created by NEH and LC referenced in the Phase 1 grant proposal. Due to extensive cataloging issues identified in the newspaper titles digitized in this phase, the number of titles selected expanded to 32 titles in Phase 2. For a complete list of titles, see section one of Appendix C.

Staff
At the commencement of Phase 2 (2011-2013), Virginia Pierce was hired as a full-time Metadata & Outreach Specialist. In August 2012, Santi Thompson (Project Manager from 2009-2012) left the project and Virginia Pierce, who had served as Metadata & Outreach Specialist from 2009-2012, became Project Manager in September 2012. Laura Blair, experienced in archives, history, and secondary education, and who has been involved in the digitization of USC's school newspaper, *The gamecock*, was hired as the new Metadata & Outreach Specialist in October 2012.

At the beginning of Phase 1 (2009-2011) in October 2009, the Project Manager contacted the micrographics manager at SCDAH, which houses the master negatives, to request that they produce the silver negative microfilm required for the project. In February 2010, SCDAH duplicated and delivered 287 reels of second generation microfilm to the SCDNP team for the Phase I grant cycle. The Project Manager also worked to obtain several reels of African-American newspapers selected by the advisory board and ordered five reels of second generation microfilm from LC's Duplication Services Office and one reel from the New York Historical Society. Of the 293 reels ordered for Phase 1, only 186 reels were used to digitize the 103,352 newspaper images during that grant cycle.

At the beginning of Phase 2 (2011-2013) in October 2011, the project manager contacted the micrographics manager at SCDAH and requested 63 reels of duplicates of silver negative microfilm required for that phase of the project. Approximately 107 reels held over from the first phase were also digitized. In January and February 2012, SCDAH delivered the 63 reels of requested microfilm. An estimated 170 reels will be used to complete Phase 2.

Vendor Selection
During Phase 2 (2011-2013), SCDNP continued its positive and productive working relationship with its contracted vendor, Apex CoVantage, to execute the digital conversion of newspapers.

Film Inspection, Workflow, and Deliverables
At the beginning of each phase, the project manager submitted a detailed list of newspaper titles, along with relevant bibliographical information, to LC for approval. In 2009, the SCDNP team began a comprehensive analysis of each microfilm reel to be digitized. They created reel authority files and metadata spreadsheets in Excel and recorded page-by-page descriptive, technical, structural, and administrative metadata for each reel in accordance with NDNP Technical Specifications. In the process, they identified discrepancies (i.e. missing pages, duplicate pages) and discovered title changes not previously represented in the Chronicling America database nor in the MARC records. They also determined the total number of images for each reel and each batch. Initially, the staff worked from the duplicate silver negative reels to be used for digitization, but later transitioned to using microfilm service copies available to them at SCL.

As an added bonus, the inspection process helped the staff to identify and correct errors and omissions in USC's online catalog. Co-PI Craig Keeney worked closely with Vanessa Mitchell, serials cataloger at LC, to edit and create MARC records for newspapers in WorldCat. Although USC doesn't currently participate in the CONSER program, LC has authorized Keeney to edit and input CONSER-standard records for NDNP-related work.

Staff shipped microfilm to the vendor and posted batches of data, comprised of approximately 9,000 images, in excel spreadsheet format onto to the wiki. The vendor scanned each reel at approximately 400 dpi and 8-bit gray scale, created four deliverables including TIFF, JPEG2000 (with embedded header information), PDF (with embedded header information), and an OCR file for each newspaper image submitted. They also cropped and de-skewed images and converted metadata into METS and MODS xml format with descriptive, structural, and technical metadata. Vendors validated batches and shipped them back to SCDNP on Western Digital 1 TB external hard drives.

In Phase 1, the Project Manager developed a program wiki to assist with tracking batches throughout the workflow process. It allows staff members at SCDNP, Apex, and LC to provide feedback, clarify

discrepancies, and updates of the status of particular batches and has also served as a good documentary record of the program's activities, project milestones, and workflows. The wiki also complements weekly conference calls between SCDNP and Apex in the management of the project. Apex granted staff access to their internal ticketing system, JIRA, which allows the production teams in India to communicate directly with the SCDNP team in order to resolve errors and discrepancies in batch data. At the beginning of Phase 2, staff requested that Apex use LC's local instance of *Chronicling America* in order for SCDNP staff to review and approve batch data prior to Apex's shipping the hard drive. This has been a most helpful tool in quality review.

Upon receiving digitized images and corresponding XML data from Apex on external hard drives, SCDNP staff verified the batch and performed quality control outlined in the Phase 1 and 2 grant applications. Staff used LC's Digital Validation Viewer to inspect a 3-5% sample for page image quality and correctness of corresponding xml metadata, and reconciled any discrepancies that exist in the data. The SCDNP team, then, verified the batch and shipped it to LC for approval and ingestion into *Chronicling America*.

During Phase 1, staff analyzed and created batch, reel, and issue metadata for 186 reels of microfilm, which comprised 11 batches and approximately 103,352 images. After inspecting, digitizing, and delivering microfilm reels to LC for 18 newspaper titles (comprising 186 reels), SCDNP met all NDNP requirements and deadlines by June 2011. The cataloging librarian researched, wrote, and delivered 18 scope notes to NEH and LC for the 34 newspaper titles included in Phase 1. These deliverables met the deadlines outlined in the time table provided in Phase 1 of the grant application. For Phase 1's delivery schedule, see Appendix A. For a list of newspaper titles completed in 2009-2011, see section one of Appendix C. By the end of August 2011, LC notified SCDNP that they had accepted all 103,352 images for the Phase 1 (2009-2011) grant cycle. At that same time, NEH notified SCDNP that they had successfully submitted 18 title essays for that phase.

The Project Manager preserved the digital content in two steps. First, he temporarily stored batch data waiting to be approved by LC on an external hard drive. After LC accepted the batch and ingested it into *Chronicling America*, and returned the batch hard drive to USC, the project manager backed up the batch data onto a secure remote server purchased by USC and reserved for historic newspapers only. Additionally, the hard drive, which was returned by LC, was then labeled and stored in USC's Digital Collections storage.

Currently, the Phase 2 Schedule of Deliverables is on track and thus far batches have been delivered in a timely manner to LC for approval. Staff changes that took place in September and October 2012 have slowed progress for the past two months, but staff expects to soon be back on schedule at the beginning of 2013. To date, eight batches comprising 70,810 images have been sent to the vendor for digitization and six batches comprising 52,200 images have been sent to LC for approval. Four batches, and approximately 33,400 images, have been approved by LC and are awaiting ingestion into *Chronicling America*. SCDNP expects to produce metadata for three more batches and send six remaining batches to LC for approval by May 31st, 2013 (see Appendix B). SCDNP will submit 6 scope note essays to NEH by August 31, 2013 and the remaining deliverable, a comprehensive list of digitized newspapers in SC, also by August 31, 2013. For a list of newspaper titles to be completed in 2011-2013, see Appendix C.

Outreach
SCDNP team members have utilized several approaches to disseminate information about the program to the general public. USC Libraries prepared a press release at the launch of SCDNP and received a fair amount of press coverage from across the state. South Carolina newspapers and television stations,

and media outside of SC, have run approximately 25 news stories in the last three years (see Appendix D). SCDNP has also been successful using social media tools such as Facebook, Twitter, and Tumblr to promote the project and to highlight the historic South Carolina newspapers available in *Chronicling America*.

SCDNP has launched three important web resources to promote the program, NDNP, and *Chronicling America* and to enhance user experience. In July 2010, USC Libraries launched an SCDNP website, which contains a general overview of the program, lists of selected newspaper titles, a geo-referenced map, program resources developed for the project, a calendar of outreach events, contact information, and more, http://library.sc.edu/digital/newspaper/index.html. In May 2010, an SCDNP blog was launched providing users with news updates and posts highlighting South Carolina history and culture as reflected in newspapers*, http://library.sc.edu/blogs/newspaper/. In September 2011, an SCDNP LibGuide was launched providing more in depth coverage of and access to historical content in digitized historical South Carolina newspapers. It also provides to users ideas of what they might find when searching on their own in Chronicling America, http://guides.library.sc.edu/digitalnewspapers. In addition to South Carolina history themed topics guides such as Civil War, Reconstruction, and African-Americans, other helpful resources included in this subject guide are an interactive historical timeline of newspaper content, a Helpful Tips for Researching in Chronicling America, and a list of digitized newspaper titles organized by county. Two brochures, developed as hand-outs at outreach events, titled "South Carolina Digital Newspaper Program" and "Researching African-American History in Chronicling America," have been very successful tools to share information and program resources (see Appendix D).

SCDNP team members have also promoted the project through numerous public presentations. Over the last three years, Virginia Pierce, Santi Thompson, and other SCDNP team members have presented at professional state-wide conferences, including those of the SC Library Association (October 2010 and October 2012), SC Association of School Librarians (March 2011), SC Digital Library Midlands Regional Meeting (May 2011), SC Historical Association (March 2012), and the University South Caroliniana Library Society annual meeting (April 2012). They also presented and spoke to more general audiences in the state at various events, such as the South Carolina Book Festival (May 2012), the SC Genealogical Society Annual Conference (July 2012), and Still Hopes Retirement Community (September 2012). On one occasion, The Digital Librarian and Co-PI appeared in an episode of Palmetto People, a local cable program highlighting events in South Carolina, to discuss the SCDNP. At Annual NDNP Conferences, Santi Thompson presented to fellow awardees of "SCDNP's Vendor Experiences" (2011), while Virginia Pierce has presented on "SCDNP's Outreach Efforts" (2011) and co-presented with LC's Chris Ehrman on "Microfilm, Collation, and Metadata Production" (2012).

In August 2011, staff collaborated with USC's University Libraries Development Office to send over 2,000 promotional postcards, to archives, academic and public libraries, and genealogical societies around South Carolina to raise awareness of the South Carolina Digital Newspaper Program's participation in Chronicling America and to solicit their interest in hosting outreach events. In March 2012, staff partnered with the State Library and presented a webinar intended for academic and public librarians and archivists across the state. Overall, the SCDNP team has given well over 30 public presentations and hosted conference vendor tables across South Carolina and reached approximately 800 people to promote SCDNP, NDNP, and *Chronicling America*. (To see a full list of these activities, see Appendix D).

In February 2012, SCDNP was awarded a $1,000 mini-grant by The Humanities Council of South Carolina (THCSC) to expand its promotion efforts. These funds have allowed the program to create a promotional poster titled "South Carolina Digital Newspapers" (see Appendix D) and, in collaboration with the South Carolina State Library, to distribute them to public libraries in each of South Carolina's 46 counties, as well as 80 academic libraries, museums, and archives in the state. The program has also used funds to create and distribute more postcards to advertise upcoming outreach presentations during the fall of 2012.

SCDNP is delighted to have collaborated with a broad variety of institutions across the state, including the State Library, The Humanities Council of SC, SC Department of Archives and History, several chapters of the SC Genealogical Society, several academic libraries and public libraries, and others to promote the program and raise awareness of digitized historic SC newspapers and *Chronicling America*. We hope that all of these efforts are reflected in usage statistics collected for our online program resources. In the last quarter of 2012, statistics showed that an average of 2,000 users visit SCDNP program resources per month. The SCDNP website continues to attract an average of 500 visitors per month, while the blog attracts an average of 1,200 visitors per month, and the SCDNP LibGuide attracts approximately 300 visitors per month.

Newspaper Digitization Efforts in South Carolina
USC was one of the first institutions in the state to digitize newspapers and make them freely available online. In 2006, the Digital Collections department digitized *The New South* (published in Port Royal and Beaufort, S.C., 1862-1866) and made the digital surrogates freely accessible via its ContentDM content management system, http://library.sc.edu/digital/collections/newsouth.html. In addition to USC's efforts, the Georgetown County Public Library (GCPL) has also digitized a small collection of 19th century newspapers that are made freely available online. Private companies such as Gale Cengage, ProQuest, Readex, and Accessible Archives have digitized historic SC newspaper titles such as the *Greenville Mountaineer*, *The State*, and the *Charleston Mercury* which are only available by subscription.

Also, in the past year, the USC Office of Student Media approached the USC Digital Collections Librarian about funding the digitization of the university's student newspaper, *The gamecock.* USC Digital Collections has been working on this non-NDNP title to digitize the first 80 years of the paper from 1908-1988 and to host it locally using the local instance of the LC Chronicling America. The staff hopes this project will lead to the library digitizing and hosting more non-NDNP titles in the future.

Methodology and Standards

Access to Master Negative Microfilm
For Phase 3, SCDNP staff will follow the same procedure to duplicate second generation microfilm as in previous phases. Micrographics technicians at SCL filmed almost 1 million newspaper images during their participation with the United States Newspaper Program (USNP) in the 1990s. SCDNP is building on the work carried out in the USNP and plans to select newspaper titles microfilmed to high preservation standards during that project. The master negative microfilm created by SCL is housed in SCDAH's microfilm vault. Staff will coordinate with SCDAH to obtain an estimated 175 reels of duplicate silver negative microfilm, at a cost of 60 dollars per reel, from the master negatives stored in SCDAH's vault. This estimate is based on the average reel sizes of the previous two phases of the project. For a letter of commitment from SCDAH, see Appendix E.

Title Selection

In October 2013, SCDNP team members will meet with the advisory board to discuss the status of the project and plan for Phase 3. When selecting titles, the advisory board will utilize the selection criteria and methodology designated by the NEH and LC outlined in the Phase 1 grant proposal. In preparation for Phase 3, the advisory board will focus on expanding the program's geographic diversity by identifying communities and regions that have not yet been represented, while still keeping in mind such factors as research value and temporal coverage. Titles under consideration include: the *Beaufort Republican*, 1869-1881; *Georgetown Pee Dee Times*, 1839-1861; *Camden Journal*, 1836-1891; and the *Yorkville Enquirer*, 1855-1922.

Vendor Selection

During the past four years, USC contracted with vendor, Apex CoVantage, to assist with its digital conversion of newspapers. As this contract was designed to expire at the close of four years, USC predicts that their experience with the RFP process a second time, to contract with a digitization vendor for the remaining two years of this grant, should be an easier one. Although they are aware they may not be chosen, Apex has indicated they will respond to the new RFP; they have also offered a letter of commitment (See Appendix E).

Advisory Board

There have been a few changes in the composition of the advisory board. In 2011, Dr. Curtis Rogers, the Director of Communications for the South Carolina State Library, and Mr. Bill Rogers, the Executive Director of the South Carolina Press Association, were invited to join. In 2012, Amanda Stone, the Innovation & Digital Librarian at the South Carolina State Library, was invited to join. For letters of commitment from advisory board members, see Appendix G. One of the advisory board members, Dr. Allen Stokes, will be retiring as Director of the South Caroliniana Library, the special library on USC's campus who possesses the microfilmed newspapers we are digitizing. We plan to invite the newly hired Director of the South Caroliniana Library as an advisee on the board. For a list of advisory board members with brief biographies, see the Consultants and Advisory Board Members section.

Digitization and Deliverables

The digitization workflow process for Phase 3 will follow the same steps outlined in previous phases. Keeping under consideration the selection of a vendor in the RFP process, the workflow should follow the same plan as outlined in the "Film Inspection, Workflow, and Deliverables" found in the History and Scope of the Project of this document.

Outreach

During Phase 3, SCDNP will partner with professors at the USC College of Education and the University of South Carolina School of Library and Information Science to promote these resources to future educators. They are especially interested in promoting the program's resources to undergraduate education majors at the USC College of Education who might implement Chronicling America in future curricula and to graduate-level school library media specialists who can utilize these valuable primary resources in their K-12 libraries. For letters of commitment from the USC College of Education and the USC School of Library and Information Science, see Appendix E.

Another goal is to promote the integration of content from *Chronicling America* into the curriculum for South Carolina public schools as part of the newly implemented Common Core standards and to work with the State Coordinator of National History Day to promote *Chronicling America* as an excellent resource to student competitors of National History Day.

The staff will continue to develop existing program resources and social media tools to engage the general public, educators, and students and to encourage the use of *Chronicling America*. The SCDNP team will continue to promote the program by offering presentations to interested organizations across the state and updating users via social media outlets. Presenters will include Kate Boyd, Craig Keeney, Virginia Pierce, and Laura Blair. Lastly, they will seek to have *Chronicling America* added to other lists of recommended online resources as they have done with the SC State Library's Virtual Library, *Digital Information for SC Users (DISCUS)*, and SC Educational Television's *knowitall.org*.

Work Plan

The Phase 3 work plan closely resembles the work plans submitted to NEH in 2010 and 2012. SCDNP will undergo the RFP process a second time to contract with a vendor, to convert newspapers from microfilm, for the remaining two years of this grant. The advisory board will meet in October 2013 to select newspaper titles for the 3rd phase (2013-2015). For full details of Phase 3's workflow, see Chart A below.

Chart A: Work Flow, Phase 3

Description	Prior to Phase 3	1. S-N 13	2. D-F 13/14	3. M-M 14	4. J-A 14	1. S-N 14	2. D-F 14/15	3. M-M 15	4. J-A 15
USC undergoes RFP Process		X				X			
Advisory Board makes decisions		X	X						
Microfilm analysis performed		X	X						
SCDAH duplicates microfilm		X	X						
Batch, reel, and issue metadata created by SCDNP staff		X	X	X	X	X	X	X	
Microfilm and metadata sent to vendor		X	X	X	X	X	X	X	
Microfilm converted to digital files, xml created, batches validated by vendor			X	X	X	X	X	X	
Quality review and verification performed by SCDNP staff			X	X	X	X	X	X	
Sample batch sent to LC			X						
List of selected titles sent to LC			X						
Batches sent to LC			X	X	X	X	X	X	
25% of content due to LC					X				
Outreach to K-12 educators		X	X	X	X	X	X	X	X
Scope notes created and sent to NEH		X	X	X	X	X	X	X	
Catalog records		X	X	X	X	X	X		

updated									
Attend NDNP Conference		X				X			
Federal Cash transactions delivered			X	X	X	X	X	X	X
Second generation microfilm sent to LC								X	X
Reports sent to NEH			X		X		X		X

Staff

The SCDNP team will consist of one project manager and one metadata & outreach specialist who will spend 100% of their time working on the project, as well as two Co-PI's who will spend 25% and 30% of their time on the project respectively. USC Libraries will also offer assistance to the SCDNP through the cost sharing of other faculty and staff members. For specific job responsibilities, see the list below. For resumes for each staff member, see Appendix F.

Co-Principal Investigators
Kate Foster Boyd (M.L.I.S.), Digital Librarian and Coordinator, will cost share 25% of her time assisting with outreach efforts, press releases, media interviews, grant administration and the budget.

Craig M. Keeney (M.L.I.S., M.A., Public History), Cataloging Librarian, will cost share 30% of his time providing assistance using his comprehensive knowledge of SCL's historical newspaper collection, updating MARC records, composing scope notes, and participating in outreach efforts.

SCDNP Team Members
Virginia Pierce (M.L.I.S.) SCDNP Project Manager, supported by NEH Funds, will spend 100% of her time coordinating all facets of the program's operation. She will oversee microfilm inspection and metadata creation, track shipments made to the vendor and LC, communicate on a regular basis with the vendor, LC, and NEH, perform quality review and reconciliation of NDNP data, coordinate public programming with other staff members, and perform other duties as assigned by the Co-Principal Investigators.

Laura Blair (M.L.I.S.) SCDNP Metadata and Outreach Specialist, supported by NEH Funds, will spend 100% of her time inspecting microfilm, creating batch, reel, and issue metadata, performing quality control of NDNP data, participating in public programming outreach efforts, and utilizing social media to curate the collection and advertise updates in the program. Blair also worked on the digitization of USC student newspaper, *The Gamecock,* prior to joining the SCDNP team.

USC Library Staff Cost Share and Responsibilities
Maggie E. Bergman, Administrative Assistant, will cost share 10% of her time to coordinate expenses made on behalf of the program.

Glenn Bunton, Systems Librarian Department Head, will cost share 5% of his time to assist with digital storage and preservation and to explore the possibilities of implementation of LC's Newspaper View to allow SCDNP to host its newspapers locally in the future.

Lance DuPre, Systems Librarian, will cost share 5% of his time to explore the possibilities of implementation of LC's Newspaper View to allow SCDNP to host its newspapers locally in the future.

Sherry Feggans, Business Manager, will cost share 10% of her time to coordinate expenses made on behalf of the program.

Randy Heard, Systems Librarian, will cost share 10% of his time to assist with technical resource problems associated with equipment used in the program.

Mary Coit Horton, Administrative Manager, will cost share 10% of her time to assist with grant administration.

Ashley Knox, Digital Projects Librarian, will cost share 10% of her time to supervise the occasional digitization of original newspaper issues to fill in gaps in digitized content.

Jason Steelman, Web Designer, will cost share 10% of his time to assist with SCDNP website design and maintenance.

Dr. Allen H. Stokes, Jr., Microfilm Supervisor, will cost share 10% of his time to assist with coordinate microfilm selection and duplication.