

Using an Archive to Boost Newsroom Productivity

How to streamline research techniques,
train staff and generate revenue

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Where to start

- Most newspapers have at least a text-only local archive. We exported our ProQuest legacy archives, containing files back to 1988, into Olive's solution. This requires some file prep but was otherwise quite easily accomplished.
- (\$1,500 Olive fee assuming customer does the file conversion and the fielded data is compatible.)

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Benefits

- Search interface and search returns for older text-only stories are identical to going-forward Olive archives that contain accompanying photos and charts. No apparent difference to the user.
- Can search display ads, not available in previous archives.
- Available from any desktop via browser.

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Benefits (cont'd)

- Previous archives did not include ability to email, print or build a collection of stories.
- Olive archives come with a “stop” list, common words that do not influence a search result. This list can be enhanced with local entries.
- Digital archive is much more vivid resolution than the print, and certainly more non-degradable. Our photographers finally have clear, digital tearsheets of their work.

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Benefits (cont'd)

- Olive contains an export channel for third-party aggregators, which we primarily use for reselling of archives.
- We also use the Olive PDF process for exporting to NewsDirect, a kiosk-based single copy digital newsstand available all over the world.
- Using Olive, we retain all copyrights to our material. Olive is simply the repository.

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Lessons learned

- When we first started segmenting in Olive, we had problems with spaces in words, bad breaks (especially in narrow justifications), rendering the search useless. This got better as our profile got smarter, but remains an issue with dropped hyphens (compound phrase runs together because hyphen appears at end of a line, e.g. long-awaited will be longawaited if it breaks in H-and-J). Broken text can be corrected in AP Librarian.

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Lessons learned (cont'd)

- When searching for stories we “knew” were in the database but could not find, we learned that the data migration was not flawless and we had to reindex certain volumes to grab all stories.
- Storing PDFs is space-intensive, so we do not have supporting PDFs for many of our display ads.

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Training the staff

- We prepared a crib sheet and held training sessions to help the newsroom search Olive in much the same way they searched ProQuest. Took a lot of trial and error because Olive is not a true Boolean search.
- (Crib sheet on search tips will be available on Olivesoftware.com with presentation.)
- Can search by keyword, headline or byline, photo, story or ad, and in ascending or descending order.
- Desktop access a real convenience and time-saver.

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Training the staff (cont'd)

- Olive allows quick access to related stories and previous installments of staff-written series for packaging on the Web. These can now be displayed with maps and photos that ran with the story.
- The staff also has access to national and foreign stories that ran in our paper. Previous archive did not. This has been a research timesaver.

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Special sections

- Special section copy was previously available in only limited amounts in our archives. These are typically stories that can be dusted off every few years and recycled for extended use, so having them in archives is a plus.
- The sections are portable in Olive. Once processed for that day's paper, they can be separated and repurposed on vertical websites (Parenting, Auto, Home & Garden).

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Granting public access

- Rather than try to make a lot of money with public searches, we chose a circulation model. Each public customer became a single-copy sales interface for our archives.
- A non-subscriber wanting to search for a story now buys a one-day, one-week or one-month “pass” to use our archives. These are counted as circulation, much like a rack sale. See the page:

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Online archives “pass”

The screenshot shows a Microsoft Internet Explorer browser window displaying the website <https://secure.coloradosprings.com/gazette/singlecopy/>. The page title is "Welcome to The Gazette Online Archives". The date is November 09, 2005. The page features a navigation menu with "LOGIN | SIGN UP | FAQ" and a "Click Here" link for print subscribers. The main content area is titled "Are you a print subscriber? Click Here" and describes the online archives service. It lists four subscription levels: 24-hour pass, one-week pass, one-month pass, and a best value four-week recurring subscription. The 24-hour pass costs \$2.00, the one-week pass costs \$4.00, the one-month pass costs \$8.00, and the four-week recurring subscription costs \$6.00. The page also includes a sidebar with "Archive Info", "Subscribe Here", "Back to The Gazette", "Login Here", and "FAQ" links. Contact information for technical help is provided in the sidebar.

gazette.com colorado springs

Back to gazette.com November 09, 2005

Welcome to The Gazette Online Archives

LOGIN | SIGN UP | FAQ

Are you a print subscriber? [Click Here](#)

The Gazette has an electronic archive of its local articles including today's paper and reaching as far back as April 1989. You may retrieve these stories by subscribing to our online archives service. This service allows you instant access once you submit your information. You will be issued an account and password that will automatically expire within the timeframe you choose.

Readers who have previously subscribed to The Gazette's archives service will find enhancements such as pictures and graphics with articles beginning in 2004, along with a substantial decrease in price.

You may subscribe at four levels:

24-hour pass: This subscription allows you access to today's Gazette just as it appears in print, and you have unlimited access to our archives for a 24-hour period. Cost: \$2.00. [Sign Up Now!](#)

One-week pass: This subscription includes the daily newspaper for 7 days and includes unlimited access to archives. Cost: \$4.00. [Sign Up Now!](#)

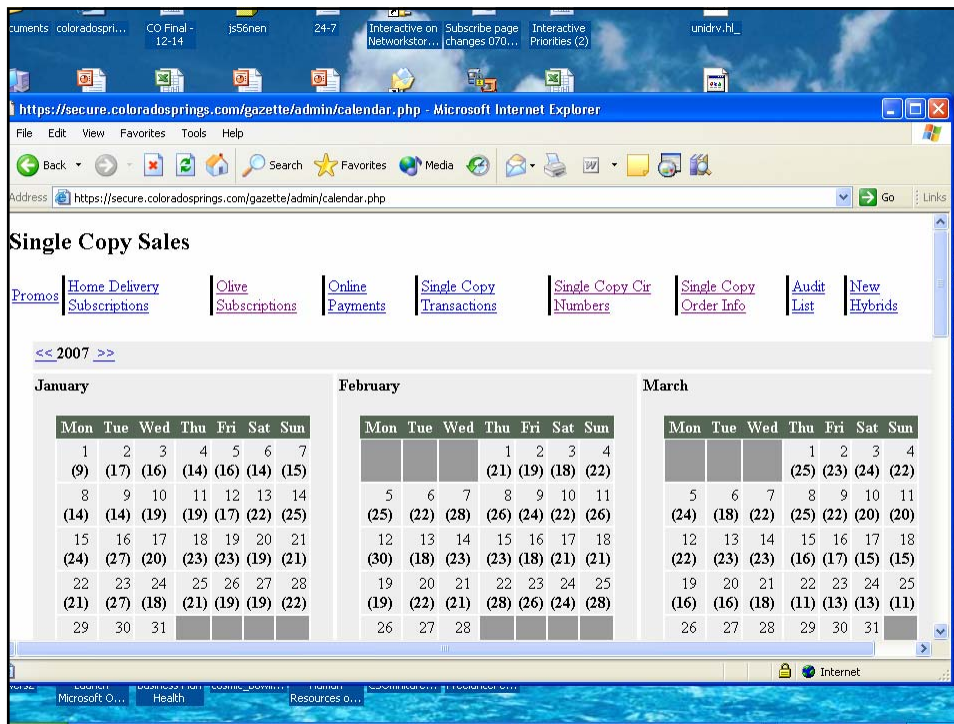
One-month pass: This subscription is good for 4 consecutive weeks of the daily newspaper with unlimited access to archives. Cost: \$8.00. [Sign Up Now!](#)

Best Value! Four-week recurring subscription \$6.00 Month-to-month recurring subscription. Subscribe to The Gazette's electronic edition and you will receive unlimited access to each day's newspaper just as it appears in print, in addition to having unlimited access to the archives. Cost:

Archive Info
Subscribe Here
Back to The Gazette
Login Here
FAQ

For help with your subscription, please call (719) 636-0344 or email ljoy@gazette.com.

For technical help, please call (719) 476-1634 and tell us you are in the archives or email online@gazette.com.



Tapping into NIE

- In a smaller initiative, we extended archives research to students and teachers through our Newspaper in Education program. Each account qualifies the Audit Bureau of Circulation requirements for an NIE paper, again aiding our circulation numbers.

Other best practices?

- We'd love to hear from other papers as to creative ways they've used their electronic archives to save time and make money, specifically in the area of special collections. These may include historic pages, front-page reprints, sports victories, anniversary events, and any number of special reports.
- Very eager to see enhancements in next generation of Olive archives.

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Thank you!



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