

NDNP 2012 Lightning Talk: Promoting the VTDNP to Different Audiences



Birdie MacLennan, VTDNP Director

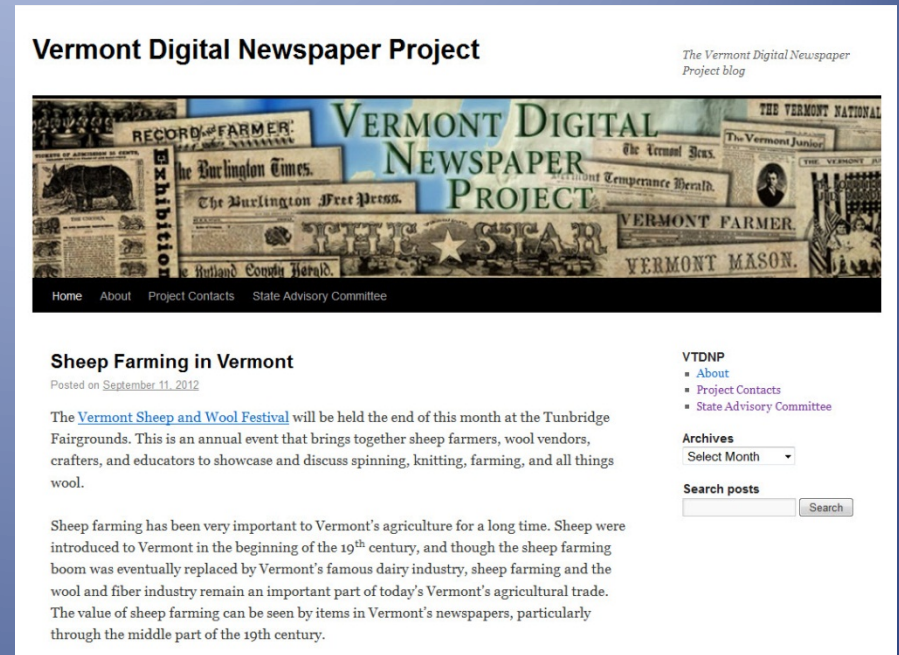
Tom McMurdo, VTDNP Project Librarian

National Digital Newspaper Program
Awardee Conference – Washington, DC
September 27, 2012



Virtual and In-Person Communication:

- Blog
- Website
- Social Media
- Webinars
- Video
- Classes
- Conference Talks
- General Audience Talks



The screenshot shows the Vermont Digital Newspaper Project website. At the top, the title "Vermont Digital Newspaper Project" is displayed on the left, and "The Vermont Digital Newspaper Project blog" is on the right. Below the title is a banner image featuring various historical newspaper mastheads, including "RECORD OF FARMER", "VERMONT DIGITAL NEWSPAPER PROJECT", "The Burlington Times", "The Burlington Free Press", "THE STAR", "VERMONT FARMER", and "VERMONT MASON". A navigation menu below the banner includes "Home", "About", "Project Contacts", and "State Advisory Committee".

The main content area features a blog post titled "Sheep Farming in Vermont" posted on September 11, 2012. The post text reads: "The [Vermont Sheep and Wool Festival](#) will be held the end of this month at the Tunbridge Fairgrounds. This is an annual event that brings together sheep farmers, wool vendors, crafters, and educators to showcase and discuss spinning, knitting, farming, and all things wool." Below this is a paragraph: "Sheep farming has been very important to Vermont's agriculture for a long time. Sheep were introduced to Vermont in the beginning of the 19th century, and though the sheep farming boom was eventually replaced by Vermont's famous dairy industry, sheep farming and the wool and fiber industry remain an important part of today's Vermont's agricultural trade. The value of sheep farming can be seen by items in Vermont's newspapers, particularly through the middle part of the 19th century."

On the right side of the page, there is a sidebar with "VTDNP" links: "About", "Project Contacts", and "State Advisory Committee". Below the links is an "Archives" section with a "Select Month" dropdown menu and a "Search posts" section with a search input field and a "Search" button.

The VTDNP Blog

Birdie MacLennan, VTDNP Director

Tom McMurdo, VTDNP Project Librarian



VTDNP Blog: Over 7,400 Views Since Mar. 2011

VTDNP Facebook Page: Over 250 views in the last 3 Months



Blog: Articles
Facebook: Short updates

Birdie MacLennan, VTDNP Director
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When Opportunities Come Up
to Talk About the VTDNP We Always Try to

Say Yes.

Birdie MacLennan, VTDNP Director

Tom McMurdo, VTDNP Project Librarian



Talks lead to other talks: A general interest presentation at the UVM Library led to the opportunity to address the Genealogical Society of Vermont.



Genealogical Society of Vermont

Welcome!

Founded in 1971, the Genealogical Society of Vermont is dedicated to assisting genealogists everywhere who are researching their Vermont ancestry.

Genealogical Society of Vermont
P. O. Box 14
Randolph, VT 05060-0014

***** SAVE THE DATE *****

GSV Fall Meeting October 20, 2012

South Hero Congregational Church, South Hero, VT

Check "Upcoming Events" for details, which are being finalized.

[Family History Resources and the Vermont State Archives](#)

(a Microsoft Power Point presentation given at the fall GSV meeting by Scott Reilly from the VT State Archives)

[Click the link & save to your computer; then open up from within PowerPoint.]

The Closing of the National Archives in Pittsfield, Massachusetts

The [National Archives at Pittsfield](#) has closed as of September 16, 2011.

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Library News

Vermont to Begin Newspaper Digitization

The National Endowment of the Humanities (NEH) this summer set aside \$391,552 for the digitization of Vermont newspapers. Led by the University of Vermont Libraries, a group of partners, including the Vermont Historical Society, the Vermont Department of Libraries, and the Ilsley Public Library of Middlebury, will select, digitize, and make available up to 100,000 pages of Vermont newspapers published between 1836 and 1922, from the collections of the Vermont Department of Libraries and the University of Vermont. The digitized newspapers will be made available to the public via the Library of Congress' Chronicling America database (<http://chroniclingamerica.loc.gov/newspapers/>) within two years.

The project builds upon work of the NEH-funded Vermont Newspaper Project which, from 1997 to 2001, identified, cataloged and microfilmed close to 1,000 historical Vermont newspaper titles in over 3,000 libraries, historical societies, and other repositories throughout the state.

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,



Paul Carnaban, VHS librarian, works with cameraman Nate Huffman of Vermont Public Television to videotape a news story about the importance of newspapers in Vermont.

"A lot of research boils down to information found in newspapers. Some historical, some digital, some that have been

UNIVERSITY COMMUNICATIONS
UVM Libraries Receive National Endowment for the Humanities Grant to Digitize Vermont's Historic Newspapers

Release Date: 07-15-2010

Author: [Selene Colburn](#)
 Email: Selene.Colburn@uvm.edu

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The University of Vermont Libraries has been awarded funding from the National Endowment for the Humanities (NEH) in the amount \$391,552 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 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 collections of the Vermont Department of Libraries and the University of Vermont. The digitized newspapers will be made freely available to the public via the [Library of Congress' Chronicling America database](#).

Digitizing Vermont's Historic Newspapers



Chris Kirby, Senator Leahy, Lorraine Lanian, and Birdie MacLennan

Lorraine Lanian, Head of the Technical Services Department at DOL, Birdie MacLennan from UVM's Bailey Howe Library and Chris Kirby from the Ilsley Public Library in Middlebury attended the National Digital Newspaper Program (NDNP) Conference at the Library of Congress in Washington, D.C., during the first week of August. The NDNP is a partnership between the National Endowment for the Humanities (NEH)

and the Library of Congress (LC) with the goal of providing an online searchable database of selected digitized U.S. historic newspapers. Vermont was recently awarded a \$390,000 NEH grant to digitize up to 100,000 pages of historic Vermont newspapers. Once digitized, these newspapers will be searchable at the "Chronicling America: American Historic Newspapers" website: <http://chroniclingamerica.loc.gov/> The digitized Vermont newspapers will be available within the next two years. While in Washington, D.C., the Vermont delegation met with representatives from other state projects and also with Senator Patrick Leahy.



THE NEWSLETTER Vol. 1 • No. 6 • August 2010.

ADDISON COUNTY INDEPENDENT

Serving Addison County, Vt., since 1946

Ilsley helps preserve Vt. history

Posted on September 16, 2010 | Middlebury
 By John Flowers



Birdie MacLennan, VTDNP Director
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News about historical newspapers is of public interest

Burlington Free Press, September 8, 2011, p. 1C.



Birdie MacLennan holds the oldest issue of the Burlington Free Press that will be digitized in an effort to make microfilm from 100,000 pages of Vermont newspapers from 1836 and 1922 available online.

Old newspapers enter digital age

By Tim Johnson
Free Press Staff Writer

Money being squandered in Montpelier on extravagant State-house furnishings! Lavish carpets paid for by exorbitant new taxes that will send children to bed hungry and honest workers into debt! All because the people's own representative betrayed them!

These and other outrages propelled an editorial in the Burlington Free Press on Aug. 31, 1838. The writer was still seething over Burlington's having lost out to

Find it online

- The Vermont digital newspaper content can be read on the website of the Library of Congress: <http://hdl.handle.net/10339/62147>.
- The Burlington Free Press weekly is available from 1836 through 1924: <http://hdl.handle.net/10339/62147>.
- A blog on the Vermont newspaper digitization project can be read here: <http://vtdnp.wordpress.com>

manities. University of Vermont librarians are spearheading the project, in collaboration with partners from around the state and an advisory board of historians. The conversions are made from microfilmed versions of the newspapers held in state archives. Vermont is one of 28 states to make old papers digitally available under the auspices of the Library of Congress. The project, called *Chronicling America*, is a boon to serious researchers and amateur historians alike, not to mention genealogists.

Old Vt. newspapers, first draft of history, go digital

By KEITH VANCE
STAFF WRITER

Attention, historians, genealogists, researchers and all-around news junkies: There are now more than 100,000 pages of old newspapers available digitally, online and for free.

Thanks to a nearly \$400,000 grant by the National Endowment for the Humanities, the University of Vermont, with its partner

If that comes through, he expects to have about 230,000 newspaper pages available in digital form.

"It puts the day-to-day history of Vermont in people's hands and on their computers," McMurdo said.

For example, it's easy to take for granted the Statehouse in Montpelier, but getting that built was not without a fair amount of bickering.

coverage.

Rather, the front page had spring gardening tips, a story about astronomy and some fiction; the only reference to the Civil War was a poem by Oliver Wendell Holmes, "A Voice from a Loyal North."

Times Argus (May 6, 2012): A1



Press & media coverage



Birdie MacLennan, VTDNP Director

Tom McMurdo, VTDNP Project Librarian

VTDIGGER.ORG

Led by journalists, powered by the public.

TIDBITS LIFE IN VERMONT » BUSINESS & ECONOMY » POLITICS » PUBLIC POLICY » OPINION » PRESS RELEASES

From the archives to digitized: Historic Vermont newspapers get new lease on life online

by Taylor Dobbs | July 28, 2011



outreach / variety

Presentations, Exhibits, Workshops



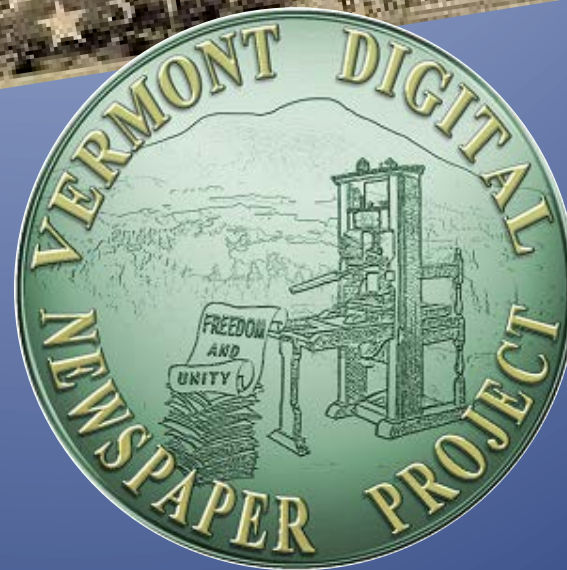
- Massachusetts Library Association – April 2011
- UVM Libraries Research Conference – August 2011
- Pecha Kucha Night, Fleming Museum (benefit for Tropical Storm Irene)
(20 slides @20 seconds each) – Sept. 15, 2011
- New England Library Association – October 2011
- UVM Libraries Staff Development brown bag – March 2012
- North American Serials Interest Group (NASIG), Nashville, TN – June 2012
- Vermont History Exposition, Tunbridge, VT – June 2012
- VTDNP Exhibit in Bailey/Howe Lobby – July – Sept. 2012
- Turning Points in American History (K-12 teachers) – July 2012
- Genealogical Society of Vermont – October 2012
- Video

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Branding: banner and logo



Banner and logo by
graphic designer,
Heather Kennedy

Birdie MacLennan, VTDNP Director
Tom McMurdo, VTDNP Project Librarian



Start small ...

Respond to opportunities ...

Answer calls for participation ...

Watch for the snowball effect*



Birdie MacLennan, VTDNP Director

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* Even if you don't live in Vermont 😊

"The common analogy is with the rolling of a small ball of snow down a snow-covered hillside. As it rolls the ball will pick up more snow, gaining more mass and surface area, and picking up even more snow and momentum as it rolls along." - Wikipedia

