

**LSTA Project Number ..... 05-LSTA-F-13**  
**Institution ..... University of Florida (Digital Library Center, Smathers Libraries)**  
**Project Title ..... Rewiring Florida’s News**  
**UF Proposal Number ..... 00056052**  
**UF Project Number ..... 00054668**  
**UF PI..... KESSE, Erich**

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<b>Goal</b>	<b>Outcome</b>	<b>Indicator</b>	<b>Source/Method</b>
Finalize <i>Internet Distribution Agreement</i> with publishers	<i>Internet Distribution Agreements</i> signed (the program may digitize particular Florida newspapers)	50% of Florida newspaper titles listed in grant narrative have signed <i>N.B. Budget reduction from original request allows for only 50% of original target.</i>	Negotiation with publishers; Signed agreements on file
<b>RAMP-UP</b>			
<b>Goal</b>	<b>Outcome</b>	<b>Indicator</b>	<b>Source/Method</b>
Install and configure project software	Program zoning tool for use with newspapers	Existing zoning tool has been modified for copyrighted content extraction	Programming; Software has successfully tested against copyrighted content (e.g., syndicated articles)
	Configure OCR software for newspapers	Existing OCR software has been optimized for newspapers	Programming; Software has successfully tested against multi-column newspapers
	Purchase, Install and configure JPEG2000 software for newspapers	New JPEG2000 software has been installed and configured for JP2 newspaper image derivation	Purchase and programming; Software has successfully tested for newspaper image derivation.
Equip digitization facilities	Furnishings and lighting has been installed	100% of furnishings and lighting has been installed	Acquisition; Installation of 4 workstations
	Digital cameras have been installed and tested	100% of 4 cameras have been installed and tested	Purchase; Installation of 4 high resolution digital cameras

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**SYSTEMS**

Goal	Outcome	Indicator	Source/Method
Establish METS profile for newspapers	METS profile has been published	<i>National Digital Newspaper Program</i> METS profile modified for <i>Florida Digital Newspaper Library</i> systems published	Programming and web publication
	Digital newspaper objects can be loaded into systems	100% of newspaper page images and text can be loaded and searched.	Programming
Implement digital archiving systems	FCLA Digital Archive can ingest the METS profile	100% of METS documents and associated files can be ingested.	Programming
	Transfer METS packages to FLCA for archiving	100% of METS packages transferred; Transmission is in lock-step with production.	FTP (Internet data transfer)
Implement OAI harvesting (systems for contribution to the <i>Florida Electronic Library</i> )	Implement OAI-PMH on <i>Florida Digital Newspaper Library</i> (i.e., U.F. Digital Collections) server	Installation of OAI-PMH software	Programming
	Expose <i>Florida Digital Newspaper Library</i> to Harvesting by FCLA	100% of newspaper metadata has been added to the Florida Electronic Library	FCLA harvests and ingests harvested metadata

**PRODUCTION (Scanning, Text Conversion, Mark-up)**

Goal	Outcome	Indicator	Source/Method
Digitize, OCR and mark-up newspapers	TIFF digital master page images; JP2 derivative use page images; Searchable text; and METS packages for issues.	Digitization at pace with newspaper publication	Imaging and image processing; Optical character recognition; and Mark-up; Assessment against source document publication

**GUIDELINES FOR NEWSPAPER DIGITIZATION**

Goal	Outcome	Indicator	Source/Method
Generate newspaper digitization guidelines and manual	Libraries understand guidelines for newspaper digitization, can reasonably negotiate terms with vendors, and can write competitive LSTA proposals.	UF has assisted at least one potential applicant for a LSTA Florida newspaper project.	Negotiation; E-Mail, telephone or other interactions

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**DELIVERY (Internet Accesible Site)**

Goal	Outcome	Indicator	Source/Method
Establish web interface for a <i>Florida Digital Newspaper Library</i>	Public is able to navigate to the <i>Florida Digital Newspaper Library</i> interface and through it to specific titles.	Not more than 5% of email and telephone comments indicate difficulty navigating the site	Server & call logs and report analysis; and Public library statistics insofar as supplied
		Issue use equals or exceeds* Library or Title web page use * Minus a standard deviation for patrons looking for titles not yet available.	Server logs and report analysis
Mount digital resources for delivery	Public uses technology to obtain desired information	Number of live reference sessions.	Reference department statistics; and Public library statistics insofar as supplied
	Residents are satisfied with the access to the Florida digital newspapers provided/digitized.	75% of searchers rate their results as satisfactory.	Online user survey and comments via "Comments" link on the <i>Florida Digital Newspaper Library</i> pages

**PUBLICITY**

Goal	Outcome	Indicator	Source/Method
Develop marketing plan for the <i>Florida Digital Newspaper Library</i>	Librarians know about the Guidelines and where to find the manual and assistance	5% increase minimum for each round of publicity distribution	Server & call logs and report analysis (particularly following rounds of publicity distribution)
	Residents know how to access the <i>Florida Digital Newspaper Library</i>	15% increase minimum for each round of publicity distribution	Server & call logs and report analysis (particularly following rounds of publicity distribution)