

Florida Department of State, Division of Library and Information Services

LSTA APPLICATION

Fiscal Year 2012

**Applicant: University of Florida Libraries
George A. Smathers Libraries**

**Project Name: Florida Digital Newspaper Library: Broadening Access
and Users**

LSTA Funds Requested: \$21,753

Number of persons to be served by the project: 19,057,542

Applicant Information

Applicant Name

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Applicant Library Type

Academic Library

Applicant DUNS Number

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Public Library has implemented an Internet Safety Education Program?

Yes No Not applicable

If the library is a Rural Economic Development Initiative eligible community in compliance with Section 288.06561, Florida Statutes and wishes to request a waiver of the matching requirements, click yes below.

Yes No

Project Information

Priority

2 of 2

Targeted user group(s)

Adults

Statewide public

Library staff and volunteers

Project Service Area

The target population for this project includes all 19,057,542 citizens of Florida (U.S. Census Bureau, estimate for 2011) with access to the internet. The Current Population Survey (CPS) on Internet Use in 2009 reveals that 71.53% of the households in Florida use the internet.

Florida Public Library Statistics for FY 2008-9 published online by the Florida Department of State, Division of Library and Information Services indicate that every public library in

the state provides some level of internet access. The number of terminals ranges from three at Maitland Public Library to 1,744,922 at Broward County Division of Libraries. The potential service area population for public libraries in Florida totals 19,004,785.

Project Summary

The Isser and Rae Price Library of Judaica at the University of Florida (UF), in partnership with the Jewish Museum of Florida and three Florida public libraries, plans to provide technical assistance and training to broaden access to the Florida Digital Newspaper Library (FDNL) and highlight “hidden” local and ethnic Florida newspapers.

The focus of this effort will be on Florida’s first ethnic newspaper of note, the long-standing Florida Jewish newspaper, "The Jewish Floridian". At present, "The Jewish Floridian" is only accessible on microfilm and available for consultation at the Price Library of Judaica and the Jewish Museum of Florida.

This project will 1) convert 127 reels of "The Jewish Floridian" on microfilm to a digital format; 2) ingest the digitized items into the University of Florida Digital Collections (UFDC) and create a distinct sub-collection for Jewish and other ethnic newspapers within the Florida Digital Newspaper Library (FDNL); 3) provide training on how to access and use the FDNL focusing on "The Jewish Floridian" as an example of a unique primary resource within this collection; 4) provide redundant storage for its preservation in perpetuity; 5) employ the Collaborative Assessment and Program Evaluation Services (CAPES) to conduct a post-project survey; and 7) publicize and promote the digitized items to the citizens of Florida.

Introduction

1. Where is the applicant located geographically?

The University of Florida is located in Gainesville, the county seat and the largest city in Alachua County. According to the U.S. Census Bureau Alachua County’s estimated population in 2011 was 247,336 and the total land area in 2010 was 875.02 square miles. Alachua County, created in 1894, contains nine municipalities and is located in the north central Florida region comprised of 11 counties, 33 municipalities and covers over 7,000 square miles.

2. How many staff members does the applicant have?

The staff of the UF libraries consists of 255 full time and 211 part time employees as well as seven volunteers. The Isser and Rae Price Library of Judaica is staffed by one faculty member, an Associate Librarian with a PhD in Jewish Studies, and one full-time

senior technical assistant with 25 years of library experience.

3. How many service outlets does the applicant have?

The UF libraries maintain 11 service outlets in eight libraries across the campus and at Institute of Food and Agriculture Sciences Research and Education Centers located throughout the state. As a land grant, sea grant and space grant and state funded institution, the University of Florida (UF) makes every effort to assist the citizens of Florida in addition to the researchers, staff and students of the university community. The UF libraries house more than four million books and the University of Florida Digital Collections (UFDC) contains over 300 unique digital collections totaling over more than seven million pages. In 2011, item views to UFDC totaled nearly 26 million.

4. How many registered borrowers does the applicant have, if applicable?

There are 78,717 registered borrowers which does not include the use of materials in UF libraries by unregistered general public borrowers.

5. What is the governance of the applicant?

The University of Florida is a public land-grant, sea-grant and space-grant research university, one of the most comprehensive in the United States. The university encompasses virtually all academic and professional disciplines.

The UF Board of Trustees is the public body corporate of the University of Florida. It sets policy for the institution, and serves as the institution's legal owner and final authority. The UF Board of Trustees holds the institution's resources in trust and is responsible for their efficient and effective use. The UF Board of Trustees consists of six citizen members appointed by the Governor and five citizen members appointed by the Board of Governors. The Chair of the Faculty Senate and the President of the Student Body are also voting members.

The President is appointed by the Board of Trustees and is the chief executive officer of the university. The President is responsible for the general administration of all university activities. The Provost and Senior Vice President for Academic Affairs is the chief academic officer and the second ranking officer of the University, acting for the President in his absence. The Provost/Senior Vice President supervises allocation of resources in academic areas, improvement of instruction, coordination of instructional activities, development and improvement of research activities, evaluation of university academic activity, establishment of policy with respect to employment, promotion and tenure of academic faculty and implementation of the university's Affirmative Action/Equal Opportunity Program.

The Dean of University Libraries reports to the Provost and Senior Vice President for

Academic Affairs. The dean is responsible for the operations of the George A. Smathers Libraries (www.uflib.ufl.edu). These responsibilities include the coordination of services and ensuring access to scholarly resources.

6. What is the total budget of the applicant?

\$36,452,985

7. Provide any additional information about the applicant to set the context for the project. This response is optional.

The complete microfilm set of "The Jewish Floridian" newspaper (1928-1990) is held at the Isser and Rae Price Library of Judaica. Located at the University of Florida, the Price Library of Judaica is widely considered the foremost Jewish studies research collection in the southeastern United States. In terms of many of its scarce late 19th to early 20th century imprints, the Price Library ranks among the top 20 academic libraries in the world; in the case of its Hebrew and Yiddish resources, several thousand of its holdings are shared with just 10 other leading U.S. libraries.

With over 92,000 fully cataloged volumes, the Price Library supports scholarship in virtually every aspect of the Jewish experience. Its serial holdings are a collecting strength and include more than 500 current serials on subscription and many inactive older titles that are not held in other libraries in Florida or neighboring states.

The Judaica Library boasts a rapidly growing digital collection accessed through a dedicated website (<http://ufdc.ufl.edu/judaica>), which is hosted on the main University of Florida Digital Collections (UFDC) website (<http://ufdc.ufl.edu>). The Judaica Digital Collection includes nine sub-collections and 328 digital items which deal with over 100 separate subject areas and cover a broad range of research fields within the humanities, including history, politics, religion, art, architecture and music. The items have received 102,238 external views since the collection site was created in June 2010. The most popular items in the collection are the Jewish newspapers from around the world that are held in the Price Library of Judaica (<http://ufdc.ufl.edu/l/iufjudnews>). This digital collection of newspapers has received 29,919 external views in just over a year.

Need

Size of the target population.

19,057,542

1. Who is the target population?

1. The digital collection of "The Jewish Floridian" newspapers will be aimed at a broad range of researchers, historians, scholars and writers who want to learn more about the cultural, social, historical and political life of Florida's Jewish population throughout the 20th century in order to build a more comprehensive picture of Florida history. It will likewise prove an important resource for those interested in the history of the Jewish press in general, and Florida Jewish newspapers in particular.
2. A digital newspaper collection of this nature will similarly benefit teachers and students. "The Jewish Floridian" will serve as an example of an ethnic Florida newspaper, providing a gateway to the wider contents of the Florida Digital Newspaper Library (FDNL). As a teaching aid, online ethnic newspapers can be used for course materials, classroom projects, or web quests, and to demonstrate the importance and mechanics of using focused primary source material in history classes.
3. An online resource of this kind will also benefit museums around the state of Florida and museums elsewhere that wish to conduct research into Florida Jewry and other ethnic groups in order to mount related exhibits.
4. Included in the project's main targets are public library patrons, particularly genealogists and families who wish to research local and family history. The greatest users of historic newspapers in public libraries are individuals and societies searching for community information. There are 26 Florida genealogical societies and six active Jewish genealogical societies in Florida who will benefit from this digital archive, as well as the large numbers of Jewish individuals living in areas of Florida that are not within easy reach of either the George A. Smathers Libraries in Gainesville or the Jewish Museum of Florida in Miami Beach.
5. Although the collection will be of the highest interest to the users outlined above, all Floridians (19 million) who can view the internet personally, at work, or in their public libraries and/or schools will have access to this collection which, though Jewish in focus, is set against the backdrop of Florida history, society and culture. Publicity and outreach aimed at the citizens of Florida will emphasize the local and ethnic newspapers in the FDNL in order to broaden the access and number of users of this database.

2. What are the unmet needs of the target population?

1. Increasing public awareness of the Florida Digital Newspaper Library (FDNL) demands the inclusion of more local and ethnic materials, as well as further training and instruction on how to access and use such collections.
2. The history of Florida's ethnic groups is still incomplete.
3. The history of Florida Jewry remains to be written.
4. A major primary resource for researching Florida Jewish history is virtually hidden.
5. The history of this long-standing ethnic newspaper in Florida is unknown and

unwritten.

3. Describe how the target population's needs are not being met by the library or other community services.

1. Increasing public awareness of the Florida Digital Newspaper Library (FDNL) demands the inclusion of more local and ethnic materials, as well as further training and instruction on how to access and use such collections.

The number of people using the newspaper collections in the FDNL has expanded rapidly. The total number of views for these collections has increased dramatically from 1,310,287 in 2010 to 10,715,540 in 2011. In the first two months of 2012 alone, the FDNL has received over 2 million views. Among the most popular and most often accessed collections is the ethnic newspaper "La Gaceta" receiving 182,757 views.

This phenomenal growth in use has led to a call for more instruction on how to access the FDNL's resources. A first response to this demand, as channeled through the AskALibrarian network, is the Tampa Bay Library Consortium Workshop scheduled for July 2012 entitled 'Hot Topics: Florida Digital Newspaper Library' (http://tblc.org/training/ws_info.php?ws=1784). The webinar will provide training on how to conduct full text searches and browse page images, along with answers to common patron questions.

The rising interest in researching Florida newspapers suggests a need to include more such materials, particularly hard to find primary sources. A digital collection of an ethnic newspaper like "The Jewish Floridian" will not only meet this need, it will also serve as a focal point for further detailed training and instruction, and it will function as a gateway by which to access the larger database.

2. The history of Florida's ethnic groups is still incomplete

Interest in the ethnic groups of Florida and their history is likewise increasing, yet primary resources for research into the early history of these communities are limited. Historic newspaper collections on microfilm or in electronic databases are frequently inaccessible or too expensive for public libraries, historical societies, and smaller colleges to maintain or acquire.

Many key local and ethnic newspapers are spread across institutions and 'hidden' on microfilm or, in the case of older materials, are often in a poorly preserved state. Researchers using such collections are often hampered in their searches by having to scroll through reels of non-user friendly microfilm or having to consult special collections reading departments with limited access and opening hours.

One of the first ethnic newspapers in Florida was the African-American owned newspaper, the "New Era" (Gainesville) which began in 1873 and had a short run. A number of other African-American publishers were producing newspapers in the 1880s, and "The Colored Citizen", of Pensacola (1914), was an important vehicle of news on national figures. The Spanish-language paper "La Gaceta" began publishing in Ybor City in 1922. Prior to this, however, the Tampa area already had seen a number of newspapers in English, Spanish, and Italian, published for the cigar workers of the area and advocated labor reform and the establishment of unions (including the "Boletin Obrero" in 1903 and "El Obrero Industrial" in 1914).

"The Jewish Floridian" is one of the few comprehensive ethnic resources available from a key period of economic growth and population change in Florida starting in the 1920s. Other ethnic newspapers of long-standing, like those later produced by the Hispanic community, did not surface before 1950.

3. The history of Florida Jewry remains to be written

To date, no comprehensive history of the Jewish community of Florida has been written; yet this comparatively small section of the general population has made a significant impact on the state. First allowed to live in Florida in 1763 after it was acquired by the English, Jewish people were soon actively engaged in developing this territory. In 1820, Moses Levy purchased 100,000 acres in North Central Florida and founded Micanopy. In 1841, his son, David Levy Yulee, was sent as a territorial delegate to the U.S. Congress to argue for statehood. In 1845, Yulee became Florida's first Senator as well as the first Jewish man to serve in the U.S. Congress. Yulee developed Florida's first cross-state railroad, and Levy County and the town of Yulee are named for him. The Levys were the first of many Jewish developers in the state of Florida.

The number of Jewish people in Florida increased during Florida's boom period in the 1920s. The Jewish population moved out of rural areas and into cities like Jacksonville. Distinct Jewish communities began to form; their members grew in prominence, and they made significant contributions to the growth of real estate, industry, government and farming. Jewish immigrants also began to pour into Florida from Latin America and the Caribbean, along with transplants from the north. Many of the migrants to Florida were sent from New York by the Jewish Agricultural Society.

By the 1930s, following the land bust of 1926, Miami replaced Jacksonville as the Florida city with the largest Jewish population. By the end of the 20th century, the majority of the Jewish population was to be found in the south of Florida. In recent times, the core population of Florida Jewry has shifted slightly northward to Palm Beach County. Today, there are 13 Jewish community centers and more than 300 synagogues across the state. Florida currently has the third largest Jewish population in the United States with over 614,000 self-identified Jews. The history of 20th

century American Jews will be of growing interest in the coming decades, and the resources by which to construct a definitive history of such an important Jewish community like that of Florida will be keenly sought.

4. A major primary resource for researching Florida Jewish history is virtually hidden

A substantial broadsheet such as "The Jewish Floridian" provides a key resource for charting the development of a major ethnic group in Florida. Yet, in their current state as a microfilm resource, "The Jewish Floridian" newspapers remain virtually hidden. Researchers wishing to mine the wealth of information contained in over 48,000 pages would have to engage in the painstaking and time consuming process of trawling through the microfilm page by page, issue by issue. This frustrating method of research has already been encountered by the Jewish Museum of Florida in their attempt to create an index for "The Jewish Floridian" which they have been working on since 1998.

The Isser and Rae Price Library of Judaica at the George A. Smathers Libraries and the Jewish Museum of Florida in Miami hold the largest and most complete collection of "The Jewish Floridian" microfilm in the country. The University of Miami library, the Yivo Institute for Jewish Research, and the New York Public Library all hold just one title in this serial. However, its location also poses a problem for researchers given that this large set of 128 microfilm reels is only available to patrons who are actually aware of the collection and physically able to travel to the University of Florida in Gainesville or to the Jewish Museum of Florida in Miami to use it.

5. The history of this long-standing ethnic newspaper in Florida is virtually unknown

The era of the Florida Land Boom saw thriving Jewish business communities in several sections of Florida and these in turn gave rise to newspapers directed towards a Jewish subscribership. Around 1924 "The Florida Jewish News" (later the "Southern Jewish Weekly") began publishing in Jacksonville. "The Jewish Floridian", beginning in 1928, and based in Miami, ultimately included a chain of six newspapers in Florida and one in Louisiana.

The founding of these two newspapers paralleled the growth of the Jewish community in Florida. The Jewish community of Jacksonville was the largest in the state until the 1930s, when it was overtaken in size by Miami. Several other newspapers for Jewish communities were also established in the 1920s and 1930s, including "The Jewish Digest" (1926), "The Jewish Advocate" (1927), "The Southern Advocate" (1927), and the "Jewish Weekly" (1930). However, it was the "Southern Jewish Weekly" and "The Jewish Floridian" that had the longest run, both of them continuing for more than fifty years.

"The Jewish Floridian" was founded in 1927 by J. Louis Shochet; its editorship was taken over by his son Fred K. Shochet until the paper was disbanded in 1990. The newspaper's headquarters were in Miami, but by the late 1970s "The Jewish Floridian" was being published weekly around the state under additional titles such as "The Jewish Floridian: The Voice of the Jewish Community in Palm Beach County", "The Jewish Floridian of Pinellas County", "The Jewish Floridian of North Broward", "The Jewish Floridian of South Broward", "The Jewish Floridian of Tampa", "The Jewish Floridian of Greater Ft. Lauderdale", "The Jewish Floridian and Shofar of Greater Hollywood", "The Jewish Floridian of South County". Beyond the above-listed basic historical information, nothing more is known about this long-standing and far-reaching ethnic newspaper.

4. How does the project relate to the applicant's mission, or to the applicant's long range plan?

Providing a digital version of "The Jewish Floridian" will serve part of the UF libraries' mission and open this important newspaper to the widest possible audience, enabling content searches, text highlighting, and other time-saving aids to research online without scrolling through reels of microfilm. The inclusion of "The Jewish Floridian" in the Florida Digital Newspaper Library (FDNL) will complement the mission of the FDNL, whose goal is to offer remote and local researchers free and open access to all of its resources and meet the needs of scholars by making local newspapers searchable in one place. The FDNL builds on the work done by the Florida Newspaper Project, part of the United States Newspaper Program (USNP), a cooperative national effort among the states and the federal government to locate, catalog and preserve on microfilm newspapers published in the United States from the eighteenth century to the present. This National Endowment for the Humanities (NEH) funded initiative has existed in various phases for over 20 years in all 50 states, with thousands of titles cataloged and millions of images microfilmed as a result.

In 1993, the state of Florida, with coordination provided by the University of Florida Libraries, joined the USNP. Initial efforts in 1993-94 centered on compiling a database of all extant newspaper titles held in the state and a survey was conducted of 1,000 likely newspaper repositories.

Thanks to a project funded in part by grants from Florida's Library Services and Technology Act (LSTA) Grants Program (2005), a total of 716 Florida newspaper titles have been digitized for preservation (including 77,266 issues and 1,119,780 pages). The titles have been cataloged and the bibliographic records made accessible in the University of Florida's online public catalog, as well as in WorldCat, an international cataloging database. The contents of the Florida Digital Newspaper Library (FDNL) are openly and freely available with zoomable page images and full

text. Since their launch in 2005, the FDNL collections have received 16,008,771 views from 118,786 visits to the site.

5. Additional factors for consideration.

In order to promote greater awareness of "The Jewish Floridian" newspaper, a small pilot project to convert the first microfilm reel was undertaken in February 2012. The Isser and Rae Price Library of Judaica Endowment Fund contributed \$174 in funding to convert 201 issues of "The Jewish Floridian" (from 1928 to 1932) into digital images. The process took two months, and the digital images can now be viewed online as part of the Florida Digital Newspaper Library and the Judaica Digital Collections (<http://ufdc.ufl.edu/AA00010090/00002>). Examples of the type of content to be found in "The Jewish Floridian" are listed in Appendix B and a selection of images from the pilot collection can be seen in Appendix C.

Partners

Partner Name:	Jewish Museum of Florida
Role:	<p>The Jewish Museum of Florida (JMOF), hosts approximately 45,000 visitors per year and receives constant requests for research on its collections from students, scholars, media, museums and historians. The Museum's website receives approximately two million hits each year.</p> <p>Digitized issues of "The Jewish Floridian" will serve as an important resource for the constituents and colleagues of JMOF, providing access to millions of potential users across the Jewish spectrum. The link to the database will be provided to constituent organizations, agencies and institutions for placement on their websites.</p> <p>The Jewish Museum of Florida is confident that it can successfully promote this digital collection to its constituents and colleagues through its current marketing program using the JMOF website, JMOF Tiles Newsletter, email blasts to its database and press releases to the relevant local, state, and national organizations that would publish news of this project. In addition, it will work on developing social media marketing and the creation of a Facebook page.</p>

Partner Name:	Broward County Libraries Division
Role:	<p>Broward County Libraries Division is the ninth largest library system in the United States. The division boasts 37 branch locations which cover more than one million square feet and host over 10 million visitors and circulate nine million items annually.</p> <p>Its website will provide a link to "The Jewish Floridian", and the staff of the library system will be trained in accessing and providing reference for "The Jewish Floridian" through the Florida Digital Newspaper Library (FDNL) website.</p>

Partner Name:	Miami Dade County Public Library System
Role:	<p>As the ninth largest public library system in the country, Miami-Dade Public Library System prides itself in serving more than eight million visitors each year. Its patrons have access to more than 2,000 public computers and a wide range of digital resources.</p> <p>The Miami-Dade Public Library System will provide a link to "The Jewish Floridian" collection from its website, promote its availability and access, and host the website for local users.</p> <p>Staff of the library system will be trained in accessing and providing reference for "The Jewish Floridian" through the Florida Digital Newspaper Library (FDNL) website.</p>

Partner Name:	Palm Beach County Library System
Role:	<p>Palm Beach County Library System serves a diverse community which includes a Jewish population of more than 250,000 residents (the fourth largest Jewish population in the U.S.).</p> <p>The digital database of "The Jewish Floridian" will be publicly available in all 15 branch locations. Trained staff will provide instruction to the public about the database and Florida Digital Newspaper Library (FDNL).</p>

Activities

Activity

Microfilm converted to digital format by Creekside Digital

Activity Narrative

Backstage Library Works, the cold vault storage facility for the University of Florida's master microfilm negatives, will pull and ship the Brooksville newspaper reels of polyester film to Creekside Digital, specialists in microfilm scanning services, for vended digitization. The UF libraries will send portable drives to the vendor on which to load the digitized files as the digital images are created from scanning the microfilm. Once the digitization is completed, Creekside will return the reels to Backstage Library Works to refile at the storage facility.

All vended imaging will be completed in accordance with established professional standards. Imaging methods depend on object characteristics, and follow principles and guidelines established by the Library of Congress' National Digital Newspaper Program, *Moving Theory into Practice: Digital Imaging for Libraries and Archives* (Anne R. Kenney and Oya Y. Rieger [Mountain View, CA : Research Libraries Group, 2000], and Cornell University's Digital Imaging Tutorial. Specifications for imaging (i.e., scanning, text, and metadata) are based on digitization specifications previously established by UF and other partners for the statewide Florida Digital Newspaper Library (FDNL) cooperative (<http://ufdc.ufl.edu/fdnl1/digit/>), the Digital Library of the Caribbean cooperative (<http://dloc.com/dloc1/digit>), and the PALMM cooperative (<http://fclaweb.fcla.edu/node/590/>). These specifications are optimized for data exchange with or harvesting by other digital libraries such as the NewspaperCat (<http://newspapercat.org>), U.S. National Science Foundation's National Science Digital Library, the U.S. Institute for Museum and Library Services' National Leadership Grant collection, and OAIster at the University of Michigan.

Creekside Digital uses next-generation microfilm digitization hardware and software from nextScan. Their staff has been trained on this equipment by nextScan employees. These scanners incorporate fiber optic lighting sources and proprietary microprocessors into their design, providing top-quality scans and ensuring that digitized images represent the frames on the film as accurately as possible.

The NextStar software produced by nextScan takes an innovative approach to rollfilm digitization. Rather than performing frame detection "on-the-fly" and outputting images as the film passes through the scanner, the NextStar software captures the entire roll of film as a contiguous "ribbon." The microfilm operator is then able to visually "audit" this ribbon to ensure that the frame detection software has correctly defined image boundaries. This eliminates the chance of misfiring frame detection algorithms cropping or skipping images due to changes in image density on the film – a common problem when dealing with older materials on microfilm of often dubious quality. All ribbons are initially captured in 10-bit grayscale, regardless of the final output's color depth (e.g., 8-bit grayscale or black & white).

Once setup (lamp/gamma and focus) is complete, the operator actually scans (“captures”) the roll, creating a ribbon. Each ribbon represents the entire roll of film – leaders, targets, every single frame, and all the black space between each frame. No images are actually output as the film passes through the scanner – instead, the ribbons are stored as raw binary image data on servers until they are audited during a Quality Assurance (QA) session.

Once capture of a ribbon is complete, the NextStar software will perform initial frame detection upon the ribbon and automatically identify the frame boundaries for each roll of film. A human operator visually QA’s 100% of the images created by Creekside Digital using this tool. For NDNP-specification projects, the operator will ensure that images have sufficient overscan for the required downstream processing (e.g., de-skewing, cropping, 2-up splitting).

When the vendor has created the digital files and loaded them to the portable hard drives provided by the UF libraries, the hard drives will be shipped to UF as runs are completed. The UF Digital Library Center (DLC) will then add all of the individual newspaper issues by publication title and date to the University of Florida Digital Collections’ system (SobekCM). The images will then be separated into individual issue-level packages images and will be processed by the DLC.

Resources

127 reels of microfilm: "The Jewish Floridian", 1928-1990
Vendors: Backstage Library Works; Creekside Digital

Activity

Digital images of "The Jewish Floridian are ingested and processed by the UF Digital Library Center

Activity Narrative

Once objects are received by the UF Digital Library Center, Metadata Encoding and Transmission Standard (METS) metadata will be created in the UF Digital Collections’ system (SobekCM), and enhanced both automatically and manually as objects move through the workflow. The UFDC’s system (SobekCM) assigns a unique Bibliographic Identifier (BibID) to each title-object processed, and that BibID is used to track the item (see UF Metadata Information) and contains the issue-objects which are assigned a unique Volume Identifier (VID). This title and issue level metadata allows for proper serial hierarchy, allowing users to search and browse within a particular title and by date and issue. The METS files include technical and structural data about each image,

as well as descriptive and administrative information. Any pre-existing metadata (e.g., from catalog records) will be imported into the UFDC's system (SobekCM) before beginning the process of ingesting the vendor digitized files.

After the vendor digitized files are received, all aspects of image control and digital package creation will be controlled by the UFDC Toolkit, an integrated software package that controls derivative image formation, quality control review at the package level, and deployment to UFDC servers within the FDNL. DLC staff will derive JPG, JPG2000 and JPG thumbnail images. JPG2000 files with zoom features are used in the display of large-format items like newspapers. A Quality Control tool displays thumbnails of each image in sequential order for staff review. Errors will be noted and returned for re-imaging of items. At this point, an object's METS file will contain basic structural and administrative metadata, as well as any pre-existing descriptive metadata imported at the start of the process.

After quality control, the digital package moves to text conversion, mark-up, and METS file validation. Staff will ensure that all package-level metadata conforms to the national METS, to local extension schemas, to UFDC requirements, and for long-term digital preservation in the Florida Digital Archive (FDA). Staff will implement Optical Character Recognition (OCR) processing to produce searchable text from digital images. The DLC currently uses Prime Recognition's PrimeOCR software, which bundles six OCR engines from multiple vendors. PrimeOCR is governed by a voting engine that typically yields 99% accuracy. It includes automatic image zoning, and can process English, Spanish, and French.

All objects will go through OCR processing. Metadata can be created during imaging, and project staff and partners will be able to create or revise metadata after the objects are available online. With final package approval, staff will use the UFDC Toolkit to transfer the package to the UFDC server for public access and metadata harvesting and send the package to the FDA for preservation archiving.

Project staff will create a project homepage, including all project documentation and resources. Discovery of "The Jewish Floridian" newspaper collection will occur in several ways: 1) A project homepage made available as part of UFDC; 2) MARC records with linked 856 fields in online catalogs of UF, WorldCat, etc.; 3) MARCXML record feed available for download and ingest into any catalog by any institution; 4) Open Access Initiative (OAI) compliant metadata harvested by digital repositories; and 5) complete electronic packages contributed to other online collections.

Discoverability of the digital objects will be enhanced by a variety of search and browse options. Researchers will be able to conduct keyword and subject searches of all of the newspapers for this project and all of the newspapers in the Florida Digital Newspaper Library (FDNL) simultaneously from the main FDNL page. Alternatively, they will search each newspaper title individually or combine two or more newspapers in their search scope.

All of the newspapers for this project will be searchable together through the Miami-Dade, Palm-Beach and Broward County Public Library system websites, and through the Jewish Museum of Florida website, which will be linked from the “Partners” page of the FDNL (<http://ufdc.ufl.edu/newspapers/partners>).

In addition, all digital objects will be discoverable via the University of Florida Digital Collections (UFDC) homepage, so researchers can search them in combination with all the other digitized materials held by UF and its partner institutions. Because the entirety of the UFDC is indexed and searchable through commercial search engines like Google, all of these resources will also be available through any general web search.

"The Jewish Floridian" newspapers will be fulltext searchable to the page level. That is, after entering a search, the pages on which the search term appears will be displayed in a list, each newspaper page from this list may be separately displayed. Searches may also be conducted by newspaper title, location or from the citation information. Advanced searching allows even further refinement. The map browsing and searching for the FDNL allows users to view, browse, and search all newspapers on a map. All of "The Jewish Floridian" newspapers will display in the correct geographic position and context, alongside other Florida newspapers (<http://ufdc.ufl.edu/newspapers/map>).

Each newspaper page may be displayed as a page image (a static JPG image), a zoomable image (JPEG2000), and a thumbnail overview showing all of the pages for ease of browsing (JPG images). The page or pages may be printed or downloaded (functions not currently available in the Google News Archive) using the easy “print” button at the top of every page. Each newspaper title and all issues can easily be linked to via a permanent URL.

Resources

Staff: George A. Smathers Libraries' project technicians
Software/Hardware/Storage: Prime Recognition's PrimeOCR software; UFDC System SobekCM; UF centralized storage (CNS)

Activity

Creation of collection website, instructional and promotional materials and provision of instruction

Activity Narrative

The Principal Investigator, Rebecca Jefferson, will create the narrative for the

collection website, providing a history for each title and an introduction to using the collection.

Jefferson will work in collaboration with the George A. Smathers Director of Communications, Barbara Hood, to create promotional and instructional materials such as brochures and flyers to send to the partner institutions and their constituents.

In partnership with Associate University Librarian, Shelley Arlen, Jefferson will create a two minute tutorial on "The Jewish Floridian" database which will help users wishing to search the newspaper for class assignments or for their own education. The video will be created using Acrobat Professional X, Captivate software. The presentation will cover:

1. An overview of the Florida Digital Newspaper Library (FDNL) website
2. A brief history of The Jewish Floridian
3. How to access The Jewish Floridian from the FDNL website
4. The number of issues and years available on FDNL
5. How to search The Jewish Floridian online

The brief history will include an overview of some of the regular columns, a summary of the important issues confronted, and some glimpses into the life and times of the various Jewish communities in Florida.

This tutorial will be available online with links from the George A. Smathers Libraries' tutorials and newspaper sites and the University of Florida Digital Collections (UFDC) homepage. With publicity, other Jewish institutions and organizations as well as Florida public, college, university, and school libraries will be encouraged to link to the tutorial. The presentation will be utilized in Jewish Studies classes on campus, special Price Library of Judaica events, and presented at functions sponsored by the UF libraries' grant partners.

Jefferson will travel to the partner institutions and provide instructional presentations to the staff and patrons. She will provide training on accessing the Florida Digital Newspaper Library (FDNL) using "The Jewish Floridian" as the test case for demonstrating full text searching, browsing, page image zooming and printing. She will also provide a background history of the FDNL and "The Jewish Floridian" newspaper to assist staff in providing reference for this collection.

The PI will write an article about the project and the collection for presentation at conferences such as the American Library Association and the Association of Judaica Libraries and for publication in a peer-reviewed journal.

Resources

Staff: PI; communications officer; tutorial partner
 Partners: Jewish Museum of Florida, three public library systems
 Software: Adobe Professional X, Captivate
 Publicity materials: printed matter, including brochures and flyers
 Travel funds

TimeLine

Activity	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Microfilm converted to digital format by Creekside Digital	×	×		
Digital images of "The Jewish Floridian are ingested and processed by the UF Digital Library Center		×	×	
Creation of collection website, instructional and promotional materials and provision of instruction			×	×

Additional Project Information

Publicity/Communications

The project will be promoted both internally to the University of Florida and externally through news releases to media outlets. News of this important digital collection will be passed on to Florida genealogical societies. The link to the database of "The Jewish Floridian" newspapers as well as a guide to the local and ethnic newspapers available through the Florida Digital Newspaper Library (FDNL) will be provided to the following organizations, agencies and institutions for placements on their websites:

1. The Jewish Museum of Florida (its website has 2,000 members and two million hits per year).
2. The partner libraries: Miami-Dade, Palm-Beach and Broward County Public Library system websites
3. Other Florida public library systems
4. Jewish synagogues around the state of Florida (317).
5. Jewish genealogical societies (6)
6. Other genealogical societies of Florida (26)
7. Members of the Council of American Jewish Museums (88)
8. Chapters of the American Association of Jewish Libraries (23)
9. Jewish educational agencies associated with Jewish Federations, including the

various Bureaus of Jewish Education

10. Jewish educational leadership organizations, such as the Jewish Education Society of North America (JESNA) and the Lipmann-Kanfer Institute
11. Jewish educational publishers, such as Behrman House, NJ or Torah Aura, LA
12. Jewish Studies Programs across the US
13. Jewish teacher organizations, such as the National Education Association (Conservative), the National Association of Temple Educators (Reform), and the new Center for Advancement of Jewish Education (Trans-denominational)

Brochures and flyers comprising instructional and promotional information about "The Jewish Floridian" digital collection on the Florida Digital Newspaper Library (FDNL) will be among the materials created for broad distribution.

Sustainability

The digital archive of "The Jewish Floridian" will be maintained in perpetuity. In practice consistent for all UF digital projects, all digital archives (including redundant archives) are maintained. Currently the two primary archives are maintained by the UF libraries and the Florida Digital Archive. UF maintains an internal ready-access archive of all files in the University of Florida Digital Collections (UFDC). Files are saved to a tape archiving system and tapes are retained in environmentally controlled storage. Information about tapes and their contents are logged in the UFDC's system (SeobekCM), with MD5 checksum numbers and file format and version information, in association with administrative and bibliographic metadata. The Databases queue disks and files for inspection every three years and migration every ten years or upon format obsolescence.

The Florida Digital Archive (FDA) is administered by UF and is a digital preservation partner with the UF libraries. The FDA was initially funded in part by a grant from the Institute for Museum and Library Services, and is now supported through the State University Libraries of Florida. Physically, all digital information is stored in off-line systems under FDA administration at UF's NorthEast Regional Data Center on IBM Magstar 3590 extended length cartridges (i.e., magnetic tape). Cartridges are inspected routinely, refreshed as necessary, and periodically migrated to replacement media. All electronic data is stored with MD5 checksum for verification of data integrity. Metadata is maintained in METS-compliant data structures. Bibliographic metadata, including cataloging, is also retained in FDA maintained and archived bibliographic systems. The software programmed to support the FDA is modeled on the widely accepted Open Archival Information System. It is a dark archive and no public access functions are provided. It supports the preservation functions of format normalization, mass format migration and migration on request. The process of forwarding original uncompressed TIFF images to the FDA is the key component in UF's plan to store, maintain and protect this project's object data.

Digital Images

Are digital images being created? Yes No

Are metadata records being added to the statewide database in the Florida Electronic Library?

Yes No

If not, provide explanation.

Evaluation

Evaluation Narrative

A post-project external evaluation based on the presentations and training will be provided by the Collaborative Assessment and Program Evaluation Services (CAPES). CAPES provides social science evaluation and research methods services to grants from planning to implementation and reporting. The evaluation services include quantitative and qualitative methodologies. The quantitative methods include research design, assessment, surveys, and applied statistics. Qualitative methods include observation, document analyses, interviews and focus groups. CAPES has been the evaluator on seven NSF training grants and an IES training grant in the last five years. CAPES is situated in the UF College of Education and is active in educational research. They have been the Principal Investigators on Florida grants including recently beginning the evaluation of Florida's Charter School Program. CAPES also has worked with Duval County Public Schools in evaluating an IES funded project through the Teacher Incentive Funds.

Budget

Salaries and Benefits

Salaries and Benefits Narrative

SALARIES

Rebecca Jefferson, Head of the Isser and Rae Price Library of Judaica, George A. Smathers Libraries (10% FTE totals \$8,502 in salary and benefits) will serve as the

Principal Investigator for the Florida Digital Newspaper Library: Broadening Access and Users project. Jefferson will compose a narrative for the landing page for the website of "The Jewish Floridian" with a bibliographic record describing its history. Jefferson will lead the production of publicity materials about the digital archive in coordination with Barbara Hood, the creation of brochures, flyers and announcements and links to the partner websites. She will be in charge of the outreach for the project and will make presentations on the digital archive and produce an article to be published in an accredited journal. She will be responsible for the partnership communication, the creation of a tutorial video with Shelley Arlen. She will travel to visit the partner institutions and provide training to staff and patrons. Jefferson will collaborate with CAPES to produce an external evaluation of the project, and she will produce regular reports for the funding body and the partner institutions.

Lois Widmer, Chair and Associate University Librarian (1% FTE totals \$1,058 in salary and benefits), will handle all reporting and administrative matters for the Digital Library Center unit and Preservation Unit.

Shelley Arlen, Associate University Librarian, tutorial video partner (1% FTE totals \$744 in salary and benefits) will work with Rebecca Jefferson on the creation of an online video tutorial for using the primary resources in the Florida Digital Newspaper Collection (FDNL), including "The Jewish Floridian".

Laurie Taylor, Digital Humanities Librarian (1% FTE totals \$684 including benefits) will provide oversight of the digital collection online presence and be responsible, in conjunction with AskALibrarian Staff, for supporting all reference questions regarding this digital collection and these materials.

Barbara Hood, Director of Communications (.5% FTE totals \$670 in salary and benefits) will promote the project to the appropriate media outlets for statewide dissemination of the project's results and availability of new resources.

Randall Renner, Project Manager for operations & digital projects (1% FTE totals \$602 in salary and benefits) will supervise all digital production units, provide oversight for the digitization of workflow between digitization units, track production schedules, and facilitate communication and trouble-shooting between units. Renner supervises all image capture and production units..

Matthew Mariner, Digital validation, archiving and preservation coordinator (1% FTE totals \$461 in salary and benefits) conducts ingest and quality control check of the vended materials into the University of Florida Digital Collections (UFDC). Mariner also ensures that all materials are loaded and archived to the redundant UF storage systems for access and long-term digital preservation.

BENEFITS

The benefits included in the pooled fringe rates used in the grant budget include: 1.

FICA OASDI (Social Security), 2. FICA Medicare, 3. Health Insurance (including graduate assistant and postdoctoral associates health insurance), 4. Retirement (employer contributions), 5. Life Insurance, 6. Clinical disability insurance 7. Worker's compensation, 8. Unemployment compensation, 9. Vacation and sick leave cash-outs, 10. Sick Leave Pool payments, and 11. Paid Parental Leave payments.

The actual or projections for actual pooled expenses are calculated and submitted by the UF to the U.S. Department of Health and Human Services for approval. Pooled fringe rates by employee category are: Faculty (9-,10-, and 12-month) = 26.9%, Exempt Staff (TEAMS/USPS) = 30.0%, Non-Exempt Staff (TEAMS/USPS) = 40.8%, Student OPS/Federal Work Study = 3.1%, and Other OPS/Temporary Faculty = 2.6%.

Salaries and Benefits Detail

Position Title	FTE	LSTA Request	Matching Funds
Principal Investigator	10.00		\$8,502
Chair, DLC and Preservation	1.00		\$1,058
Associate University Librarian, tutorial video partner	1.00		\$744
Digital Humanities Librarian	1.00		\$684
Director of Communications	0.50		\$670
Project Manager, Operations & Digital Projects	1.00		\$602
Digital Validation, archiving & preservation coordinator	1.00		\$461
Total Salaries			\$12,721

Contractual Services

Contractual Services Narrative

MICROFILM CONVERSION will be completed by Creekside Digital. The written estimate dated February 29, 2012, which totals \$18,929, is based on a recent test reel from "The Jewish Floridian" microfilm collection that was digitized for this project. This estimate is based on 64,000 frames at \$0.25/frame plus 3,328 segments at \$0.88/segment. Backstage Library Works (cold vault storage) will release the master

microfilm reels from storage and receive them when conversion is complete.

DATA STORAGE will be provided by the University of Florida's Computer and Networking Services (CNS).

EXTERNAL EVALUATION: an external post-project evaluation will be contracted with David Miller, Director of the Collaborative Assessment and Program Evaluation Services (salary \$2,000). Dr. Miller is a Professor of educational research methods and evaluation in the School of Human Development and Organizational Studies in Education, where he teaches in the areas of evaluation, psychometrics, and quantitative research methods.

Contractual Services Detail

Specify	LSTA Request	Matching Funds
Creekside Digital	\$18,929	
CAPES evaluation	\$2,000	
Total Contractual Services	\$20,929	

Library Materials

Library Materials Narrative

Library Materials Detail

Specify	LSTA Request	Matching Funds
Total Library Materials		

Bibliographic Records

Not Applicable

Is the library purchasing materials for the library's collection?

Yes No

If yes, are bibliographic records being loaded into the statewide database?

Yes No

If no, provide an explanation of why the records are not being loaded.

Supplies

Supplies Narrative

Supplies Detail

Specify	LSTA Request	Matching Funds
Total Supplies		

Travel

Travel Narrative

The Principal Investigator, Rebecca Jefferson, will travel to south Florida for three days in order to train both libraries' staff and users at the three public library partner institutions, where these trainings can have the most significant impact. Training will focus on the various ways in which the Florida Digital Newspaper Library can meet the research needs of various audiences and reference staff, using "The Jewish Floridian" newspaper collection as a primary example of a digital newspaper sub-collection. Plans are to travel May 15 – 18, 2013. Round-trip Airfare is estimated at the current rate to be \$194, with hotel for three nights totaling \$434, rental car for three days at \$88, and meals at \$108. Total travel is estimated at \$824.

Travel Detail

Specify	LSTA Request	Matching Funds
Airfare	\$194	
Hotel	\$434	
Car hire	\$88	
Meals	\$108	
Total Travel	\$824	

Equipment

Equipment Narrative

Equipment Detail

Specify	LSTA Request	Matching Funds
Total Equipment		

Other

Other Narrative

Other Detail

Specify	LSTA Request	Matching Funds
Total Other		

Total Funding Request: \$21,753 + \$12,721 = \$34,474

Budget

Salaries and Benefits

Position Title	FTE	LSTA Request	Matching Funds
Principal Investigator	10.00		\$8,502
Chair, DLC and Preservation	1.00		\$1,058
Associate University Librarian, tutorial video partner	1.00		\$744
Digital Humanities Librarian	1.00		\$684
Director of Communications	0.50		\$670
Project Manager, Operations & Digital Projects	1.00		\$602
Digital Validation, archiving & preservation coordinator	1.00		\$461
Total Salaries			\$12,721

Contractual Services

Specify	LSTA Request	Matching Funds
Creekside Digital	\$18,929	
CAPES evaluation	\$2,000	
Total Contractual Services	\$20,929	

Library Materials

Specify	LSTA Request	Matching Funds
Total Library Materials		

Supplies

Specify	LSTA Request	Matching Funds
Total Supplies		

Travel

Specify	LSTA Request	Matching Funds
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Airfare	\$194	
Hotel	\$434	
Car hire	\$88	
Meals	\$108	
Total Travel	\$824	

Equipment

Specify	LSTA Request	Matching Funds
Total Equipment		

Other

Specify	LSTA Request	Matching Funds
Total Other		

Total Funding Request: \$21,753 + \$12,721 = \$34,474

Attachments

- [Appendix A: Bibliography](#)
- [Appendix B: examples of "The Jewish Floridian" content](#)
- [Appendix C: images from "The Jewish Floridian" online](#)
- [Appendix E: copyright information](#)
- [Appendix F: JMOF partner agreement](#)
- [Appendix G: Broward County Libraries Division letter of support](#)
- [Appendix H: Miami-Dade Public Library System letter](#)
- [Appendix I: Palm-Beach County Libraries letter](#)
- [Appendix D: single use SobekCM](#)

Certifications

1. Debarment Form

[Debarment Form.pdf](#)

2. FFATA Form

[FFATA Form.pdf](#)

3. Internet Safety Certification Form

[Internet Safety Certification Form.pdf](#)

4. Disclosure of Lobbying Activities Form

[Disclosure of Lobbying Activities Form.pdf](#)

Outcomes Plan

Library Name: University of Florida Libraries, George A. Smathers Libraries

Project Name: Florida Digital Newspaper Library: Broadening Access and Users

Project Summary: The Isser and Rae Price Library of Judaica at the University of Florida (UF), in partnership with the Jewish Museum of Florida and three Florida public libraries, plans to provide technical assistance and training to broaden access to the Florida Digital Newspaper Library (FDNL) and highlight “hidden” local and ethnic Florida newspapers.

The focus of this effort will be on Florida’s first ethnic newspaper of note, the long-standing Florida Jewish newspaper, "The Jewish Floridian". At present, "The Jewish Floridian" is only accessible on microfilm and available for consultation at the Price Library of Judaica and the Jewish Museum of Florida.

This project will 1) convert 127 reels of "The Jewish Floridian" on microfilm to a digital format; 2) ingest the digitized items into the University of Florida Digital Collections (UFDC) and create a distinct sub-collection for Jewish and other ethnic newspapers within the Florida Digital Newspaper Library (FDNL); 3) provide training on how to access and use the FDNL focusing on "The Jewish Floridian" as an example of a unique primary resource within this collection; 4) provide redundant storage for its preservation in perpetuity; 5) employ the Collaborative Assessment and Program Evaluation Services (CAPES) to conduct a post-project survey; and 7) publicize and promote the digitized items to the citizens of Florida.

Resources	Activities	Outputs	Outcomes	Indicators	Sources/Methods
127 reels of microfilm: "The Jewish Floridian", 1928-1990 Vendors: Backstage Library Works; Creekside Digital	Microfilm converted to digital format by Creekside Digital Digital images of "The Jewish Floridian" are ingested and	# Digital newspaper files and metadata: The Jewish Floridian, 1928-1990 1 landing page for collection, including narrative	1. The targeted population uses information or services that were not previously available.	1. Significant increase in the number of views of and visits to the Florida Digital Newspaper Library (FDNL)	1. UF system generated statistics for the use of the FDNL /UF system generated statistics to be gathered when "The Jewish

Staff: George A. Smathers Libraries' project technicians Software/Hardware /Storage: Prime Recognition's PrimeOCR software; UFDC System SobekCM; UF centralized storage (CNS) Staff: PI; communications officer; tutorial partner Partners: Jewish Museum of Florida, three public library systems Software: Adobe Professional X, Captivate Publicity materials: printed matter, including brochures and flyers Travel funds	processed by the UF Digital Library Center Creation of collection website, instructional and promotional materials and provision of instruction	1 permanent URL to send to partner websites 3 instructional presentations to partner institutions 1 tutorial video 1,000 publicity brochures or flyers to send to partner institutions & others # electronic announcements through FL AskALibrarian network; FLGenWeb; historical society webpages 1 article for a peer-reviewed journal			Floridian" collection is first available; statistics generated six months after collection is launched
			2. The targeted population uses technology to get information.	2. 2,000 views of "The Jewish Floridian" digital collection within 6 months of completion (March 30, 2014)	2. UF system generated statistics for "The Jewish Floridian" views and visits Partner generated statistics for collection use on partner websites /Statistics measured at launch and again six months after launch of collection
			3. The targeted population demonstrates an increase in their knowledge, skills or abilities.	3. 2,000 teachers, students, researchers, librarians and genealogists will successfully learn to use online collection	3.1 Number of tutorial views/YouTube statistics for number of video views 3.2 Questionnaires and surveys conducted after

					presentations and instruction /External evaluation provided by the Collaborative Assessment and Program Evaluation Services (CAPES)
Partners					
Jewish Museum of Florida Broward County Libraries Division Miami Dade County Public Library System Palm Beach County Library System					