

10.04.17



Center *for* Research Libraries
GLOBAL RESOURCES NETWORK

Investing in the Persistence of News

eDesiderata Forum 2017



Center *for* Research Libraries
GLOBAL RESOURCES NETWORK

Forum Agenda

Session I: The Digital News Environment and Marketplace

12:00-2:00 p.m. CT

- Conversation 1: Inside the Online News Machine
- Conversation 2: Digital News and its Scholarly Uses
- Conversation 3: The Library Supply Chain for News

Session II: Strategies & Models for Library Investment in News Access

2:00-3:00 p.m. CT

- Conversation 1: Site Licensing
- Conversation 2: Direct Library Investment in News Access and Preservation

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Center *for* Research Libraries
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Session I:
The Digital News Environment
and Marketplace



Center *for* Research Libraries
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Conversation 1: Inside the Online News Machine

Bernard Reilly, Moderator

President

Center for Research Libraries

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Center *for* Research Libraries
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Conversation 1: Inside the Online News Machine

Evan Sandhaus

Executive Director, Knowledge & Metadata Management

The New York Times

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Center *for* Research Libraries
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Administering a 166- year-old Database

Tagging, Taxonomy and Better Living Through
Metadata

Evan Sandhaus
Director Search, Archives, Semantics
The New York Times
[@kansandhaus](#)



On The Menu

- The New York Times
- (me)
- The Archive
- A Brief History Of Tagging
- Tagging In 2015
 - Tagging Process
 - Tagging Example
 - Tagging Applications
 - The Future of Tagging
- One More Thing



The Problem By The Numbers

Almost

60,000

Issues Published Since
September 18, 1851

The New York Times

The Problem By The Numbers

3,500,000+

Unique Pages Printed Since
September 18, 1851

The New York Times

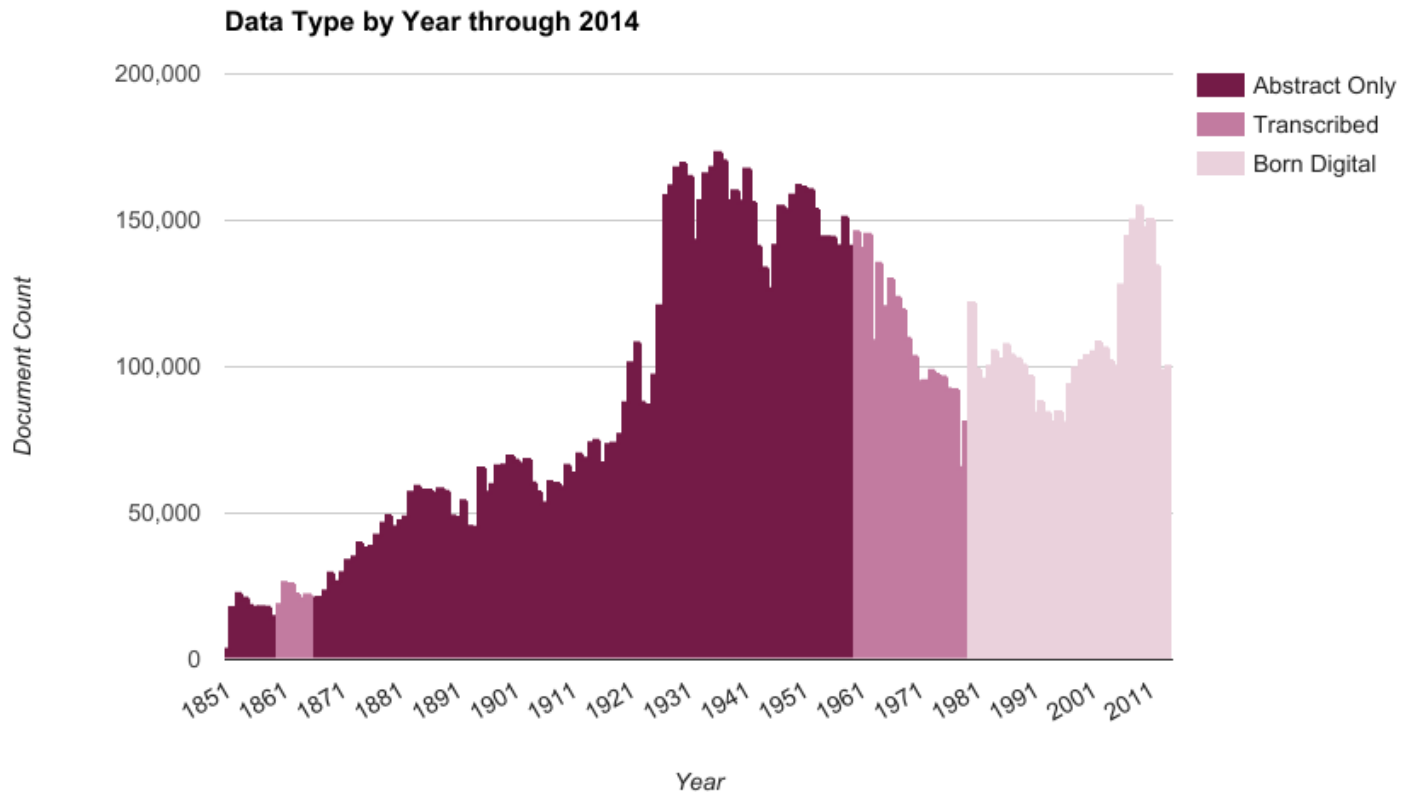
The Problem By The Numbers

15,000,000+

Articles Published
September 18, 1851

The New York Times

The Archive





A Brief History of Tagging*

*** At New York Times**

Photo Credit - US National Archives - <http://www.flickr.com/photos/usnationalarchives/4309791492/>

Meet The Tag

- A consistent string used to indicate that an authority or a subject is a principal topic of a news article.
- Entity:
 - Person
 - Place
 - Organization
 - Title of Creative Work
(Book Title, Movie Title, etc)
- Subject
 - Everything else:
 - Eggs
 - Iraq War (2003 - 2011)
- We've been tagging for a LONG TIME



The New York Times

INDEX TO THE NEW-YORK TIMES.

From September 1851 to September 1858.

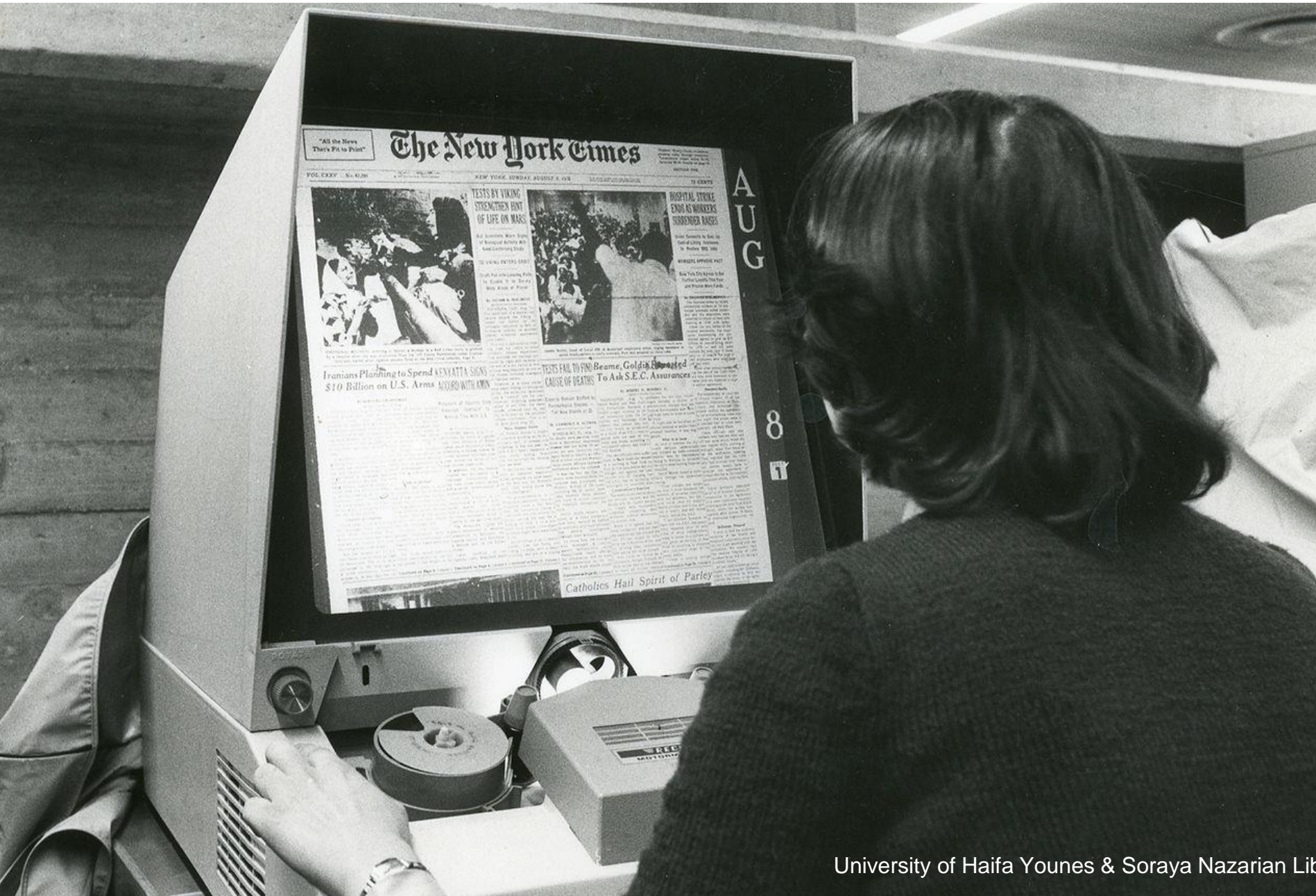
∴ The figures represent the number of the Times.

A

Abd-el-Kader interceded for by Lord Londonderry —	26, 30, 293	Academy, of Medicine (N.Y.) report on Public Health	255
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- ACKERMANN, (Mrs.) Henrietta M.—death, Mar. 20, 21-4.
- ACOSTA, Julio, *see* UNITED STATES—Costa Rica, *Relations with*.
- ACTORS and Actresses, *see* NIBLO, F.; PLAYS and Operas.
- ACTORS' Equity Assoc., *see* AMERICAN Federation of Labor.
- ACTOES Fund of America—Benefit performance, Jan. 29, 7-3; C. Dillingham gives benefit performance at the Hippodrome, Feb. 14, 11-3; article by D. Frohman on efforts to obtain a million dollars, Feb. 20, 11, 7-5; C. Chaplin gives his share of receipts from Hippodrome concert, Feb. 21, 9-1; benefit ball given by Automobile Club of Amer., Feb. 23, 9-2; Allied Arts of the Theatre to give benefit ball, Mar. 4, 9-2; motion picture industry designates May 15 as National Tribute Day to help endowment fund, Mar. 6, 13-2; benefit at Century Theatre nets \$5,500, Mar. 20, 11-2; benefit ball by Allied Arts of the Theatre, Mar. 31, 9-3.
- ACUNA, Jesus, *see* Mexico—Villa Paristive Expedition.
- ADAIR, (U. S. Repr.) John A. M., *see* INDIANA—Elections.
- ADAIR, (Dr.) Leonard—death, Feb. 26, 9-4.
- ADAMS, Charles Francis—special article on his autobiography, Mar. 20, 11, 7-1.
- ADAMS, Charles H.—death, Jan. 25, 9-2.
- ADAMS, Cyrus C.—letter on Catherine Harbor, Feb. 27, 16-6.
- ADAMS, Rufus—death, Jan. 12, 13-5.
- ADAMS, Samuel Hopkins, *see* GREENHUT, J. B., Co.
- ADAMS, (Prof.) Thomas Sewell, *see* FAIR Univ.
- ADAMS, (Mrs.) Van Rensselaer, *see* BLAKELOCK, R. A.
- ADAMS Express Co.—Wins suit to recover excess of stated value of goods brought by L. L. D'Utassy in behalf of Revillon Freres and A. & J. Engel, Inc., Mar. 11, 6-5. *See also* WEINACHT, E.
- ADAMSON, (Fire Commissioner) Robert—statement on work for 1915, Jan. 1, 6-3; draws up building inspection bill, Feb. 20, 1, 11-1; letter to Mayor Mitchel on list of buildings returned to city by Fire Dept., Mar. 6, 7-4; speaks on N. Y. fire prevention methods at dinner of Upper Manhattan Property Owners Assn., Mar. 31, 16-2.
- ADAMSON, (U. S. Repr.) William C.—has substitute resolution on armed liners to offer, Feb. 27, 1, 11-1; speaks before Foreign Affairs Committee on international situation, Mar. 4, 3-1; urges Congress not to interfere with President on armed liner issue, Mar. 7, 2-1.
- ADDAMS, Jane—praises H. Ford but disowns expedition in behalf of Women's Peace Party, Jan. 6, 2-2; addresses Women's Peace Party, Jan. 10, 3-7; addresses Foreign Relations Committee of U. S. Congress on peace mediation, Jan. 12, 3-3; elected member of Ford Permanent Peace Board, Jan. 14, 3-7; urges Congressional military committees to make no army increases, Jan. 14, 3-3; advice to followers to keep away from Ford peace party resented, Jan. 20, 20-5.
- ADDICKS, Lawrence—urges Govt. encouragement to mfrs. of atmospheric nitrogen at symposium of Amer. Electro-Chemical Soc., Feb. 12, 12-2.
- ADDICKS, W. R.—tells N. Y. C. Public Service Board that contract between Consolidated Gas Co. and Standard Oil Co. of N. J. saved a million dollars, Jan. 15, 18-3.
- ADDISON, (Dr.) Christopher—statement on cost of producing shells, Feb. 23, 8-2; speaks in House of Commons on plot of "Clyde Workers' Committee" to stop work on munitions, Mar. 29, 1-7; defended in House of Commons by Lloyd George, Mar. 31, 1-4.
- ADDISON, (Mrs.) Janice T.—tells of escape from Mitau, Feb. 15, 6-9.
- ADE, George—special article on Western newspaper men who became famous, Jan. 2, IV, 14-1; speaks on drama and moving pictures at dinner given to W. H. Crane, Feb. 28, 5-2.
- ADEE, Alvey A.—letter on Armenian situation in reply to question of Dr. W. A. Shedd quoted, Mar. 8, 22-5.
- Free of Jewish Theological Seminary, Jan. 19, 6-3; tribute to Dr. Joseph Jacobs, Feb. 1, 11-2; elected Pres. of Jewish Historical Soc., Feb. 22, 11-4.
- ADLER, (Dr.) Felix—speaks at testimonial meeting for T. M. Osborne, Jan. 18, 22-4; address on "Dangers to Children in a Democratic Environment" before Soc. for Ethical Culture, Jan. 24, 11-1; advocates defense by industrial army, says opinions of some newspapers are molded in counting houses, address to Ethical Culture Soc., Jan. 31, 1-4; editorial, Feb. 1, 10-4; letter saying he cannot support his charges against newspapers, but may take them up later, Feb. 2, 10-9; letter by F. E. Johnson on his charges against newspapers, Feb. 6, 1, 14-8; addresses annual meeting of Y. W. H. A., Feb. 28, 5-5; addresses graduating class of Amer. Academy of Dramatic Arts, Mar. 21, 6-6.
- ADLER, Frank L., *see* Bar Assoc. of the City of N. Y.
- ADLER, Louis—gives A. Malenkí \$125 to quit his shop, Mar. 30, 22-3.
- ADLER, Max—death and career, Jan. 17, 11-4.
- ADLER, Samuel—discharged on charge of maintaining a disorderly house, Feb. 27, 1, 9-3.
- ADLER, Siegmund—letter on German and English use of colored troops, Jan. 6, 12-8; reply, Jan. 8, 8-8; letter on use of colored troops by Germany, in answer to anonymous letter, Feb.

ADAMS, John Quincy



March 28, 1969 The Tag Goes Digital

NY Times to Offer Information Service

New York Times News Service

NEW YORK — The New York Times has announced plans for a computerized service that will for the first time permit outsiders, as well as company employes, to have access to materials the newspaper's information files.

The system, called the New York Times information bank, is scheduled to go into operation early in 1971. It will utilize information gathered from the Times and some 50 other publications.

John Rothman, director of information services for the Times, said the bank would be the nation's first fully automated general information system.

Ivan Velt, a vice president of the Times, said: "The New York Times intends to enhance its reputation, through its information retrieval system, as one of the world's most reliable and authoritative sources of information."

He added: "We feel the potential market for the services that the system will be capable of producing extends into many areas.

"The services could be put to invaluable use by government agencies engaged in social research, scholars preparing such major documents as doctoral dissertations, general business services conducting research in specific areas for various clients and journalists marshaling material for books and articles.

"The list could be extended to include the news and public affairs departments of radio and television networks, advertising agencies and the research arms of many philanthropic foundations."





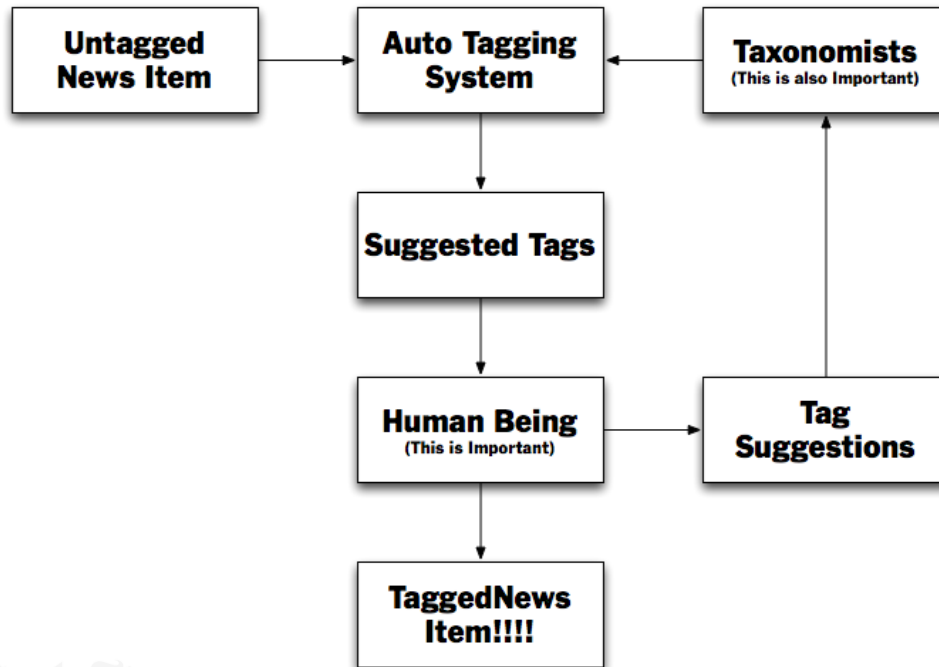
Tagging In 2017



Tagging Today

- The Index was retired in 2016
- We also tag articles prior to publication using supervised automation.
- Tagging powers many parts of our operation

Tagging On NYTimes.com



Tagging: An Example

Chosen Totally At Random

The New York Times

Just for Chiefs Fans, a Welcome Taste of Kansas City in Queens

By REEVES WIEDEMAN NOV. 17, 2013



Kansas City fans gathered at John Brown Smokehouse in Long Island City, Queens, to watch their unbeaten team play Denver. Victor J. Blue for The New York Times



Email

Share

Tweet

Save

Few bar-stool debates are more tiresome than arguments over which team's fans have suffered the most. But it's hard to imagine a season much worse than the one [Kansas City Chiefs](#) fans endured last year. On the field, the team had the N.F.L.'s worst record; off it, a starting linebacker killed his girlfriend before shooting himself in front of the coach and general manager.

By season's end, Chiefs fans were wearing black to Arrowhead Stadium.



Victor J. Blue for The New York Times



- **Descriptors**

- Barbecue
- Football

- **Locations**

- Queens (NYC)

- **People**

- Sandhaus, Evan
(Not Really)

- **Organizations**

- Kansas City
Chiefs
- John Brown
Smokehouse
(Queens, NY,
Restaurant)

- **Creative Works**

- The Birth Of
Tragedy (Book)
(not really)

Victor J. Blue for The
New York Times

Tagging: Why?

The New York Times

Collections

The screenshot shows a collection of content related to Barack Obama on The New York Times website. At the top, there's a navigation bar with 'SECTIONS', 'HOME', and 'SEARCH'. Below that, a banner for 'TEACHERS COLLEGE COLUMBIA UNIVERSITY' asks 'Where do INNOVATIVE educators come from?' with a 'Watch' button. The main content area is titled 'Barack Obama' and features a video of Obama's election night speech. To the right, there's an advertisement for 'Lumosity Fit Test' from lumosity.com, which offers a 10-minute test to challenge memory, attention, and more. Below the video, there's a 'CHRONOLOGY OF COVERAGE' section with two entries: one from March 13, 2015, about Sen. Bob Corker's actions, and another from March 13, 2015, about Willie Wilton's support for James G. DiGiia. A 'BARACK OBAMA NAVIGATOR' section is also visible at the bottom.

Recommendations

The screenshot shows a recommendations widget. At the top, it has two tabs: 'MOST E-MAILED' and 'RECOMMENDED FOR YOU'. Below the tabs, it displays '55 articles in the past month' and 'Evan Sandhaus' with a profile picture and a link to 'All Recommendations'. A list of three recommended articles is shown:

1. **For Afghan Woman, Justice Runs Into Unforgiving Wall of Custom**
2. **Louis Silverstein, Who Gave a Bolder and Airier Look to The Times, Dies at 92**
3. **European E-Book Sales Hampered by Tax Structure**

News Alerts

The screenshot shows a 'Related Searches' section with four items, each with an 'Add Alert' button:

- [Housing](#) + Add Alert
- [Tax Credits](#) + Add Alert
- [Law and Legislation](#) + Add Alert
- [Lobbying and Lobbyists](#) + Add Alert

The New York Times

RSS and Syndication

The screenshot shows an RSS feed subscription box. At the top, it says 'RSS FEEDS ON GLOBAL WARMING'. Below that, it says 'Subscribe to an RSS feed on this topic. What is RSS?'. At the bottom, there's an RSS icon and the text 'RSS Global Warming'.

And More!

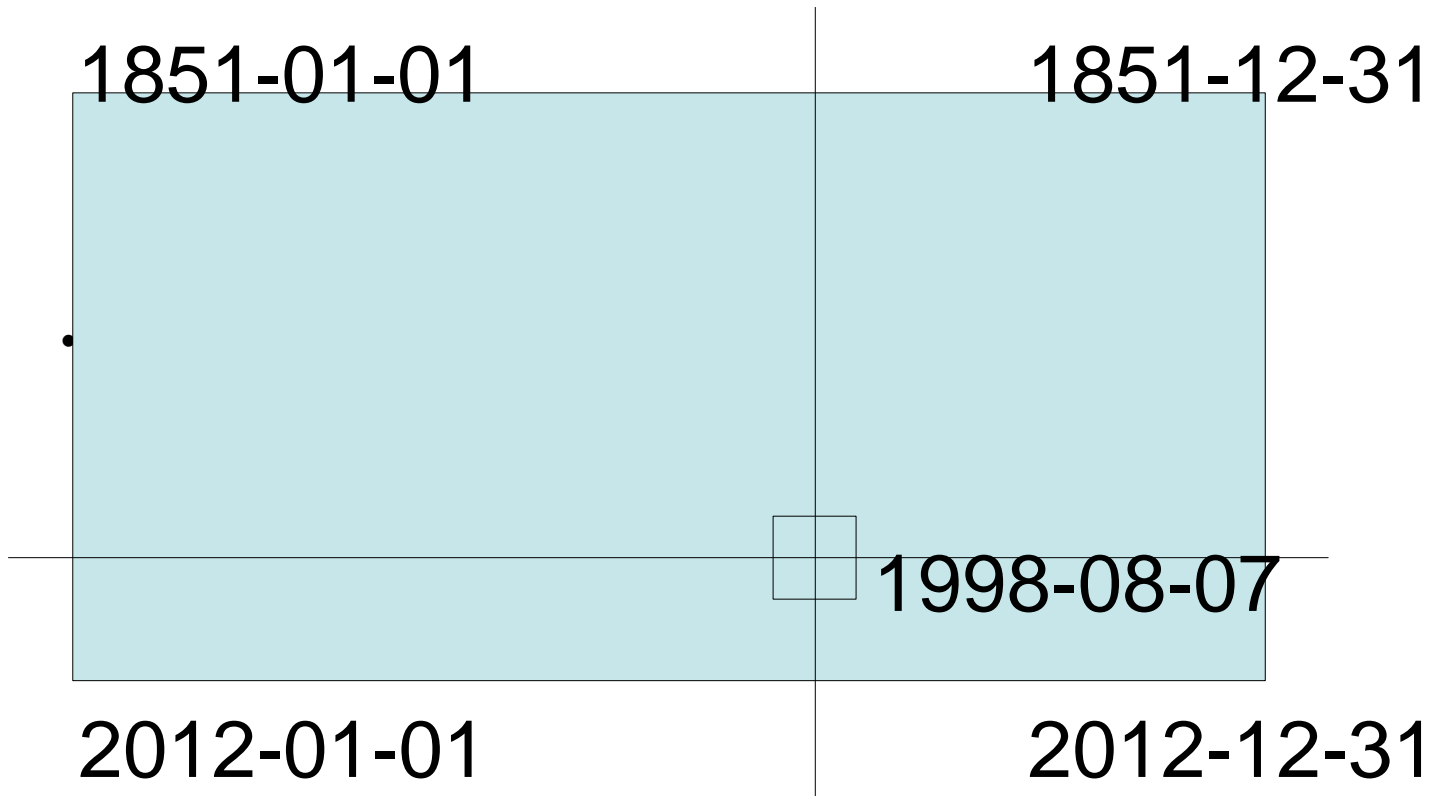
- Advertising
- Analytics
- Search
- Archives

The Future

- News Events
- New Tagging System
- Linked Data

...One More
Thing

The New York Times

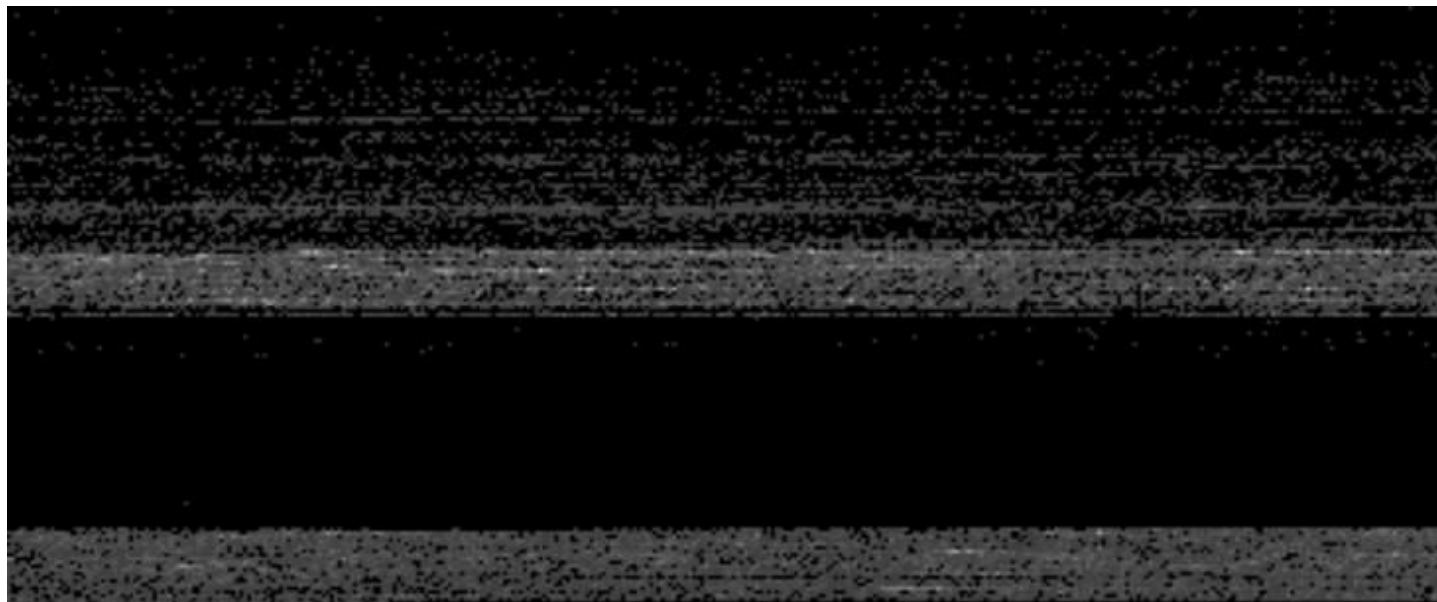


The New York Times

RUSSIA (Place)

1851-01-01

1851-12-31



2012-01-01

2012-12-31

The New York Times

IRAQ (Place)

1851-01-01

1851-12-31



2012-01-01

2012-12-31

The New York Times

BOBSLEDDING (Subject)

1851-01-01

1851-12-31



2012-01-01

2012-12-31

The New York Times

BUSH, GEORGE (Person)

1851-01-01

1851-12-31



2012-01-01

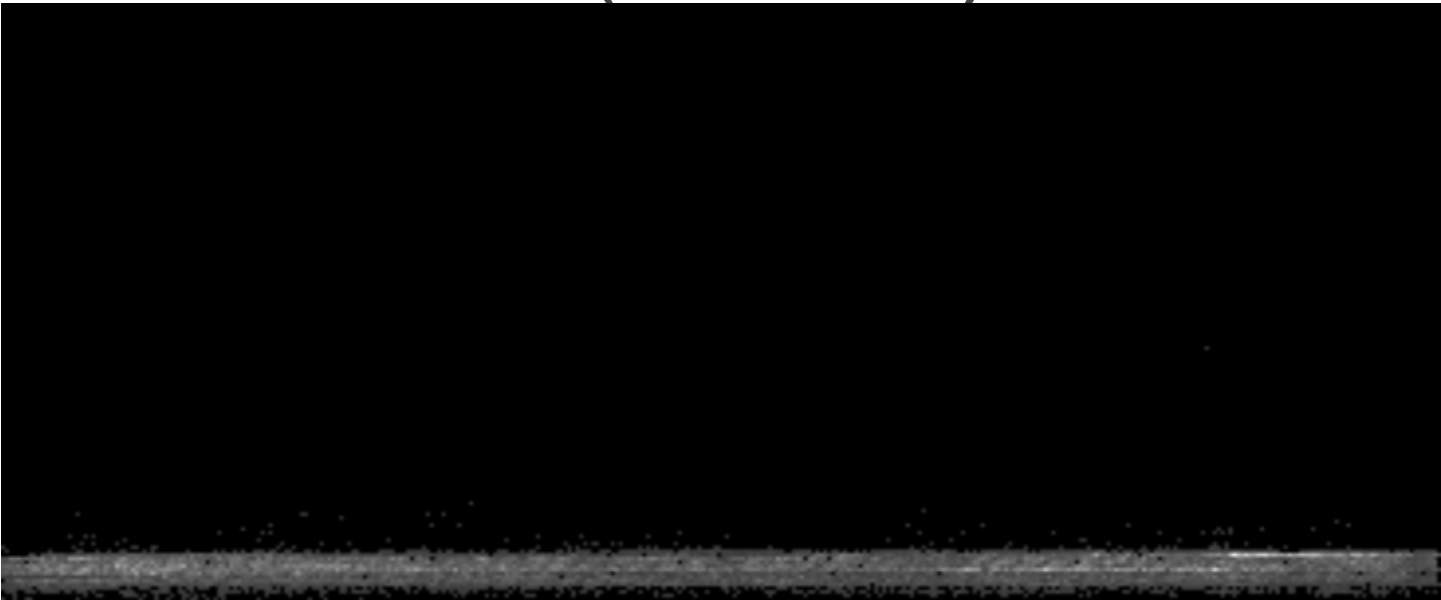
2012-12-31

The New York Times

BUSH, GEORGE W (Person)

1851-01-01

1851-12-31



2012-01-01

2012-12-31

The New York Times

COLUMBUS DAY (Subject)

1851-01-01

1851-12-31



2012-01-01

2012-12-31

The New York Times



Center *for* Research Libraries
GLOBAL RESOURCES NETWORK

Conversation 1: Inside the Online News Machine

Philip Spiegel

Senior Director for Content Management Operations

LAC Group

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Center *for* Research Libraries
GLOBAL RESOURCES NETWORK

The Digital News Environment and Marketplace

Philip Spiegel
Senior Director, Content Management Operations
LAC Group
pspiegel@lac-group.com

Overview

LAC Group is embedded within major news broadcaster supporting a number of critical services:

- Ingest of new content into production environment
- Manage media server space and traffic to/from digital archive
- Primary administrators of MAM system
- Create new records / edit – update existing records
- Manage digital and physical order / request traffic
- Pro-actively curate content / daily content highlights into easily accessible packets for all platforms to quickly access
- Long term preservation initiatives
- Dedicated team of information specialists support daily research / information needs using a range of resources.

Content

- Primarily video but also includes still images, audio, documents, graphics, logs, transcripts and other associated assets



- Content is born digital
- We also support legacy videotape and film assets in a range of formats

Accessibility

- News media archive resources are primarily provided to support on-going, daily **internal** editorial/production/business needs.
- Networks want to protect their content and IP and recognize and appreciate the value and responsibility of their media archives
- Direct public access not always available but limited content is accessible via networks stock footage divisions/licensing partner(s)... may involve research and / or usage fees
- Some news content available via academic resources

Approach

- Workflows have evolved with technology
- User community expects/demands fingertip - desktop access to news archive content
- Generally, over-arching approach to media library management is similar across different environments but specifics vary by organization's operation and cultural needs / priorities
- DAM/MAM applications usually sit within or just outside (with API's) news digital production workflow, accessed via desktop IT network.

Librarians are MAM Gods!

- MAM and Digital Archives are built on complex technologies and tools but the success of these projects require library skills and best practice
- Regardless of asset type, assets need to be well organized, with robust, concise and standardized metadata.
- Good practice brings order to the chaos and provides comprehensive “find-ability” and transparency into the depths of the collections assets

What About the Long Term?

- Digital Archives require on-going management and maintenance
- The responsibility of digital archive storage is (theoretically)...forever



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Conversation 1: Inside the Online News Machine

Discussion and Questions

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