Digital Preservation Stratagies Telugu Newspaper Libraries of Andhra Pradesh (India)

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Abstract

The regional language press in India has a hoary past, a commanding present and definitely a bright future. There is a virtual boom in the number of regional language newspapers and periodicals published not only in the number of newspapers published, but also in terms of the tremendous relationship they enjoy. It is natural that that the leading language dailies are more influential in their respective regions. The Telugu press of Andhra Pradesh is no exception. This paper would trace the history of newspapers published in Telugu, though briefly, but would place emphasis on the changes that have taken place over the last 10 years in the process of their evolution and development and development , particularly in terms of competition from other media, economic pressures and the impact of political upheavals and changes in lifestyle.

Newspaper information organization system is intended to encompass all types of schemes for organizing information and promoting knowledge management knowledge organization systems are used to organize materials for the purpose of retrieval and manage collection. The ability of knowledge organization systems to link newspaper digital library resources to other related resources.

Keywords: Newspaper, Libraries, Libraries Newspaper Archives, Digital Preservation

1.   Introduction

The first Telugu newspapers published in the sixties of the last century owed its inception to missionary effort. The Hitavadi, which was published weekly, which was published weekly, ceased to exist after a few years. The Canadian Baptist Mission published the weekly Ravi from Kakinada, gives space to news as well as religious matters. Rao Bahadur K. Veeresalingam Pantulu, scholar, educationist and social reformer, made a beginning in Telugu Journalism with his weekly the Vivekavardhni devoted to social and language reform. A competing paper was the Andhrabhasha Sanjivini, edited by Venkataratnam Pantulu, also a scholar and socio-religious leader. These two papers carried on a lively controversy on the common subjects in which they were interested. The first Telugu news weekly was started in 1886 by A.P.Parathsarathi Naidu from Madras under the name of the Andhra Prakasika.

The credit for starting a Telugu daily paper goes to Devagupta Seshachalrao who started the Desabhimini, first as a fortnightly, than as a daily newspaper in the last decade of the twentieth century. The Andhra Sahity Parshad Patrika published by the Parished in 1911 took the cause of simple Telugu.

2. Modern Trends in Telugu Newspapers

The formation of the Andhra Pradesh state in 1956 gave a fillip to the establishment of Telugu papers but the real newspaper explosion occurred only after the Eenadu was set up, first in Visakhapatnam 1974 and a year later in Hyderabad. Ramoji Rao, the force behind the Eenadu, began to spread his operations to the parts of the state as the response to his paper grew. The Andhra Jyothi had established itself in Vijayawada, starting publication in 1960.

2.1 Present Trends

According to the latest figures available, there are nearly 53,05,030 copies of all the Telugu newspapers has been sold out per day from various parts of the Andhra Pradesh.

2.2 Digital Preservation of Newspaper Clippings

Encyclopedia of information Technology defines the term digital preservation as "The process of maintaining, in a condition suitable for use, materials produced in digital formats. Problems of physical preservation are compounded by the obsolescence of computer equipment, software, and storage print media. Also refers to the practice of digitizing newspaper materials originally produced in on digital formats (print, photos etc) to prevent permanent loss due to deterioration of the printed material. Digital preservation has the two dimensions .i.e. preservation of materials that the born in digital form and another is digitization for preservation of news printed and photo and other materials. For the digital preservation, two processes in generally are fallowed; are is creating image file of the documents and second is scanned documents, photos and then using the Optical Character Recognition (OCR) process for making news text file error free. These files are than stored in different secondary storage devices.

The news preservation archiving solution illustrates the integration of software into the implementation of digital repositories and preservation archiving software. The preservation news solution delivers extreme levels of availability and offers proven enterprises-class scalability. The solution includes specific recommendations for hardware and software components that can help improve manageability, operational performance and efficient use of storage infrastructure.

The first step to building long term newspaper architecture is the assessment of the business processes and defining the goals of digital repository and preservation archive. The overall storage system architecture addresses the physical storage components and processes for long-term preservation. Key components to address when architecting long term archive are security, storage, searching and application interoperability. The security layer focuses on the placement of the objects within the various hardware components based on retention policies. The designing digital repository or preservation archive system it is important to understand the needs of the users of the system. A wide variety of content types, when planning for newspaper library digital repository or preservation archive. The various content types you will be required to support. To planning different preservation policies for different content and all content have the same preservation requirements or value.

3.   **Development of Digital Information IR in Newspaper Libraries**

The first Information retrieval (IR) systems allowing online searching were introduced in production of Newspapers during early 1970s. During the 1960s experimental IR system were developed by newspaper libraries for the storage and retrieval of their own in-house information resources. In 1975, European host services such as European Space Agency- Information Retrieval Service, which was also introduced in the same year. In 1977, Bibliographic retrieval services (BRS) being commercial one line service. The Dow Jones News Retrieval service, the first online business information services, was also interdicted. There was a continued development of commercial search services in the 1980s. Media data central introduced its NEXICX service in 1980s. Data Star was launched by a consortium led by Radio Suisse, and become one of the most important online vendors for newspaper information in Europe. Commercial search services had also increased in sophisticated and continued to add databases regularly.

3.1   Steps In Newspaper Library Digitization Planning

Every newspaper should be given careful consideration to derive the output from its electronic newsroom system, instead of unconsciously permitting the loss of an information resource of potentially great value. It is not necessary to wait until a library system has been selected to begin saving the text. A number of newspapers which do not have an automated library system are nevertheless saving the output from their newsroom system and storing it offline on magnetic tape for eventual use, at an average cost of about 25 man hours per week. By doing so, they hope to obtain the following advantages:

Gain valuable experience in the handling of the material.

- ♦ Preserve information in electronic format for subsequent use and recycling.
- ♦ Generate a substantial text back file for the time when an internal library system is installed.
- ♦ Shorten the time required for parallel operation of both manual and automated systems.

The librarian should become informative and knowledgeable about currently available systems. A systematic, thorough and documented analysis of all of the internal operations and services provided by the existing library is essential. The library serves many departments within the newspaper corporate body, for varying purposes, in varying ways. Only documentation can alert the editorial department, data processing department and higher management to the scope of library services and responsibilities. A computer library system may have far wider applications than simply replacing the clipping file.

A newspaper library cannot successfully be digitized without taking into account the larger organization in which it functions. Each newspaper should consider forming an interdepartmental committee to oversee the library automation project all the way from conception through final installation.

The experience of newspapers with digital libraries has indicated that the following departments and/ or interest groups, in addition to the library, should be represented on the committee:

- Editorial or Newsroom: Preferably the newsroom system manager, or else someone in an editorial administrative position.

- User: An interested and concerned reporter or editor to represent the group who will be making the most use of whatever system is selected.

- Data Processing: Library automation will possibly be the first time this department has been exposed to library functions, with much to be learned on both sides. The support and assistance of data processing personnel is critical.

- Administrative/Corporate/Marketing: Contracts, financial implications, and potential new products, are involved in a library automation project. The involvement of the business side of the newspaper is essential.

There is no better way to prepare for library digitized than to visit newspapers which have already done so. There are enough in operation, using a variety of currently available systems. A newspaper may also consider using an experienced outside consultant to work with the library committee.

Actual planning and design begins with the preparation of the system specifications. The work done at this stage will determine in large measure the usefulness and acceptance of whatever system is installed. Writing detailed specifications will be out of scope here. But here is a list of some of the factors to be considered at this time:

1. What criteria will be used in selecting text for the database? To what extent must it or should it reflect the content of the published newspaper? For example, the following be included or excluded:

   - Multiple versions of the same story

   - Indexes to the contents of the newspaper

   - Sports

   - Stock market tables

   - Calendar items, advance schedules of events

   - TV and movie listings

2. Who will eliminate the unwanted material and how will it be done ? Automatically by having newsroom staff put a symbol in designated header field or by specific format commands? Or manually by the library staff during text selection?

3. Will unpublished material be included? If so, how will it be identified as unpublished material, in both the front-end system and in the library database?

4. What is the estimated volume of the material to be saved? How many stories per day? And, even more important in the electronic systems, how many characters per day, per week, per year will have to be stored ?

In addition to the text, what specific segments of each story do you want to identity, label and be able to specify in searching ? Some possibilities to be considered (there are others) are :

♦ Headline

♦ Dateline

♦ Date of Publication

♦ Edition, Page and Column

♦ Type of story- editorial, news, review, letter, correction, column

♦ Department or desk or origin- news, business, sports, opinion, lifestyle

♦ Story length

♦ Abstract or extract

♦ Byline

♦ Source (Corporate author- wire service, syndicate, other publication)

♦ Illustration with story (photo, map, chart, line drawing)

♦ Controlled vocabulary terms.   .

♦ Full text

♦ Key word in context

♦ A quick- scanning surrogate, such as "date, headline, lead paragraphs".

In what order or format will the various story segments be displayed? Headline first, followed by the by line, the dateline, and then the text? Or in some other, perhaps more.

In what rank order should the retrieved articles be displayed and which will be the Digitalization

Reverse chronological

♦ Chronological

♦ Highest occurrence of search terms

♦ Articles length

4.   Digitalization in the Future

Predictions about the development of newspaper library automation are prone to error, but necessary in order to provide some long-range planning guidance. Some probable developments in the near future which newspaper library managers will find helpful to be aware.

4.1   Newspaper Library Networks

A network of linked newspaper library systems is under development. Knight-Ridder Newspaper has chosen to proceed with such a newspaper library network using the QL Software System. This

network will serve the entire Knight-Ridder chain of papers from regionally centralized facilities in Detroit. Philadelphia and Miami. The Knight-Ridder collective database will also be open to the public for paid remote access. This is one of the most significant steps taken so far in this area, and suggests that their analysis has shown such a network to be cost-justified for reasons of operating cost efficiencies, as well as potential profitability. Other newspaper groups may well follow the same course, if the Knight-Ridder venture appears to be successful. Their move is a timely and practical example for other newspapers of the possibility of forming regional or state news text database consortia for the purpose of sharing overhead expense for information storage and retrieval facilities and systems. Such shared undertakings would reduce out-of-pocket expenses for newspaper internal library systems, whether of the newspaper chain or voluntary affiliation variety of combined operation.

4.2 Digital Storage of Graphics and Photos

The electronic processing of photographs and other illustrative material is growing rapidly. It is necessary for full pagination, and this alone means it will become increasingly widespread and routine in the newspaper industry. The potential impact on the library could be substantial for in the past changes in graphics technologies have significantly affected library collections and procedures. The normal library procedure has been to store graphics in a media which will permit rapid use. in the future, how will photographic images be stored? On a magnetic or video disk, which would permit almost instantaneous use by the front-end systems? Or on paper or photographic negative, the media now in use, which would require extensive processing of the image before it can be used? Or will all of the formats be used in some unforeseen combination.

5. Migration of Information Storage to Electronic Media

The growth in the storage of information in electronic media has been exponential, and the dividing line has long since been crossed when only a surrogate for the full text- such as an abstract or extract or bibliography citation – was stored electronically while the full text was stored on paper or on microfilm. Now the movement is towards full text electronic storage and the continued decline in storage costs will reinforce this trend. It is possible to look forward to the time when practically all standard reference information, as well as a wealth of specialized information, will be instantly available in electronic format. Much has been written about the paperless office, and that is an accurate description of the modern, and that is an accurate description of the modern, electronic newsroom. How about the paperless library ? As David Godfrey has written in his book, Gutenberg Two, "All information in all places at all times: The impossible ideal, but the marriage of computers with existing communications links will take us far closer to that goal than we have ever been".

5.1 Newspaper Library Function Evolution

The library can become the information link between the newspaper's staff and the universe of recorded information available from external sources.

Many newspaper libraries have always considered themselves to be "Editorial Libraries", but that may well be an insular view. The newspaper library can expand its service efforts outside of the editorial department, and offer internal and external information resources for the benefit of the varied departments of the newspaper. The library manager will have to foresee demands and plan campaigns for increased library funding, over and above the traditional editorial budgeting level. The entire newspaper corporate body needs information access. And, you do get what you pay for...

5.2   Need for Newspaper Library

The decision to have a library specially designed to provide information for the newspaper is usually made by someone in management who recognize the advantages of a professional research service. Today an increasing number of journalists think more in terms of research than did their predecessors and place grater demands on a library than in the past. A modern newspaper owes its writing staff the best and latest information possible. A quality library should be a high priority.

Directed primarily towards these at the executive level who will make the decision to create a library and who will supervise its formation and growth. It is assured, for the purpose of the newspaper has no library, or has so little resource material in a central location that it can be considered to have none.

6.   Economic Justification

Once a library was considered a financial burden: it now has the potential to produce revenue. It is possible to sell the data in a library to inform vendors, local business, public libraries, law firms, government libraries, universities to cable television and to the public. Even without this cost-justification some other advantages of creating a resources center, either automated or manual, are:

- ♦ Centralization: Although primarily oriented to the editorial staff, the library can provide a central location for resources and information for the entire newspaper. It eliminates the need for duplicate purchases of resource materials and for maintaining overlapping files.

- ♦ Specialization: The library can provide a specialist who can determine the information needed, get it on file and find it quickly.

- ♦ Background: Vital background is available on demand. Without access to a library, reporters may omit important facts because they haven't the time for research, or because they can't get the necessary information from the public library by deadline.

- ♦ Accuracy: An efficient library helps to prevent both errors and omissions in reporting and editing.

- ♦ Time-saving: The library free reporters and editors from having to maintain their own files, from leafing endlessly through bound volumes or from cranking through reels of microfilm. Centralizing information cuts down on editorial overtime and leaves newsroom staff more time for reporting and editing.

♦ Professionalism: The library encourages and develops research; opens avenues of information; and provides new dimensions in information retrieval through use of online databases.

♦ Recycling: The library recycles information already paid for- the material in the newspaper. It is cheaper to store it for reuse than to buy it again.

7. Projected Scope of Library Operations

No two newspaper libraries are exactly alike. The library's collection and service will reflect the kind of news coverage and the specific needs of the staff.

A list of basic library materials follows. A beginning library may have any or all these. Not only what to keep but how much must be decided. Will the library keep all newspaper generated materials (clippings, photos etc) or will the collection be discriminative.

♦ back files: old copies of the newspaper(bound, loose or microfilmed).
♦ clippings: originals, microfilmed, computer stored.
♦ photographs: staff photos, hundreds, wire photos.
♦ photonegatives
♦ reference books.
♦ pamphlets and other documentary material.
♦ magazines
♦ area, state and national newspapers
♦ online data base service
♦ clippings from other newspapers or magazines
♦ tape cassettes
♦ maps, graphics
♦ indexes: local or national
♦ card catalogs to magazines, books, pamphlets, tapes, negative, photos
♦ scrapbook.

Most of these materials are discussed. Some of the materials are available without purchase. The expense of a manual clipping file is in providing personal to organize the clippings and the equipment to house them. The same is true of photographs, negatives and tape cassettes. Many pamphlets, documentary materials and maps are given to reporters, or sent to libraries without charge. Reference volumes are expensive. Online databases are costly but worthy of consideration, at least in long range planning. Some expensive reference volumes can be accessed through the public library.

7.1 Staffing the Library

The selection of a librarian is critical. A library science degree is a requirement and continues to be debated within the profession. A person who is organized, news-oriented and possesses the

appropriate administrative ability is needed. Some librarians can become good newspaper people; some newspaper people can become good librarians. But the world is full of individuals in both categories who make good newspaper librarians. We can only point out some qualities to look for, some pitfalls to avoid.

7.2   Setting up Procedures

Let us assure management has decided to establish a library. A librarian has been hired and basic decisions have been made. The librarian's first step, before plunging in should be to do some user research and planning, rather than clipping and filing.

7.2   Conference with Users

The librarian should consult all departments of the newspaper that are to be served, to determine each department's needs. All needs cannot be met initially but the librarian can set priorities.

It is important that each library be established according to the policies of the newspaper. A decision should be made jointly with editors and the librarian as to the scope of resources i.e., wills the library focus on local, national or international resources.

7.3   Research and Resources

The librarian should read the available literature on operating a newspaper library. The leading collection of the ANPA library is invaluable. The librarian should become familiar with management and procedures at other newspaper libraries, and visit them if possible. Libraries visited must naturally be good libraries, comparable in size and recommended for quality. Visiting larger newspaper libraries can be useful as their techniques can be adapted to the needs of a smaller library.

8.   Sources for an Informed Librarian

A newspaper librarian needs to be informed about the specialized newspaper library profession. Keeping abreast is party dependent on management cooperation. Sources include:

The newspaper: Reading the newspaper in detail and keeping up with the news is a must for the library staff. Reporters do not necessarily ask for files by their formal subjects headings: "Give me the file on the *Taj Mahal*" may mean, "Give me the file on the Governor's Mansion". A library staff member who reads the newspaper and pays attention to what he is reading knows this. Reports and editors will have more confidence in the librarian who not only knows how to organize material, but who is also vitally interested and involved in the news world.

♦   The editors: The librarian should be included in regular meetings of editors. The librarian who usually knows what has already appeared in the newspaper on a given subject (or what hasn't appeared, in the case of failure to follow up) is a good source person in these meetings. Such meetings also give the librarian a jump on getting material for forthcoming projects. This should be standard procedure.

♦ Reporters: The librarian should be included in staff meetings with reporters for the same reasons cited in the previous paragraph. Reporters can be of invaluable assistance to the library as well as being its best customers. The reporting staff is usually happy to cooperate when it understands that the library is trying to help it do a better job. Reporters can help in filing and organizing by putting news stories in perspective, clarifying issues and making a choice between two or more logical subject headings.

♦ Other librarians: Librarians love to share information. All new newspaper librarians should be encouraged to make contract with their colleagues. The librarians should join professional library groups, and should attend the annual conference of the Newspaper Division. S.L.A.

8.2   Present Scenario

The library, as a vital source of information, is a valuable adjunct of a newspaper. "An efficient and well-organized library is an absolute necessity for the good newspaper which gives full and accurate coverage of the news". Lack of an organized library service could lead to severe problems, no matter what the size of the newspaper concerned is, the library is the memory of the newspaper and, consequently, the memory of the community the newspaper serves.

9.   Conclusion

The newspaper play commendable role in the socio-cultural-political fabric of a society, and preserving them as part of our heritage is a paramount importance. Maintani8ng them in the traditional format and methods mar not viable any more. Digital libraries offer enormous opportunities, options, convenience, flexibility and improved efficiency to the users.

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