

NEWS RELEASE

FOR IMMEDIATE RELEASE

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HistoryIT and Pop Up Archive partner to improve discoverability of digital audio

Chicago, IL and Oakland, CA: HistoryIT and Pop Up Archive are partnering to provide an end-to-end multimedia archiving experience, so that significant archival sound recordings can be integrated with digitized text documents, images, and artifacts into web-based archives that are routinely indexed by Google.

Building a digital archive can be cumbersome, especially when the archive contains multiple media formats. But a well-constructed digital archive can easily unlock value and monetize hidden content. Together, History IT and Pop Up Archive will facilitate additional growth for organizations with archival content by:

- **Expanding digital presence**
- Pointing to **potential funding sources** for digital projects
- Identifying and connecting with **new audiences**
- Outlining new **monetization avenues**

The partnership's first project concerns audio files from the Digital Mayoral Archive at the University of Indianapolis, which will contain more than 1.5 million records subject-tagged at the item level, including hundreds of hours of sound from the archives of former Senator Richard Lugar.

HistoryIT provides archive management software and a holistic suite of services to digitize information in the historical record so that materials are thoroughly findable by the audiences that need to search them. HistoryIT performs feasibility studies and provides comprehensive digitization, metadata creation, and curated portals to digital archives. Pop Up Archive ingests large quantities of digital audio and creates automatic transcripts and tags using speech-to-text software custom-trained for specific types of content. By making sound searchable, Pop Up Archive helps media organizations and archives — including NPR, Princeton University, and Storycorps — improve productivity and facilitate robust search and discovery by adding a search engine-optimized text layer to media.

"Pop Up Archive was created in response to the lack of simple, web-based tools for accessing and reusing digital audio," said Pop Up Archive CEO Anne Wootton. "Partnering with HistoryIT

enables us to expand our vision to work with stewards of incredible historic recorded sound that has not yet been digitized or discovered on the web.”

“HistoryIT and Pop Up Archive share a vision of building solutions that result with fully searchable digital archives,” said Kristen Gwinn-Becker, PhD, CEO of HistoryIT. “Pop Up’s expertise and robust technology allows us to extend to our clients even more robust audiovisual components in their collections at a reduced cost.”

Interested parties are invited to contact Pop Up Archive or History IT directly through the contact information provided at the top of this release.

About HistoryIT

HistoryIT, LLC is a privately held company headquartered in Portland, Maine, with offices in Chicago, Washington, DC., and Indianapolis. Owned and managed by professional historians, archivists, and technologists, HistoryIT brings industry-leading expertise to preserve, make accessible, and monetize historical collections of all sizes. Working with cultural institutions, businesses, universities, community organizations, and others, HistoryIT bridges traditional history and cutting-edge technology to create appealing, effective digital spaces for archival resources.

About Pop Up Archive

Headquartered in Oakland, Calif., Pop Up Archive was built in partnership with the Public Radio Exchange (prx.org) and is supported by the John S. and James L. Knight Foundation, 500 Startups, and the National Endowment for the Humanities. By bringing media and oral history archives together and addressing their needs simultaneously, Pop Up Archive is able to provide cutting edge speech recognition methods to organizations that would otherwise never benefit from such technology. Pop Up Archive is advised by the British Broadcasting Corp. R&D team and partnered with engineers at the International Computer Science Institute in Berkeley, CA.