

NEWS RELEASE

FOR IMMEDIATE RELEASE

November 21, 2013

Media Contact: Anne Wootton, popuparchive.org, 510 463 4066, anne@popuparchive.org

Pop Up Archive lends a new (searchable) voice to sound

Oakland, CA -- **The web is getting noisier** — but sound is trapped on servers and hard drives, untranscribed and unheard. Pop Up Archive has built simple tools to help journalists and media organizations find and reuse sound.

Developed with the Public Radio Exchange (PRX) through support from the John S. and James L. Knight Foundation and the National Endowment for the Humanities, Pop Up Archive is a workspace and audio search tool for journalists, archivists, and the institutions supporting them.

Pop Up Archive is:

- Immediate automatic transcription
- Keyword extraction and tagging
- Time-stamped search results
- Transcript refinement

Pop Up Archive enterprise features include:

- Mass ingest
- Archival processing and metadata creation
- Newsroom integration
- Team access
- Publishing to third-parties
- Long-term digital preservation at the Internet Archive (archive.org).
- Amara (amara.org) for perfect transcripts and translations.

Pop Up Archive is lightweight, designed to fit individual workflows and some of the biggest media collections in the world. Pop Up Archive began with rigorous user research across media industries and archives. Initial partners and clients of the service include Illinois Public Media, the Center for Investigative Reporting, the Pacifica Radio Archives, and the Studs Terkel complete radio archive, curated by the WFMT Radio Network and the Chicago History Museum.

“As radio and history lovers, we support the creators and archivists who make and preserve our collective memory,” said Pop Up Archive co-founder, Bailey Smith. “Around the office, we talk about the magic of serendipity — what we discover and create when voices from the present and past are searchable. Pop Up Archive liberates undiscovered sound.”

“PRX is excited to collaborate with Pop Up Archive to develop this innovative service,” said Jake Shapiro, CEO of PRX. “We share Anne and Bailey’s vision of preserving and expanding a diversity of voices from radio and beyond, and will use PRX’s distribution platform to ensure that exceptional stories reach audiences everywhere.”

“Pop Up Archive is the smart solution we’ve been waiting for. The team is ahead of the curve in ways that make our job easier and our team more effective,” said Joaquin Alvarado, Chief Strategy Officer, Center for

Investigative Reporting.

“Archiving and preserving audio is an ongoing challenge for content creators; tackling the issue becomes even more important as technologies continue to evolve,” said Michael Maness, Knight Foundation vice president for journalism and media innovation. “With its entrance into the mainstream market, Pop Up Archive is filling a major gap—providing newsrooms, journalists and others with an easy way to apply audio to enrich the quality and breadth of their storytelling.”

About Pop Up Archive

Pop Up Archive inspires the next generation of media by giving a new voice to audio on the web. Co-founders Bailey Smith and Anne Wootton’s first challenge was thirty years of unsearchable audio from San Francisco producers [The Kitchen Sisters](#). The result: simple tools that organize sound through automatic transcription, tagging, and search indexing. Pop Up Archive is a winner of the 2012 [Knight News Challenge: Data](#) and is supported by the National Endowment for the Humanities, in addition to serving on the Innovation Working Group of the [Library of Congress National Digital Stewardship Alliance](#).

About PRX

PRX is an award-winning nonprofit public media company, harnessing innovative technology to bring compelling stories to millions of people. [PRX.org](#) operates public radio’s largest distribution marketplace, offering thousands of audio stories for broadcast and digital use, including The Moth Radio Hour, Sound Opinions, State of the Re:Union, Snap Judgment, and WTF with Marc Maron. PRX Remix is PRX’s 24/7 channel featuring the best independent radio stories and new voices. PRX is also the leading mobile app developer for public media, with apps such as Public Radio Player, Radiolab, This American Life, WBUR, KCRW Music Mine, and more.

About the John S. and James L. Knight Foundation

The John S. and James L. Knight Foundation supports transformational ideas that promote quality journalism, advance media innovation, engage communities and foster the arts. The foundation advances journalism excellence in the digital age through an array of media innovation projects and other initiatives. For more, visit [KnightFoundation.org](#).

About the National Endowment for the Humanities

The National Endowment for the Humanities (NEH) is an independent federal agency created in 1965. It is one of the largest funders of humanities programs in the United States. Because democracy demands wisdom, NEH serves and strengthens our republic by promoting excellence in the humanities and conveying the lessons of history to all Americans. NEH grants typically go to cultural institutions, such as museums, archives, libraries, colleges, universities, public television, and radio stations, and to individual scholars.