



## Module 3: Suggestions for longer publicity formats

- A quote from Library Director, Mayor, or Director of Library Board or Library Commission.
- A description of Web Archiving and why it will be important in your community. For example...
  - “Web archiving technology enables the capture, preservation and reproduction of valuable content from the live web in an archival setting, so that it can be independently managed and preserved for future generations” - [Digital Preservation Coalition](#)
  - “Web archiving is the process of creating an archival copy of a website. An archived site is a snapshot of how the original site looked at a particular point in time” - [Library of Congress](#)
  - “Web archiving is the process of collecting websites and the information that they contain from the World Wide Web, and preserving these in an archive. Web archiving is a similar process to traditional archiving of paper or parchment documents; the information is selected, stored, preserved and made available to people. Access is usually provided to the archived websites, for use by government, businesses, organizations, researchers, historians and the public. As in traditional archives, web archives are collected and cared for by archivists, in this case ‘web archivists’” - [UK National Archives](#)
- How Web Archiving will add value to your collection and support the community’s understanding of itself now and in the future. For example, will it...
  - Complement current collections, digital history archives, oral history initiatives, community mapping projects, etc?
  - Preserve otherwise endangered born digital materials?

- Provide future users with a fuller understanding of contemporary life in your community?
- Document the lives and interests of individuals or communities otherwise not represented in your collections?
  
- How community groups or individuals will be involved in the project.
  - Features or interviews with partners assisting with the identification of content sources or other facets. Their participation will broaden media interest.
  
- How the project will be of value to students or educators.
  - Consider including a statement from a representative of these constituencies.
  
- How your library/department will benefit from training, funding and professional connections while participating.

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**Community Webs program partners**

