Born Digital 2016: Generating public interest in digital preservation

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ABSTRACT
This poster describes the development and delivery of a week-long national media and communications campaign by the National and State Libraries of Australasia (NSLA) Digital Preservation Group to broaden public awareness of what digital preservation is and why it matters. Entitled *Born Digital 2016: collecting for the future*, this campaign will be linked with the 25th anniversary of the launch of the World Wide Web (6 August 2016) to gain maximum media exposure. The campaign focuses on the often unexpected benefits to the wider community of collecting and preserving digital material, rather than on the concept of loss which so often underpins arguments about why digital preservation is important.

Keywords
Digital Preservation, Communications campaign, NSLA Libraries, Media, Public engagement.

1. INTRODUCTION
The National and State Libraries of Australasia (NSLA) is the peak body for the ten National, State and Territory libraries of Australia and New Zealand. Each individual library is at a different stage in their digital collecting maturity. All are building and providing access to digital collections but only a few have active digital preservation systems and programs in place.

In July 2012, NSLA established a Digital Preservation Group (DPG) to identify best practice and collaborative options for the preservation of born digital and digitised materials [1].

When it was created, the DGP identified six priority work packages:

1. What is it and why? A statement on digital preservation and set of principles.

2. How well? A Digital Preservation Environment Maturity Matrix.

3. Who? A Digital Preservation Organisational Capability and Skills Maturity Matrix.

4. Nuts and Bolts: A common technical registry for NSLA libraries of file formats with software and hardware dependencies.

5. Collaboration and Partnership: A summary of opportunities for promotion and international representation and collaboration.

6. Confronting the Abyss: A business case for dedicated research into how to preserve difficult digital object types.

These work packages take into account the different stages of NSLA libraries in the adoption, development and implementation of digital preservation.

This poster focuses on work package 5 (Collaboration and Partnership). It describes the development and delivery of *Born Digital 2016: collecting for the future*, a five day national media and communications campaign across Australia and New Zealand to broaden public awareness of what digital preservation is and why it matters.

2. DEVELOPMENT
The message about digital collecting and preservation has generally focused on the amount of digital material being lost to future generations due to inadequate digital collecting practices and the lack of resources and systems. While all of this is important and true, the DPG felt that it was important to reframe the discussion with a more positive focus in order to achieve the aim of engaging the public and traditional media in this campaign.

As a result, *Born Digital 2016* will highlight the often unexpected benefits to the wider community of collecting and preserving digital material.

It was agreed that the most effective way to achieve this was with a collaborative, coordinated communications strategy across five themes—one for each day of the campaign. The daily theme provides an opportunity for national and local engagement with audiences through traditional and social media, and for individual libraries to hold events. The key messages for each theme will reinforce the role of NSLA libraries and all collecting institutions in digital collecting, preservation and access.

2.1 Themes
The five themes for the campaign were chosen to engage a broad range of community sectors and ages. Each theme provides a different focus for the public thinking about why digital material should be collected and preserved.

The five themes—Science and Space; Indigenous Voices; Truth and History; Digital Lifestyles; and Play—were chosen to encourage engagement, debate and media interest.

2.1.1 Science and Space
This theme highlights the importance of collecting and preserving scientific data to inform future thinking. A key example of this is the NASA space program's need to access and analyse data into the future, leading to the development of the foundations of digital preservation practice.

2.1.2 Indigenous Voices
This theme emphasises the vital role that indigenous media, archival collections and artefacts play in maintaining Indigenous culture and revitalising Indigenous language, particularly for communities with strong oral traditions.

2.1.3 Truth and History
This theme focuses on collecting and preserving online content and social media about political events in an objective manner, allowing communities to revisit and reshape notions of historical truth.

2.1.4 *Digital Lifestyles*

This theme looks at the storage of vast quantities of photographs, documents, memories and records on personal devices, home computers and in the cloud. It addresses how this vast volume of personal material is collated and kept safe and discoverable in the long term.

2.1.5 *Play*

This theme considers the role of digital games in the collective cultural memories of communities. It focuses on the complexity of preserving digital games—from old-school arcade machines to today's popular home-gaming platforms and the possibilities of immersive gaming in the future.

2.2 Timing

It is important that these types of campaigns are held at a time when the interest of the traditional media can be maximised. Examination of key national and state events, including election campaigns and major sporting events, identified dates to be avoided. The right time needed to both avoid these dates and link to a significant event relating to the digital world that the traditional media would already be interested in.

The week of 8–12 August 2016 met all of these requirements with Saturday 6 August 2016 marking the 25th anniversary of the launch of the World Wide Web and providing a valuable opportunity to leverage media promotion. The week also includes the International Day for Indigenous Peoples (9 August) and International Youth Day (12 August) which link directly with two of the week's themes.

2.3 Format and Experts

Key to the strategy is a high-profile expert speaker for each theme. These experts include scientists, journalists, academics and gaming and media personalities. They will be vodcast talking about their area of expertise and promoting discussion and debate about the importance of collecting and preserving digital material. The benefits that arise from this material being kept safe and made available will be a particular focus of these vodcasts.

Each NSLA library will deliver the vodcast for the theme of the day via their website. This will be accompanied by information about the theme and the library's digital activities and collections. To support this media partners will provide opportunities for radio and newspaper spots, including interviews with CEOs and digital preservation experts in each library. This will be complemented by a series of social media strategies for a digitally-driven campaign.

The overall communications and media strategy is coordinated by a multi-institutional Project Control Group, with expertise in digital preservation, communications/marketing, website and technology.

A working group in each NSLA library will also develop local events to be held at their institution focussing on at least one of the key themes.

3. DELIVERY AND IMPACT

Born Digital 2016 will run from 8–12 August 2016. The poster will include a summary of the activities undertaken and highlight the level of media and public engagement achieved.

4. ACKNOWLEDGMENTS

5. REFERENCES

[1] NSLA Digital Preservation Group. Available at http://www.nsla.org.au/projects/digital-preservation. Accessed 25 April 2016