



ACCESS & OUTREACH

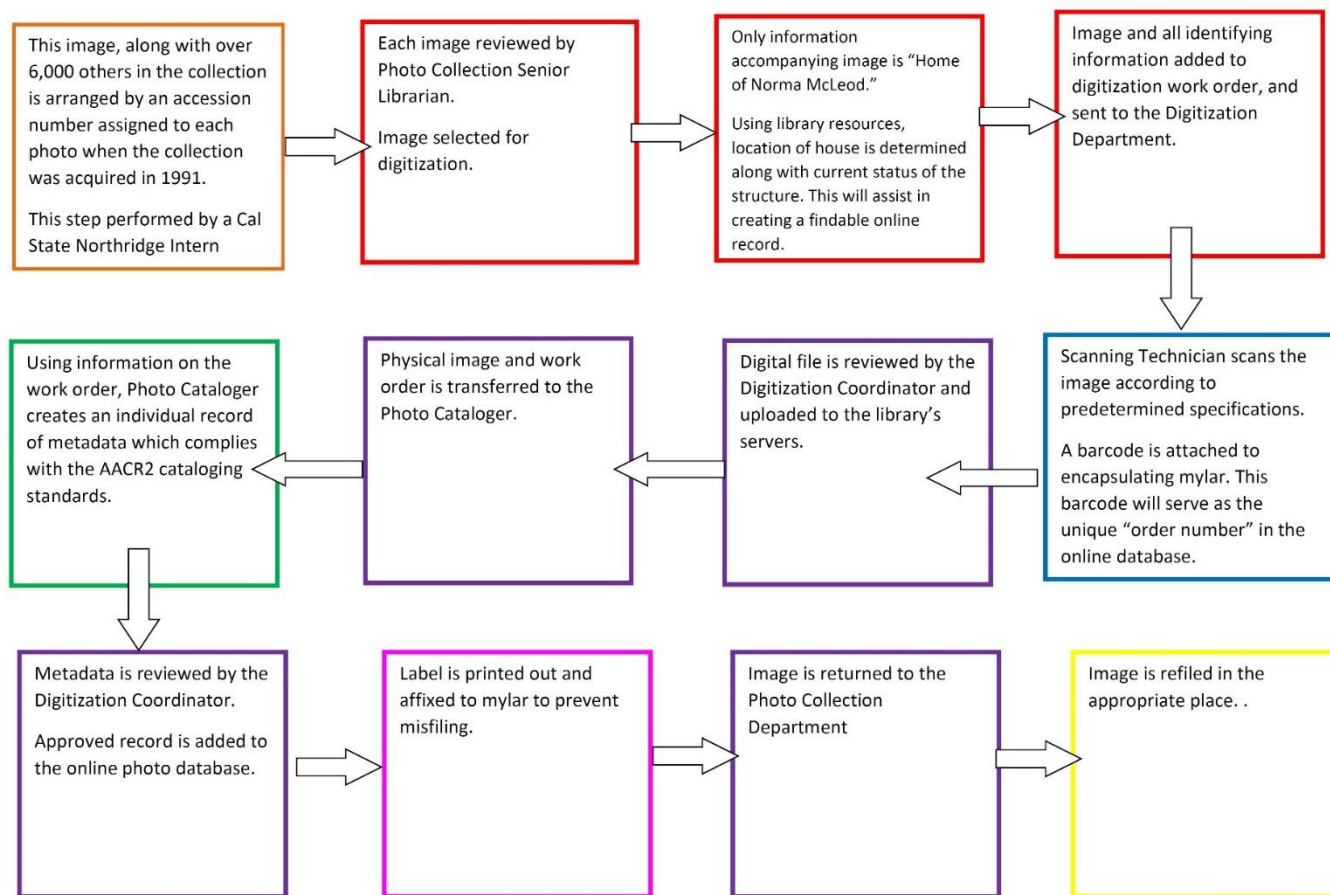
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Process for Digitizing One Photo from the Herman J. Schultheis Collection



Home of director Norman McCleod , circa 1939

Order Number 00101631



- | | | | |
|-----------------------------|---|--|------------------|
| <input type="checkbox"/> 11 |  | Antonio Lugo adobe, side view [graphic] | 00081439
1885 |
| <input type="checkbox"/> 12 |  | Los Angeles Plaza and Pico House [graphic] | 00008171
1885 |
| <input type="checkbox"/> 13 |  | Plaza Church in 1885, exterior [graphic] | 00032723
1885 |
| <input type="checkbox"/> 14 |  | View of the Plaza from a hill [graphic] | 00008127
1885 |
| <input type="checkbox"/> 15 |  | View of the Plaza from a hill [graphic] | 00008141
1885 |
| <input type="checkbox"/> 16 |  | Main south from Plaza [graphic] | 00014181
1883 |

21



22



[Plaza Church, exterior \[graphic\]](#)

00033935

1880

23



[Zanja water in Pershing Square \[graphic\]](#)

00011079

1880

24



[La Plaza and Pico House \[graphic\].](#)

00017399

1878

25



[Los Angeles Plaza and beyond \[graphic\]](#)

00008170

1876

26



[Main north from Arcadia \[graphic\]](#)

00014027

1876



[Plaza with Pico House and Market Theater \(left\)](#)

00008121

1876













[Detail](#) | [MARC](#)



Click for Image <http://jpg2.lapl.org/pics19/00019350.jpg>

Title(s) [Jose Arballo](#) [graphic]

Order Number 00019350

Filing Information Herald-Examiner Collection
9710 Crime-Murder-Sleepy Lagoon.

Date 1942.

Description 1 photograph : b&w

Notes LAPL00019350

Summary Joseph G. [Arballo](#), murder suspect, with club he used in gang fight. The name [Arballo](#) is misspelled in the newspaper caption. Photograph dated October 5, 1942.

Subject(s) [Arballo, Joseph G.](#)
[Riots California Los Angeles.](#)
[Mexican Americans California Los Angeles.](#)
[Murder California Los Angeles.](#)
[Clothing and dress California Los Angeles.](#)
[Sailors California Los Angeles.](#)
[Gangs California Los Angeles.](#)

Genre/Format [Los Angeles Evening Herald and Express photographs.](#)
[Herald-Examiner Collection photographs.](#)



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WHO IS GOING TO ACCESS DIGITAL CONTENT?

- ❖ General public?

- ❖ Remote access or on site only?
- ❖ If remote, is the institution ok sending images into the “wild?”

- ❖ Closed institutional access?

- ❖ Searchable or staff selected?

LONG TERM GOALS FOR ACCESS

- ❖ Research only?
- ❖ Reproduction?
- ❖ Use/licensing fees?
- ❖ Rights/access restrictions?

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[Order Form](#)

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CD-Rom (each)	\$15
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Commercial decor usage fee for multiple copies per image	\$400
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Commercial media, including images for use in CD-ROMs, television, video, and films. Basic fees for one time use, one language distribution	\$150
Basic fees for worldwide, all media, in perpetuity, per use/project	\$300
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Signature _____ Date _____
Christina Rice
Senior Librarian, Photo Collection/Los Angeles Public Library

PLATFORMS

- ❖ Website Galleries (Tumblr, Word Press, Squarespace)
- ❖ Photo sharing - Flickr (Verify license)
- ❖ Canned Content Management (ContentDM)
- ❖ Open source (Islandora)
- ❖ Hosting through other institutions/hubs

Pluses and minuses to all.



OUTREACH

OUTREACH GOALS/EXPECTATIONS

- ❖ Do outreach efforts need to be measurable or just evident?
- ❖ Are outreach efforts just informational or actively seeking audience engagement?
- ❖ How does outreach fit into your organization's mission?
- ❖ What do you really want to get out of outreach?
- ❖ What outreach efforts can staffing/budget sustain?

OUTREACH METHODS

- ❖ Social Media
- ❖ Blog Posts
- ❖ Events (Archives Bazaar)
- ❖ Lectures
- ❖ Media Engagement
- ❖ Exhibits
- ❖ Printed Materials
- ❖ Professional Word of Mouth

Thank You!

