

Project Planning: Lemon Grove Promotional Brochures

Sarah Lewis

Info 284: Digitization

Alyce Scott

April 20, 2024

Institution Description

The Lemon Grove Historical Society (LGHS) is an all-volunteer organization that has been collecting local history materials since its founding in 1978. Because we are a small organization with no professional staff, our archive is unprocessed and has very little description for preservation or access. While we have digitized items as needed for projects, we have no workflow or process for organizing digital objects and metadata. We have been working with the California Revealed Grant program to digitize our unique newspaper collection and make it searchable online. Aside from that, our materials are largely hidden from public view.

Collection Description - Lemon Grove Promotional Brochures

This collection is relatively small, one manuscript box, or 0.42 linear feet. Inclusive dates are circa 1920-2004, bulk 1940-1960. It is an artificial collection largely consisting of brochures that promote Lemon Grove businesses and real estate, with various and sometimes unknown creators. There are about 40-50 unique items, with duplicates of some brochures. The collection also has other various ephemera and some records and newsletters relating to the Lemon Grove Chamber of Commerce. Materials are in several formats: booklets, large fold-out maps surrounded with business advertisements, folded newsletters, etc. The condition varies, some items are in good condition, others are incomplete, torn, or have pest damage. The collection is unprocessed and lacks description.

Selection Criteria

Selection of materials to digitize generally focuses on balancing the needs of the institution, then needs of the users, and the needs of the collection (Scott, n.d.-b). In this situation, the focus is on the needs of the institution. When discussing the many issues in digitization selection, de Stefano states that “simply promoting institutional strengths may

catalyze a conversion project (de Stefano, 2000).” This collection is visually interesting and broadly useful for digital media, newsletters, and other materials for archival outreach. We hope this will help create a new audience for our collections (The National Initiative for a Networked Cultural Heritage, 2003).

This collection is not only broadly appealing, but also small enough to digitize with volunteers, which is important to consider when looking at our available resources. This project will also give us an opportunity to spend time planning, physically processing including creating descriptions, and testing and documenting workflows for digitization and basic digital preservation. This will pave the way for larger projects as our user base grows, and create sustainable processes that will support us and our users in the long term. Selection for specific items will be based on a subgrouping (de Stefano, 2000) of general promotional brochures, looking for materials that are in good condition, complete, visually interesting, and have broad appeal.

Copyright Considerations

LGHS does not own the copyright to any of this material. Our gift transfer forms didn’t include copyright transfer until recently, and even if it had, the donors of the materials were not the copyright owners. According to Cornell University’s guide (Cornell University Library, 2024) materials published before 1929 are now in the public domain, and materials published between 1929-1977 without a copyright notice are also in the public domain. Most of the collection falls into these two categories. There are a few striking brochures from the 1920s that are clearly in the public domain. The brochures that date from 1929-1977 rarely include copyright notices. When assessing the collection, I only found one in this date range, from 1959, that contained a copyright notice.

The collection does contain some materials from 1977-2004, which could be under copyright (Cornell University Library, 2024). These materials include city maps flanked by advertising, which we would be interested in selecting for digitization. The majority of these were created by the Lemon Grove Chamber of Commerce to promote local businesses. This organization no longer exists; it merged with the East County Chamber of Commerce sometime after 2004. Although it is unclear if the Lemon Grove Chamber of Commerce simply dissolved, making these brochures orphan works, or if they legally merged with their East County counterpart, I would recommend contacting this organization for permission to digitize. I consider the risks low enough to digitize those materials even if the copyright is undetermined, as long as a good faith effort is made and documented.

Preservation Considerations

Although much of this collection is in good condition and safe for users to handle, it is unprocessed. The long-term preservation will be enhanced by processing this small collection as part of digitization. This should include proper housing, arrangement, and description. Some pieces are fragile and should be put in a protective covering. The collection lacks any original order and would benefit from being arranged chronologically and properly foldered and boxed to protect it from dust and pests. The physical condition, along with context and circa dates can be included in a finding aid. This will make the collection more accessible for researchers and enhance physical preservation while preparing it for digitization.

Technical Production Recommendations

Many of the brochures in this collection contain half-tone photo prints. At lower resolutions Moire' patterns can be present in scans of half-tone documents. To eliminate this, Kenney recommends scanning at four times the screen ruling (2000). For half tone document,

generally 400 dpi is sufficient, and 600 dpi is “more than adequate (Kenney, 2000, p.36).” I recommend doing test scanning at 400 dpi, and then adjusting the resolution up to 600 dpi as needed. Between 400-600 dpi the human eye can’t perceive much difference and user needs should be met (Scott, n.d.-a). Scanning should also be done in 24-bit color since some materials include color. This will allow images to have a better tonal range. Items should be scanned as tiff files to create digital masters, since it is a lossless format, then smaller jpeg files should be created for access (The National Initiative for a Networked Cultural Heritage, 2003).

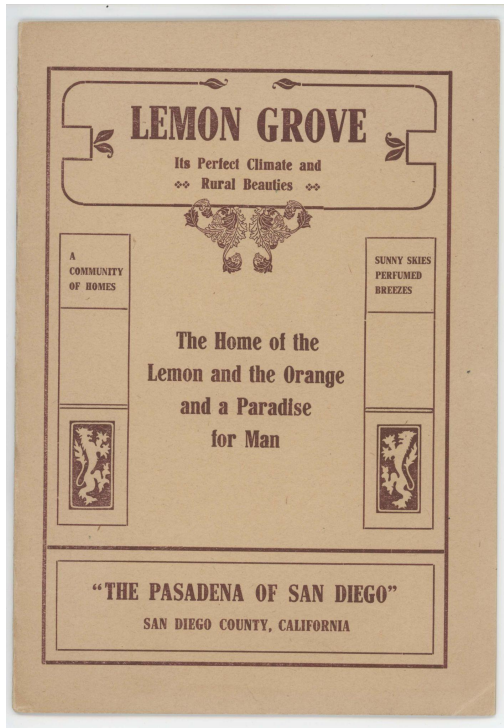
LGHS owns an Epson Perfection V600 Photo scanner, which will be used for the smaller items, and done by volunteers. The scanner has shown good results in tests, and the user can choose different resolutions and file types when scanning, so it will be sufficient for the needs of this project. However, there are some oversized items in the collection that are too big for the Epson scanner, so those items will need to be outsourced.

Because these items include both images and printed text, there is potential to make these images searchable with OCR technology. This would be a great benefit, but one that is likely out of reach for the resources of LGHS presently. Scanning these images at high quality makes this possible at a future date, possibly with a grant and outside assistance.

Metadata

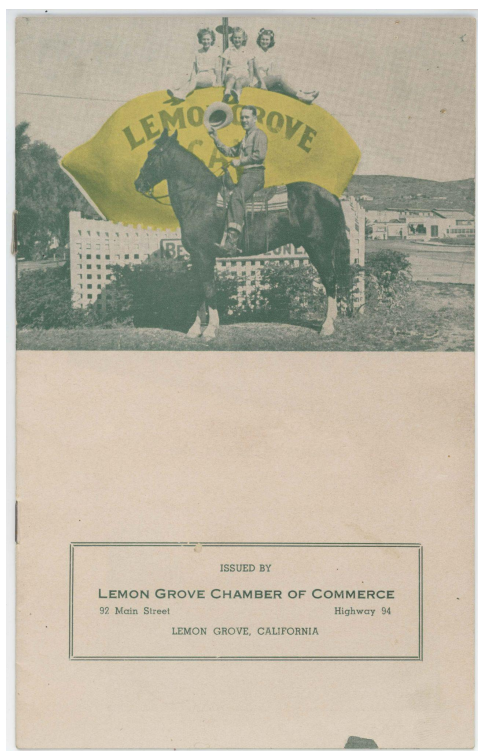
These images will need descriptive metadata for access, and technical metadata for digital preservation. Structural metadata will be needed to tie together scans when a brochure has multiple pages - this will be done with folder structure, and eventually through a digital asset management system. Here are two examples, based on Qualified Dublin Core, with the addition of a “Technical Specifications” field, recommended by Oklahoma State University (2024).

Other sources used for creating these metadata examples include *Using Dublin Core - the elements* (Hillman, 2005) and *Using Dublin Core - Dublin Core Qualifiers* (Dublin Core, 2005).



Title	Lemon Grove: It's Perfect Climate and Rural Beauties	
Subject	Lemon Grove (Calif.) - History Advertising - Real Estate Business - California	LCSH
Description	Promotional brochure describing the benefits of living in Lemon Grove, including photos of notable houses, advertisements for real estate companies and other services, and a train schedule.	
Type	Text; StillImage	DMCI Type Vocabulary
Relation - IsPartOf	Lemon Grove Promotional Brochures	
Coverage - Spatial	Lemon Grove, San Diego County, California	Getty Thesaurus of Geographic Names (TGN)
Creator		

Rights	The Lemon Grove Historical Society does not own the copyright to any part of this collection. While many of these materials may be in the public domain, it is the user's responsibility to determine copyright and contact copyright owners for any purpose not protected by fair use.	
Date	circa 1920	
Format	7.75"x5.5"; 26 pages including covers	
Format	.jpg; 415 KB	
Identifier	LemonGroveItsPerfectClimate.jpg	
Language	eng	ISO 329
Technical Specifications	Master file format: image/tiff; master file size: 10.5 MB; bit depth: 24; Color; pixel dimensions: 2230 x 3228; resolution: 400 dpi; capture hardware: Epson Perfection V600 Photo; optimization software: Adobe Photoshop 2024 25.6	



Title	Lemon Grove Chamber of Commerce Brochure	
Subject	Lemon Grove (Calif.) - History	LCSH
Description	Promotional brochure with pictures highlighting the benefits of living in Lemon Grove including climate, shopping, recreation, crops, schools, churches, neighborhoods, utilities and organizations.	
Type	Text; StillImage	DMCI Type Vocabulary
Relation - IsPartOf	Lemon Grove Promotional Brochures	
Coverage - Spatial	Lemon Grove, San Diego County, California	Getty Thesaurus of Geographic Names (TGN)
Creator	Lemon Grove Chamber of Commerce	
Rights	The Lemon Grove Historical Society does not own the copyright to any part of this collection. While many of these materials may be in the public domain, it is the user's responsibility to determine copyright and contact copyright owners for any purpose not protected by fair use.	
Date	circa 1947	
Format	8.25" x 5.25", 12 pages including covers	
Format	.jpg, 792 KB	
Identifier	LemonGroveChamberofCommerceBrochure.jpg	
Language	eng	ISO 329
Technical Specifications	Master file format: image/tiff; master file size: 13.2 MB; bit depth: 24; Color; pixel dimensions: 2152 x 3372; resolution: 400 dpi; capture hardware: Epson Perfection V600 Photo; optimization software: Adobe Photoshop 2024 25.6	

References

Cornell University Library. (2024 Jan 16). *Copyright services: Copyright term and the public domain*. <https://guides.library.cornell.edu/copyright/publicdomain>

De Stefano, P. (2000). Selection for digital conversion. In A. R. Kenney, O. Rieger, *Moving theory into practice*. RLG.

Dublin Core. (2005, November 7). *Using Dublin Core - Dublin Core Qualifiers*.
<https://www.dublincore.org/specifications/dublin-core/usageguide/qualifiers/>

Hillman, D. (2005, November 7). *Using Dublin Core - the elements*. Dublin Core.
<https://www.dublincore.org/specifications/dublin-core/usageguide/elements/>

Kenney, A. R. (2000). Digital benchmarking for conversion and access. In A. R. Kenney, O. Rieger, *Moving theory into practice*. RLG.

Oklahoma State University. (2024). *OSU library metadata: A guideline to best practices: Technical specifications*. <https://info.library.okstate.edu/metadata/technicalspecifications>

Scott, A. (n.d.) *Benchmarking for digital capture: Determining conversion requirements and image quality* [recorded lecture]. Panopto.
<https://sjsu-ischool.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=35d44d61-7f59-432c-86f6-ab49000c7f04>

Scott, A. (n.d.) *Selection for digitization*. [recorded lecture]. Panopto.
<https://sjsu-ischool.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=8264b616-cec4-4ed1-a76e-ac960173d817>

The National Initiative for a Networked Cultural Heritage. (2003, February). *The NINCH guide to good practice in the digital representation and management of cultural heritage materials*. Humanities Advanced Technology and Information Institute, University of Glasgow.