

## **NEWS RELEASE**

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### **Pop Up Archive to create open search and access for audio**

#### *Web platform stores, transcribes, and organizes digital media*

*We gather sound to tell stories. Memories fade and material can easily get lost or degrade. But when it's easy to archive, it's easy to find the threads that create stories when you need them.*

OAKLAND, Calif. – (May 13, 2013) – Pop Up Archive and PRX are elated to announce the launch of Pop Up Archive, a web-based system that brings audio to life. The service is a lightweight web application that allows users to search and access audio files from anywhere, opening a door for content creators and journalists to strengthen their work. It is currently being developed as an invitation-only pilot, but will open to the public in summer 2013.

Pop Up Archive allows media creators to save, organize and find audio without installing any software or managing a server. The system is capable of ingesting large amounts of digital sound and providing automated transcripts with subject tags, timestamps and robust indexing for powerful search. Visitors to Pop Up Archive can also access a quickly growing database of international sound from oral history archives, universities, media organizations and individual collectors. With this audio comes the potential to liberate undiscovered histories, bring new voices into media, and make archiving an integral and painless part of production workflows.

"Most small and independent multimedia publishers have not developed good systems for archiving and sharing their work," said Michael Maness, vice president for journalism and media innovation at the John S. and James L. Knight Foundation. "Pop Up Archive opens a real opportunity for these content creators to increase the value of their work by allowing them to organize and access audio content and preserve it for future generations."

Pop Up Archive is a winner of Knight Foundation's 2012 News Challenge.

*Voices from archives around the world are waiting to be discovered in previously unsearchable audio.*

Interested producers can request an invite at [popuparchive.org](http://popuparchive.org) to join the beta test. Pop Up Archive provides unlimited free public storage through the Internet Archive, a San Francisco

nonprofit founded to build an Internet library with permanent access to historical collections that exist in digital format. For more sensitive material, private storage options are also available.

The entire Pop Up Archive system will be free for a limited time, with tiered service plans in the future. Planned future improvements to the service include editable transcripts and keywords, additional options for handling rights and access to audio, group memberships and enterprise services for digital audio collections.

For larger media organizations, Pop Up Archive acts as a layer on top of existing content management systems and production workflows. Its simple web interface integrates with reporter habits to strengthen newsrooms — no clunky software. A simple drag-and-drop functionality allows users to add audio that becomes immediately searchable with context beyond the typical YouTube search result. Pop Up Archive is building a dynamic archival body of content that can be easily searched and accessed via API, informed by related efforts such as the American Archive Content Inventory Project and the Public Media Platform.

*Request an invite today at [popuparchive.org](http://popuparchive.org) for a free account to start making your audio searchable. Archive entire collections of raw audio and completed work — save time and rediscover amazing material by revolutionizing how you organize it.*

### **About PRX**

PRX is an award-winning public media company, harnessing innovative technology to bring significant stories to millions of people. PRX operates public radio's largest distribution marketplace, offering thousands of audio stories for broadcast and digital use, including signature programs like The Moth Radio Hour. PRX mobile apps include This American Life, KCRW Music Mine, Radiolab, and Public Radio Player. Contact: Jason Gordon, 212-627-8098, [jason \[at\] pkpr \[dot\] com](mailto:jason[at]pkpr[dot]com).

### **About Pop Up Archive**

Pop Up Archive is building a collection of sound from around the world with partners and clients from a growing body of media organizations, oral history archives, and journalists. Born at the UC-Berkeley School of Information and supported by the Knight Foundation and the National Endowment for the Humanities, the system is a lightweight web application that makes audio searchable without requiring technical expertise from users. Contact: Anne Wootton, 510-463-4066, [edison@popuparchive.org](mailto:edison@popuparchive.org)

### **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 believes that democracy thrives when people and communities are informed and engaged. For more, visit [www.knightfoundation.org](http://www.knightfoundation.org). Contact: Andrew Sherry, 305-908-2677; [media@knightfoundation.org](mailto:media@knightfoundation.org).