# Web Archives:
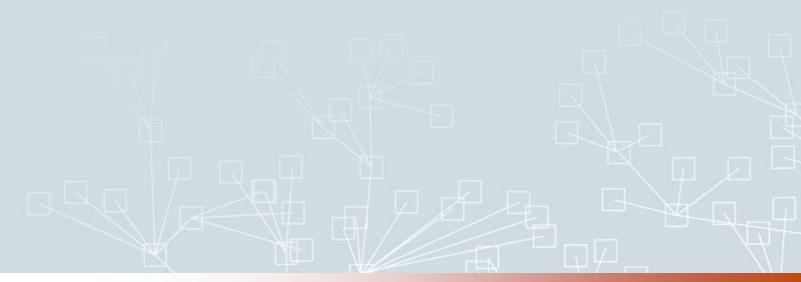## Outreach Strategy Task Force Proposal Review

# How can you participate?

# Purposes of outreach

➔ Communicate risks and rewards of archiving the web

➔ Engage the full chain of stakeholders from content creators and distributors- web archivists-researchers- tools developers- funders and sponsors
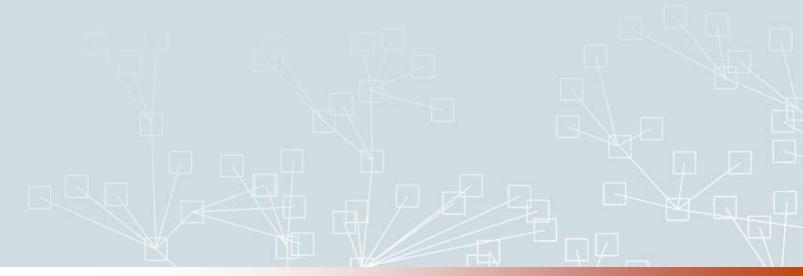
# Information Industry

➔ Collaborative project to engage an internet content distributor

# Open Source Community

→Competitions to attract web and plug-in developers and research communities

# Library and Archives Professionals

➔ Support the profession with published aids and guidelines with the goal of encouraging the integration of web archiving practices with traditional practice
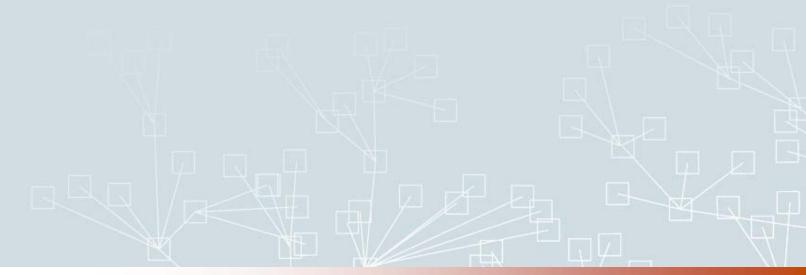
# Researchers and the academy

➜ Collaborative workshops to improve web archiving practice with knowledge gleaned from sustained relationships with the research community

# Legal Professionals

➔Consolidate legal information regarding web archiving practices to assist in local advocacy efforts

# As opportunities arise

→ **Sponsors and funders**
- → Seek opportunities for media placement
- → Serve on funding panels

→ **Web site publishers**
- → Publish generic recommendation and guidelines that benefit both the publisher and the web archivist

→ **Awareness for digital preservation and standards**
- → Shared conference calendar, social media campaign,  project collaborations