

# Reveal Digital Launches New Library Crowdfunding Site for Open-Access Digital Collections

LAS VEGAS, June 27, 2014- Expanding on the success of its "cost recovery=open access" model, Reveal Digital announced the launch of its new crowdfunding site at the American Library Association Annual Meeting.

"In contrast to mass digitization efforts and commercially driven projects, we are putting complete control of collection creation in the hands of the libraries," said Jeff Moyer, Reveal Digital's founder and president. "Our new website gives librarians an opportunity to review proposed projects and commit to those that hold the greatest appeal and meet the needs of their patrons."

The new site, where descriptions of new open-access project concepts are posted, allows libraries to select which projects to support and track each initiative as it moves toward its cost-recovery goal. In addition to Independent Voices, Reveal Digital's first project on the alternative presses, the website launches with four proposed collections (and more to come in the next few months):

- **The Sylvester Manor Digital Archive-** From a slave-owning plantation to an organic farm, the family records of the direct descendants of the founder, Nathaniel Sylvester, are chronicled in this special collection housed at New York University.
- **The Liberation News Service Digital Archive-** As the UPI/AP of the anti-war underground press, this collection contains the LNS photo archive and the complete digitized set of news-packets produced from 1967 to 1981.
- **Digital Archive of the Highlander Folk School-** No ordinary school, Highlander promoted the belief that true social change occurs from the bottom up and applied its philosophy to early labor union organizing, the Civil Rights Movement, and the Appalachia movements.

To be followed in early July with:

- **The SNCC Digital Archive--**In partnership with the SNCC Legacy Project and Duke University, Reveal Digital will collect and digitize the documents produced by Student Nonviolent Coordinating Committee from its founding in 1960 through its shift to the Black Power movement at the end of the decade.

## How the "cost recovery=open access" model works

With Reveal Digital's unique business model, all costs associated with producing a collection define its funding threshold. Once the funding threshold is reached, the collection moves to open access. Due to Reveal Digital's lean approach to project development and more accurate demand forecasting (based on response during the enrollment period), the funding levels are expected to be just 20% of comparable collections from other publishers.

The new website will speed introduction of digital project concepts and allow libraries to participate earlier in determining priorities. Most importantly, it provides an alternative funding source for libraries that are searching for ways to digitize and make available their unique special collections.

More information about the four proposed collections is available at [www.revealdigital.com](http://www.revealdigital.com)

### **About Reveal Digital**

Founded by digital publishing veteran Jeff Moyer, Reveal Digital (Saline, MI) is working in true partnership with libraries to bring unique content into the digital world. Using a cost-recovery business model, the company's approach ensures that resulting collections are affordable and relevant for libraries.

A revolutionary platform and framework allows libraries to collaborate and create unique digital collections using a strict cost-recovery pricing model. Reveal Digital works closely with libraries and other content owners to work together as partners to bring rare-and untapped-content into the digital world as an effective alternate to popular mass digitization projects. Open reaching a cost-recovery threshold, access to the resulting digital collections is open to all under a creative commons license. For more information about Reveal Digital, visit [www.revealdigital.com](http://www.revealdigital.com).