

## **Gannett Digital Media Partners with Footnote.com to Launch HistoryBeat.com Sites**

Gannett Digital Media Network, a division of [Gannett Co., Inc.](#) that ties together more than 100 digital communities with a combined reach of approximately 25 million people, has announced a partnership with Footnote.com to launch [HistoryBeat.com](#), a Web site that combines social networking with archival photos and original newspaper coverage of historical events. The first sites under the HistoryBeat domain, [moonlanding.historybeat.com](#) and [woodstock.historybeat.com](#), honor the 40th anniversary of two significant American events: the Apollo Moon Landing and the Woodstock Music Festival.

The HistoryBeat.com sites enable users to view a vast amount of first-hand local journalism from Gannett newspapers that originally covered the Apollo Moon Landing and the Woodstock Music Festival. The newly-available information includes hundreds of photos and materials that were previously unpublished or unseen for nearly 40 years. The HistoryBeat.com sites create social communities where users can interact and share content related to these historical events. Users can register and create personal profiles in order to add annotations and comments, and even upload their own photos and documents. Comments and chat features are available for registered users to share their stories and experiences of these events as well as through Facebook, Twitter and other social bookmarks. Footnote.com provides the platform to support these extensive archives to the general public, while Gannett provides the historical context and content.

"HistoryBeat.com not only makes this historical content available online, but allows people to see the impact of these events on American progress and culture by engaging via social networking tools and features," said Jennifer Carroll, vice president and senior editor at Gannett's Content One. "By providing unique opportunities for audiences to interact and form deeper relationships with the content online, we're encouraging viewers to go beyond the documented news and add their unique perspectives on these two nationally defining events."

HistoryBeat.com makes available relevant articles from Florida Today for the Moon Landing and the Poughkeepsie Journal for Woodstock, as well as additional material such as official releases, artwork and videos. Users can also search for relevant documents and images, including more than 1,800 previously unpublished photos of the Apollo Moon Landing taken by Florida Today.

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