



NDSR Project Title Broadcast Media Archive: Appraisal and Evaluation of At-Risk Media to Support Digitization Initiative

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<i>Goal Summary</i>	Develop and apply evaluation tools, define selection criteria, and outline recommended workflows needed to execute a successful analog digitization initiative for a moving image collection resulting in a project plan that will serve as a replicable model and best practices guide for other institutions.
<i>Specific Goals / Objectives</i>	To document assessment and selection criteria for at-risk analog inventory To recommend digital formats for access to and preservation of obsolete physical media To describe sustainability challenges for digital legacy preservation with long term storage
<i>Timeframe &amp; Deliverables</i>	Overall – 8 months Months 1 through 4 – introduction to organizational structure, workflows and systems, as well as historical context for archive collection; reference case studies or similar literature on moving image collection appraisal and preservation, in particular documentation produced for the <i>Preserving Digital Public Television</i> initiative (NDIIPP); through access to electronic collection data and interviews with internal staff, begin assessment. Months 5 through 6 – continue assessment; define selection criteria and scope of stewardship role based on legal considerations and unfunded status, identifying any challenges or barriers that arise in accessing relevant information; present draft of project plan to PBS Project Management team. Months 7 through 8 – assemble detailed project plan, including outlining workflows for movement of physical media to vendor, receipt of digitized media, and internal sustainability challenges for file maintenance. Work with appropriate internal staff on application of recommendations outlined in plan. Deliverable: Detailed Project Plan
<i>Resources Required</i>	1 Mentor (V. Allen), 1 Resident Access to staff from within PBS to include, but not limited to, Technology & Operations: Media Operations Center, IT, Project Management; Legal Affairs, and Programming. As needed, contact with organizations within the public broadcasting membership, such as WGBH and WNET, as well as contact with organizations who have expertise or interest in the preservation of moving image media, or those who have conducted a similar project. Examples: Association of Moving Image Archivists (AMIA); American Archive Project (CPB); New York Public Library
<i>Context</i>	The PBS archive contains a broad selection of historically significant programming nationally distributed over more than 40 years. There also is a sampling of non-broadcast materials including seasonal previews, closed-circuit teleconference programs documenting public broadcasting business communications and annual meetings, and training videos. The archive does not include raw footage or production elements.  Most of the collection holdings are broadcast masters set aside for donation to the Library of Congress in accordance with the 1993 PBS-Library of Congress agreement to preserve public television programming. An initial deposit under this agreement was made around 1997, though in subsequent years the Library has been unable to accept additional physical media due to space constraints and format and equipment obsolescence issues. In recent years, the Library of Congress



## Media Library and Archive

has communicated a preference for digital files to satisfy the requirements of the donation agreement, and PBS is currently seeking funding to ingest and index programs held on tape formats that are obsolete and rapidly deteriorating. Assets selected for digitization will be archived at PBS and shared with the Library of Congress for historical preservation and research purposes.

Representing the most at-risk media in the PBS collection are upwards of 30,000 titles on 2 inch and 1 inch analog tapes for which there exists a critical obsolescence of playback equipment and skilled operators to ensure the successful migration to digital media formats. In addition, many of these titles are over 20 years old and suffer from significant age related deterioration.

To prepare the at-risk collection for digitization, the resident will undertake an assessment and evaluation of this legacy media stored at PBS' warehouse facility and recommend selection guidelines for long-term preservation in accordance with our role as distributors, rather than copyright holders. Evaluation of targeted holdings should uncover redundancies in the collection, such as duplicates of titles held by PBS (titles held on multiple formats), and identify significant collections of PBS titles held by other public or private archives and institutions. Particular attention should be given to 'orphaned' items for which the copyright holder cannot be located, as many of these are one-off titles that are not duplicated elsewhere.

The expectation for the digitization initiative is to ship a selection of at-risk titles to an independent vendor capable of creating acceptable industry standard digital files from the obsolete tape formats. Titles that don't fall under PBS collection guidelines, or are not covered by the Library of Congress donation agreement, will be evaluated for donation to appropriate stewardship organizations or returned to producers.

### *Required Knowledge and Skills for Residents*

The successful resident will have a graduate degree in Library and Information Science, History and Archival studies, Moving Image Archiving and Preservation, or the equivalent from an accredited institution of higher education. In addition, the successful candidate will have the following:

#### General Knowledge

- Archival and preservation principles and practices

#### Specialized Knowledge or Experience

- Ability to retrieve and analyze database data, draw conclusions, and make recommendations
- Knowledge of/interest in preservation of moving image collections
- Familiarity with descriptive metadata schema such as PBCore or Dublin Core

#### Technical Experience

- Use of standard business software such as Microsoft Office (Word, Excel, PowerPoint), Microsoft Access and Adobe Acrobat
- Use of both Microsoft Windows and Apple Macintosh platforms

### *Preferred Knowledge or Experience*

The following skills are preferred but not required:

- Knowledge of/interest in intellectual copyright and broadcast distribution issues
  - Knowledge of media file formats for preservation and access and technology infrastructure
  - Knowledge of Media Asset Management (MAM) systems
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