**Host and Project Title**

| WGBH Digital Media Preservation Project |

**Project Summary**

This project will consist of four phases, taking place over the span of nine months.

**Phase One:** During this two-month phase the resident will become acclimated with the process of working in a radio and television media archive. The resident will experience working with production elements (including digital video, audio, and text) from a variety of departments and in a variety of digital formats. This phase will require the resident to perform backup and accessioning of drives that have been submitted to the MLA department for archiving by Production Units. This work will include checking the hard drive’s folder structure and file contents against a Filemaker database to ensure accuracy before ingesting into our Digital Asset Management (DAM) system. The resident will develop a manual of guidelines for archiving drives and tracking them through the archive workflow. This manual is for use within the MLA.

**Phase Two:** During this three-month phase the resident will be working with digitized files that were part of the American Archive digitization project. In Spring of 2013, over 7,000 analog tape items from WGBH were processed and digitized as part of the American Archive of Public Broadcasting. Those digitized files will soon be delivered back to the WGBH MLA, and the resident will assist in ingesting those items in the DAM system. This phase will require the resident to import and add metadata records, catalog material and participate in digital file preservation planning.

**Phase Three:** During this two-month phase, the resident will be working as a liaison between the MLA staff and Boston Media Production (BMP) staff to apprise digital files, their folder structure, and how to insert archiving into the current production workflow. Building on experience from Phase One, the resident will facilitate delivering production elements from the BMP to the MLA, ensuring metadata is accurate and preparing assets for long-term preservation and access in the DAM system. The resident will develop folder naming and organization conventions, recommend steps to integrate archival and production workflows, and align metadata requirements for MARS and DAM.

**Phase Four:** The final, two-month phase will have the resident creating and hosting a webinar instructional session. This session will be used as part of future American Archive of Public Broadcasting training to help stations not readily familiar with digital asset preservation become better informed. As such, the resident will explain the basics of managing born digital materials and how best to archive assets. The training resource created in this phase will be made available online on the American Archive of Public Broadcasting website as well as other WGBH MLA outlets. At this point in
the project, the resident will have handled assets from newly created born digital media in Phases One and Three to newly created digital assets from analog media in Phase Two, giving the resident an overview of where each Phase lies in the scope of digital preservation and access.

**Goals**

- Understand digital workflow deliverables and what should be required by an archive.
- Prepare delivered hard disk folders and files for digital accessioning, understanding how metadata in database links to assets.
- Provide robust metadata records that will aid future discoverability and access for assets and records.
- Collaborate with departments within WGBH to deliver accurate and well-groomed assets and records.
- Understand the variety of ways a digital asset can be preserved accessed in a media archive.
- Create database connections for digital assets whose source is an analog, physical asset within a collection.
- Deliver webinar on the knowledge gained by the project for other institutions or individuals not familiar with digital asset preservation.

**Timeframe & Deliverables**

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<tr>
<th>Timeframe &amp; Deliverables</th>
<th>Details</th>
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<tbody>
<tr>
<td>At the end of Phase One</td>
<td>The resident will have ensured an accurate relationship between delivered archive databases and delivered production hard drive folders and files, in preparation for ingestion into the MLA DAM system.</td>
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<td>At the end of Phase Two</td>
<td>The resident will have processed digitized files from the American Archive of Public Broadcasting into WGBH's DAM system, this includes cataloging and adding metadata.</td>
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<td>At the end of Phase Three</td>
<td>The resident will have successfully coordinated with another department within WGBH to deliver their born digital assets to the MLA.</td>
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<tr>
<td>At the end of Phase Four</td>
<td>The resident will produce a webinar that is able to be shared online, as a instructional tool for institutions and individuals looking for digital preservation guidance.</td>
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<td>At the conclusion of the project</td>
<td>The resident will write a summary of their nine-month experience working with the WGBH Media Library and Archives.</td>
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**Required Resources**

1 Primary Mentor (Davis)
3 Additional Mentors (Muraszko, Luf, Weisse)
1 Resident

Access to departmental staff who are responsible for delivering born-digital
production elements to the archive
Office cube, laptop computer, telephone

**Context**

WGBH Educational Foundation is America's preeminent public broadcasting producer, the source of fully one-third of PBS's prime-time lineup, along with some of public television's best-known lifestyle shows and children's programs and many public radio favorites. The WGBH Media Library and Archives (MLA) establishes the policies and procedures for access, acquisition, intellectual control, and preservation of WGBH's physical media and digital media production and administrative resources. Today’s MLA collection constitutes over three quarters of a million production and administrative assets including film, video, audio, computer, stills and print media. The collection is extensively used by WGBH television, radio, and educational projects. The Media Library and Archives maintains collection and shot level content databases, including copyright and source details, of originally produced and acquired footage and stills.

For years, production staff have delivered physical media to the archive as part of their program deliverables, which are due at the end of each production life cycle. Only in recent years have productions begun to deliver final program masters and production elements on file-based media. Through this residency, the resident will become aware of the challenges and issues faced with audio-visual digital asset management and preservation, particularly the challenges faced when working with production staff who are responsible for delivering final productions to the archive. Additionally, the resident will gain experience managing digital assets through the lifecycle -- accessioning, ingest, metadata management, preservation planning, and access.

In November 2013, the Corporation for Public Broadcasting selected WGBH in collaboration with the Library of Congress as the permanent home for the American Archive of Public Broadcasting, an initiative to identify, preserve, and make accessible as much as possible the archives of public television and radio. To date, the American Archive team has worked with 120 stations to create 2.5 million inventory records, digitizing 40,000 hours of content from the collection, which will be preserved for future audiences at the Library of Congress. Throughout this collaboration, WGBH is responsible for outreach to station participants and access to the collection.

WGBH is one of more than 300 public media stations across the country. Over the past 25 years, WGBH has been a leader in public media archival management. Through the stewardship of American Archive of Public Broadcasting, the project staff have found that most public media stations at this time are not aware of the challenges of managing born-digital media, much less the best practices for creation, management, and preservation of audiovisual file-based media. By month 8, the resident will have developed a skill-set for audio-visual digital curation, which will be shared with other stakeholders in the public media industry. Taking the form of a webinar and
training kit, this instructional session will serve as a launching point for future opportunities in which the AAPB project team will facilitate training for public media stakeholders on the best practices of digital asset preservation.

| Required Knowledge and Skills for Resident | The successful candidate will have good communications skills, enthusiasm about audiovisual archives, an ability to prioritize and stay organized, a strong attention to detail, and the ability to work independently and as part of a team. Additionally, the successful candidate will be familiar with XML schemas and have created XML documents, have some experience working with information systems and FileMaker databases. Technical experience should include use of Apple Macintosh computers and Microsoft Office. |
| Preferred Knowledge or Experience | A highly successful candidate will have some experience handling media, an understanding of analog and digital audio-visual formats, working knowledge of PBCore, experience in training or instruction, and have taken coursework in digital curation. |