

**American Archive of Public Broadcasting (AAPB) Convening on Sustainability
Kicking Off the Next 50 Years of a Public Broadcasting Archive
Hosted by CLIR and WGBH Educational Foundation**

November 3, 2017

10:00am -1:00pm

Detailed Agenda

I. Preliminaries

10:00-10:10 Welcomes

Charles Henry (CLIR), Mark Sweeney (LC), Sue Kantrowitz (WGBH)

Karen Cariani plays Newton Minow video (AAPB Advisor who proposed this meeting)

10:10-10:15 Introductions (all)

All participants introduce themselves by name and institution only

10:20-10:30 American Archive of Public Broadcasting Update (Karen Cariani)

3 major challenges for archiving public media:

- Ingestion: analog to digital
- Preservation: storage and metadata capture/ indexing
- Publishing /access: website, physical staff, users, rights.

II. Panel

10:30-11:10 Who needs a digital archive of public media and how can technological advances help us develop and sustain it? (Charles Henry, moderator)

5-minute remarks from each panelist

- The value of a digital media archive for historical scholarship (Alan Gevinson)
- The value of the archive for digital humanities scholarship (Trevor Muñoz)
- The digital media archive as a data set (Trevor Owens)
- How new technology can help sustain the archive, save costs, and engage users (Michael Davies)

III. Structured Discussion

11:15-12:00 What potential models are there for public-private partnerships to sustain a digital public media archive for future generations of users? (Charles Henry, moderator)

3 strategic questions, each posed by a prepared respondent. Each respondent explores the nuance of the question for no more than 3 minutes followed by 10 minutes of open discussion. At time, the moderator cuts discussion off and moves on to the next question and the next respondent, allowing each question the same amount of time and cutting off promptly at lunchtime.

Question 1. *Sustaining Access:* How do we increase and draw users to the collection? What does a sustainable operation look like before and after legacy collections are reformatted to encourage use? (Respondent: Bernie Reilly)

Question 2. *Ingesting Legacy Content:* Are there solutions other than straight funding and a massive logistical operation to get us from analog to digital? (Respondent: Bill Veillette)

Question 3. *Digital Preservation:* What new concerns about sustainability arise with increased accessioning of born digital materials? Can archiving be planned for at the point of creation? (Respondent: Trevor Owens)

IV. Semi-Structured Discussion

12:00-12:30 Lunch (all move downstairs to Pew Café)

Lunch tables will be flagged with the discussion topics (Sustaining Access, Reformatting Legacy Content, Digital Preservation). Participants are assigned to come up with 3-5 key recommendations related to their topic by 12:35, after which discussion leaders report back to the group for the notes.

12:30-1:00 Report outs (discussion leaders)
 Next Steps (Karen Cariani)
 Thanks (from CLIR, WGBH, Library of Congress)

Closing thank-you and invite to attend the afternoon event at the Library of Congress.

Background Reading

- AAPB Sustainability Plan (separate attachment)
- AAPB Accomplishments Report, May 2017 (separate attachment)
- Casey, Mike. "Why Media Preservation Can't Wait: The Gathering Storm." IASA Journal 44 (2015): 14-22. http://www.avpreserve.com/wp-content/uploads/2017/07/casey_amia2013.pdf
- Council on Library and Information Resources and The Library of Congress. *The Library of Congress National Recording Preservation Plan*. Washington DC: Council on Library and Information Resources, December 2012. <https://www.clir.org/pubs/reports/pub156>
- Lyons, Bertram, Rebecca Chandler, and Chris Lacinak. "Quantifying the Need: A Survey of Existing Sound Recordings in Collections in the United States." AVPreserve, 2014. <https://www.avpreserve.com/quantifying-the-need-a-survey-of-existing-sound-recordings-in-collections-in-the-united-states/>
- Lacinak, Chris. "The Cost of Inaction: A New Model and Application for Quantifying the Financial and Intellectual Implications of Decisions Regarding Digitization of Physical Audiovisual Media Holdings" <https://coi.avpreserve.com/>

Potential model projects/organizations as aggregators or preservation stewards:

- Netherlands Institute of Sound and Vision: <http://www.beeldengeluid.nl>
- Europeana: <http://www.europeana.eu/portal/en>
- Internet Archive: <https://archive.org/index.php>
- Vanderbilt Television News Archive: <https://tvnews.vanderbilt.edu>
- Digital Public Library of America: <https://dp.la>