Disseminating Broadcast Archives

Exposing WGBH Materials for Scholarly Use
WGBH content online
Mellon project

• What are our content strengths?
• What do scholars want to access?
• Encourage scholarly use of media archives
Scholarly use of video

• Access to raw materials

• Quick access to time-based media

• Annotations on segments of video

• Citing archival materials on the web

• Starting point for further research
Barriers to media archives for research

- Obsolete formats and playback technology
- Access costs
- Time constraints
- Copyright, privacy, and rights barriers
- Attitudes surrounding media as a reliable source
- Incomplete cataloguing and standard description methods
Digital solutions for scholars

• Rich metadata and explicit context

• Navigation and scanning of time-based media

• Quick access to ancillary and related items

• Ability to download, copy, reuse, share
Digital Asset Management + Finding Aids
Digital Asset Management + Finding Aids

Program Materials, 1968 - 1993

Extent:
1,230 videocassettes
11.25 linear feet (9 boxes)

Organization and Arrangement:
Organized by programming series: I. Rockefeller Artists-in-Television; II. Artist's Showcase; III. Music Image Workshop; IV. Dance for Camera; V. Frames of Reference; VI. Visions; VII. The CAT Fund; VIII. Alive From Off Center; VIII. Sounding; X. Poetry Breaks; XI. New Television; XII. Special Shows, and Fills; XIII. Unbroadcast/Unfinished Works.

Provenance:
Program master videotapes relating to New Television Workshop programming were sent to the WGBH Archives following their original broadcast dates. Preservation masters and VHS screening tapes were created in 1998 and 1999. The majority of non-master tapes were archived by Susan Dowling ca. 1993 when the Workshop ceased production at WGBH. Photographs and other paper-based documentation relating to specific programs were found within the Subject Files and removed to the Program Materials files.

Scope:
Contains both paper-based documentation and moving image materials relating to specific programs produced or presented with the assistance of the New Television Workshop. These include programs affiliated with specific broadcast series, special presentations, and a handful of unfinished or unbroadcast works.

The moving image materials (which are mainly video) include program master tapes, preservation masters, screening copies, original footage, and promotional reels. Many of these works exist in various formats, including 1/2" open reel, 3/4", VHS, 1", 2", Betacam SP, and D3. The majority of these materials have been reformatted for preservation purposes and screening copies have been created. A handful of 16 mm and 35 mm film rolls exist, mostly containing mix elements. Documentation is incomplete and varies greatly from program to program. It includes logs, copies of contracts, planning documents, correspondence with artists, budgets, and memoranda. A few photographs exist of either the production in progress or stills used for promotional purposes. These include black-and-white and color slides, prints, and negatives.
Digital Asset Management + Finding Aids

Context

Assets

Finding Aids

DAMS
Digital Asset Management + Finding Aids

Context

Finding Aids

Assets

DAMS

WGBH MEDIA LIBRARY AND ARCHIVES

Thursday, May 21, 2009
McFarlane: I think the source of Ronald Reagan's appeal to Americans was his ability to inspire confidence, optimism, a sense that life is going to get better and that you can achieve great things if you work at it.
Scholarly features
Scholarly features
Transcript

PRINT TRANSSCRIPT  SCROLL TO PLAYHEAD  Search Transcript

Robert McFarlane, 1996 (Part 1)

Transcript

He did focus on important things but he focused on them in enormous depth -- take Russia and-- before the Geneva Summit. I've never seen a President -- Nixon, Ford, Carter, absorb -- digest -- and master such a depth of information about the agenda and the other party, Gorbachev. Reagan was the master of that material and of that Summit.

Hoyt: What do you think the source of his appeal was to the American people?

McFarlane: I think the source of Ronald Reagan's appeal to Americans was his ability to inspire confidence, optimism, a sense that life is going to get better and that you can achieve great things if you work at it.

Annotations:

- McFarlane on Iran
  by Courtney Michael, May 07, 2009
- Reagan as superficial
  by Courtney Michael, Apr 08, 2009 [00:00:35 - 00:01:23]
Transcript

I believe the characterization of Ronald Reagan as superficial is the leading myth.

He did focus on important things but he focused on them in enormous depth -- take Russia and --

before the Geneva Summit. I've never seen a President -- Nixon, Ford, Carter, absorb -- digest -- and master such a depth of information about the agenda and the other party, Gorbachev. Reagan was the master of that material and of that Summit.

Hoyt: What do you think the source of his appeal was to the American people?

McFarlane: I think the source of Ronald Reagan's appeal to Americans was his ability to inspire confidence, optimism, a sense that life is going to get better and that you can achieve great things if you work at it.
He did focus on important things but he focused on them in enormous depth -- take Russia and --

-- before the Geneva Summit. I've never seen a President -- Nixon, Ford, Carter, absorb -- digest -- and master such a depth of information about the agenda and the other party, Gorbachev. Reagan was the master of that material and of that Summit.

Hoyt: What do you think the source of his appeal was to the American people?

McFarlane: I think the source of Ronald Reagan's appeal to Americans was his ability to inspire confidence, optimism, a sense that life is going to get better and that you can achieve great things if you work at it.
Robert McFarlane was the National Security Advisor from October, 1983 until November, 1985. He discusses the legacy of President Ronald Reagan, including Reagan's thoughts and actions surrounding the Strategic Defense Initiative, the Soviet Union, the Iran-Contra Affair, and American diplomacy in general.

Type: Interview


Type: Moving image/Original footage (3)
Physical format: Betacam SP (3)
Total running time: 00:52:43

Producer: Hoyt, Austin
Interviewee: McFarlane, Robert C.
Interviewer: Hoyt, Austin
Cameraperson: Hopkins, Terry
Sound: Jennings, Ed

<table>
<thead>
<tr>
<th>Title</th>
<th>Media</th>
<th>Date Created</th>
<th>Place</th>
<th>Series Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interview with Zbigniew Brzezinski, 1989</td>
<td></td>
<td></td>
<td></td>
<td>War and Peace in the Nuclear Age</td>
</tr>
<tr>
<td>Zbigniew Brzezinski, President Carter's National Security Advisor from 1977-1981, discusses the neutron bomb and Carter's negotiations with Europe regarding its deployment.</td>
<td></td>
<td>Dec 02, 1989</td>
<td>Europe United States</td>
<td></td>
</tr>
<tr>
<td>Interview with Zbigniew Brzezinski, 2001</td>
<td></td>
<td></td>
<td></td>
<td>American Experience</td>
</tr>
<tr>
<td>Former National Security Advisor Brzezinski discusses his service under President Carter.</td>
<td></td>
<td>Oct 24, 2001</td>
<td>Middle East Soviet Union Iran Afghanistan United States</td>
<td></td>
</tr>
<tr>
<td>Interview with Cyrus Vance, 1987</td>
<td></td>
<td></td>
<td></td>
<td>War and Peace in the Nuclear Age</td>
</tr>
<tr>
<td>Former Secretary of State Cyrus Vance discusses US-Soviet relations during the Carter administration.</td>
<td></td>
<td>Jan 29, 1987</td>
<td>Soviet Union United States</td>
<td></td>
</tr>
<tr>
<td>Interview with Jody Powell, 2001</td>
<td></td>
<td></td>
<td></td>
<td>American Experience</td>
</tr>
<tr>
<td>Interview with Zbigniew Brzezinski, 1986</td>
<td></td>
<td></td>
<td></td>
<td>War and Peace in the Nuclear Age</td>
</tr>
</tbody>
</table>
Lessons learned

• Value of prototyping

• Catalog, Catalog, Catalog!

• Catalog objectively, do not curate

• Scholars want items, then context
Thanks

**WGBH Media Library and Archives**
Karen Cariani, Director
Karen Colbron, Digital Asset Manager
Keith Luf, Archivist
Nancy Dillon, Library Manager

**WGBH Interactive**
Peter Pinch, Director of Technology
Mayo Todorovic, Designer
Kim Ducharme, Associate Design Director

**Advisors**
John Dower, MIT
James Blight and janet Lang, Brown
Peter Winn, Tufts

[http://openvaultresearch.wgbh.org](http://openvaultresearch.wgbh.org)
[http://launchpad.net/bvault](http://launchpad.net/bvault)

The Andrew W. Mellon Foundation