

WHUT Digital Material Identification and Preservation Project

Project Summary

This ten-month project will consist of (3) three phases:

Phase 1: During this two-month initiation phase the resident will become acclimated with working in a television broadcast environment, where they will gain experience working with multiple production elements (including digital video, audio and text) in a variety of digital formats. This experience will help to provide first-hand knowledge of all source materials for use during this project. This phase will also require the resident to review, perform backup and accessioning of drives that exist in both production, programming and graphics departments. This work will form the basis for two main focuses of this 10-month project; (1) develop a work flow process to accurately identify a video footage database management structure that would not only capture existing archived historical content, but also serve as a basis for inputting new digital content for use in multiple platforms; and (2) explore how to link this new digital database to the existing Moorland Spingarn library system to provide access to this historically rich video content from one of the few repositories of valuable video footage depicting the African American experience.

Phase 2: During this four-month phase the resident will be working directly with digitized files that exist internally as well as those created as part of the American Archive digitization project, to determine the best method for the identification and retrieval of video footage (and other digital project files) for future use in productions and/or for review and use by the general public. The resident will also create and recommend a work flow process that includes the identification and ingestion of digital materials, particularly archived and new production materials. As part of this workflow process, the resident will consult with Moorland Spingarn to develop a key list of criteria that will be used to catalogue both existing and new video footage so that it can be easily searched. (This process will be created to be used after every internal production has part of the internal production SOPs. This process will need to be user-friendly and something that can be taught to and maintained by student interns on an ongoing basis.)

Phase 3: During this four-month phase the resident will train internal staff in the use of the identification records management process, as well as how to search the database for digital materials. Once designated staff have fully embraced the process, the resident will assist with documenting this work flow process to be used as a guide for training student interns to garner their assistance with maintaining this ongoing process. The guide will be shared with other departments to enlist student intern assistance with video database management. The resident will also

assist WHUT with pitching this project to assist with enlisting ongoing student assistance with this ongoing project.

The resident will also evaluate the newly created work flow processes to determine if additional tweaks to existing processes to improve efficiencies.

The resident will also write a summary of their experiences at WHUT.

Specific Project Goals and Objectives

- ~ Understand multiple digital resources utilized in broadcast operations.
- ~ Understand digital workflow deliverables and what should be required by an archive.
- ~ Provide robust metadata records that will aid future discoverability and access for assets and records.
- ~ Collaborate with departments within WHUT to deliver accurate and well-groomed assets and records.
- ~ Collaborate with Moorland Spingarn library to begin initial discussions on how WHUT digital assets can be linked with other resources to expand the scope of this library system.
- ~ 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.
- ~ Train WHUT staff to become in-house trainers for ongoing student involvement in database asset management.
- ~ Assist WHUT with pitching digital database asset management as a viable project for student interns.

Project Timeframe and Deliverables

Phase 1:

Review and research all digital media assets and determine the scope of work;

Phase 2:

Develop a work flow process to accurately identify a video footage for existing archived historical content, and new digital content for future use in multiple platforms;

Determine the best method for the identification and retrieval of video footage (and other digital project files) for future use in productions and/or for review and use by the general public.

Link this new digital database to the existing world-renowned Moorland Spingarn library system

Consult with Moorland Spingarn to develop a key list of criteria that will be used to catalogue both existing and new video footage so that it can be easily searched. (This process will be created to be used after every internal production has part of

the internal production SOPs. This process will need to be user-friendly and something that can be taught to and maintained by student interns on an ongoing basis.)

Phase 3:

Train internal staff in the use of the identification records management process (developing a guide which can be shared with other departments to enlist student intern assistance with ongoing video database management.)

Develop and assist WHUT with pitching student involvement on an ongoing basis to maintain workflow process.

Evaluate existing workflow process and recommend tweaks, etc.

At the conclusion of the project, the resident will write a summary of their ten-month experience working with WHUT.

Resources Required for Project

1 Primary Mentor (Drayton)

3 Additional Mentors (Haj, Rukashaza, Moorland Spingarn rep-TBD)

1 Resident

Access to departmental staff who are responsible for delivering born-digital production elements to the archive

Office cube, computer

Project Context

Founded in 1980, Howard University Television (WHUT) was the first and only public station in the United States to be licensed and operated by a historically black college and university (Howard University). The station broadcasts reach over 2 million households in a 60-mile radius. The station endeavors to underscore Howard University's overall mission in its commitment to excellence, leadership, and public service. WHUT is a leader in broadcast communications, providing quality programming for the Greater Washington, DC viewing community. WHUT went on air on November 17, 1980 as WHMM. The name was later changed from WHMM to WHUT when those call letters became available.

The mission of WHUT television, the nation's only Public Broadcasting Television station owned and operated by a historically Black University, is to deliver educational, entertaining and intellectually stimulating multi - cultural and intergenerational programming to the public in the Metro DC region.

WHUT has long been a source of education, providing students of all ages with programming and teachers with tools to help them better educate America's youth. WHUT's goal over the past seven years has been to make public broadcasting's educational content more visible in the DC communities by increasing the number of times children ages 4 – 10 encounter PBS Kids programming and online games such as PBS Kids Island, Design Squad, Electric Company in their everyday lives.

Required Knowledge and Skills for Residents

The successful candidate must have strong communication 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 and Experience of Residents

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 and instruction, and have taken coursework in digital curation.

Ideally, the candidate will also have some experience with African American history and subject matter.

Post-Residency Project Integration Plan

WHUT will utilize the work flow process that includes the identification and ingestion of digital materials, particularly archived and new production materials, using the key list of criteria created in conjunction with Moorland Spingarn to continue to catalogue new video footage so that it can be easily searched. (This process will be created to be used after every internal production has part of the internal production SOPs.)

The guide, created by the resident will be used on an ongoing basis to train student interns to garner their assistance with maintaining this ongoing process. The guide will also be shared with other Howard University Schools and Departments to enlist student intern assistance with video database management.