New Jersey Public Broadcasting Authority
Meeting of the Archives Committee

July 24, 2013 at 10:00 a.m.

Lowenstein Sandler, P.C.
Conference Room and by Conference Call
6 Becker Farm Road, Roseland, NJ 07068

MINUTES
Cornell W. Brooks, Chair, Presiding

Minutes of the meeting of the New Jersey Public Broadcasting Authority ("NJPBA" or "Authority") Archives Committee (the "Committee") held at the Lowenstein Sandler, P.C. Conference Room, 6 Becker Farm Road, Roseland, New Jersey 07068, and by Conference Call on Wednesday, July 24, 2013, at 10:05 a.m.

1. CALL TO ORDER, OPEN PUBLIC MEETINGS ACT STATEMENT AND ROLL CALL

Chair of the NJPBA Archives Committee, Mr. Cornell W. Brooks, called the meeting to order. Chair Brooks read the Open Public Meetings Act statement as follows: In accordance with the provisions of the Open Public Meetings Act of the State of New Jersey, notice of this meeting has been filed with the Office of the Secretary of State, has been posted on the appropriate bulletin board maintained for such purposes by the Authority, and has been distributed by press release to two daily newspapers in New Jersey. Notice was made in advance of this meeting.

Chair Brooks then requested a roll call. NJPBA Archives Committee Members present and participating at the meeting were Cornell W. Brooks, Chair; Joseph Klett, Director, New Jersey State Archives; Robert Smartt, Member of the Board of Trustees of Public Media NJ, Inc. ("PMNJ") and Visiting Associate, Eagleton Institute of Politics at Rutgers University. Also present and participating were John Blair, Executive Director, NJPBA; Joshua Ranger, Senior Consultant, AudioVisual Preservation Solutions; Bob Males, Senior Special Projects Producer, PMNJ; Sarah Rosen, Development, PMNJ *(via phone)*; Rick Williams, Director of Engineering, NJPBA; and Nichol Gee, Office Manager, NJPBA *(taking minutes).*

2. WNET AND NJTV REPORT

Chair Brooks asked for a report from WNET and Public Media NJ, Inc. ("PMNJ") on the Robert Wood Johnson Foundation ("RWJ") grant. Ms. Rosen, Development, PMNJ, stated that the final narrative and finance report for the grant was progressing and would be completed for the grant's due date at the end of August. Ms. Rosen stated that the grants administrator who had been overseeing the project was leaving WNET. Ms. Rosen said she would be the contact person in the transition, and Ms. Winter Shank would continue as project manager for the grant.

Mr. Blair stated that the NJPBA had partnered with WNET and PMNJ to receive the grant from RWJ, and that WNET had engaged AudioVisual Preservation Solutions ("AVPS") for the project. He stated that AVPS hired a person to purge non-NJPBA assets from the New Jersey Network ("NJN") library. Mr. Blair explained that these assets were program tapes produced by other entities and for which NJN had received limited broadcast rights which had since expired. Mr. Blair stated that there were no legal obligations for the NJPBA to retain the tapes. He said approximately 15,000 tapes were removed, which cleared storage space in the library for NJPBA programming assets.

Mr. Blair stated that NJPBA would be interested in continuing the partnership with WNET and PMNJ for the next grant request. Ms. Rosen stated that WNET was open to managing another grant and there had been discussing ideas regarding the next request. Mr. Blair stated his appreciation for the work of WNET and PMNJ on the grant, and he stated that he believed the next phase of preservation would include tangible deliverables for NJTV.

Chair Brooks asked if the report due at the end of the August would complete this first RWJ grant. Mr. Blair confirmed that the report would complete the RWJ grant and stated that the Treasurer of the State of New Jersey and Chairman of Board of the NJPBA Mr. Andrew Sidamon-Erstoff had sent a letter to former Gov. Kean, who had helped facilitate the RWJ grant, to update Gov. Kean on the progress of the archives project as a result of the RWJ grant. Mr. Blair stated that the letter included information about NJPBA's participation in the Corporation for Public Broadcasting ("CPB") National Archive project, which would not have been possible without the inventory and database created by AVPS, which was funded by the RWJ grant.

3. AUDIOVISUAL PRESERVATION SOLUTIONS REPORT

Mr. Joshua Ranger, Senior Consultant for AVPS, stated that the final draft of the AVPS report under the RWJ grant had been completed at the end of June, and he referenced the summary of that report which was forwarded to the Committee in preparation for the meeting. Mr. Ranger reviewed the work conducted by AVPS, which included inventorying the NJPBA assets from November 2012 through March 2013, creating a database with more than 82,000 records of NJPBA assets, and purging approximately

22,000 non-NJPBA assets, which amounted to a review of approximately 105,000 items representing over 48,000 hours of content.

Mr. Blair stated that with the database created by AVPS, the staff could look up assets as never before. Mr. Ranger stated that the database was generated from information contained on the labels of the assets only and included photos taken of each object and any paperwork, such as rundowns, that were included with each one. Mr. Ranger said the searchable fields were based on the label information such as title, date, format, and length, but that information on the rundowns was not searchable. Discussion concerning how one could locate specific footage continued. Mr. Blair stated that the U-matic tapes were not playable at the NJPBA, so that content would not be accessible until the tapes were sent to a professional house with the skills and equipment needed to play and preserve the content. Mr. Blair stated that the oldest news programs were originally shot on film, with video on one reel and audio on the other. He said they would be synced for air, but that the segments or programs were not recorded complete. Mr. Ranger stated that a deeper level of description may be added to the database in the future. Mr. Blair suggested to Mr. Males that NJTV might have interns viewing digital files and adding descriptions in the future for content that may be of use to NJTV.

Mr. Ranger reviewed the risk assessment of the NJN Archive in the AVPS report. He stated that U-matic tapes presented the greatest risk for loss since they were at the end of their life span, followed by open reel formats due to age and loss of machines to play them. Mr. Ranger stated that DAT and miniDV formats, though newer, were also hard to play because they were not good formats, but there wasn't much content in those formats in the NJN Archive. Mr. Ranger reiterated that U-matic tapes were the most at-risk in the NJN Archive, followed by 1-inch tapes. He said newer formats were okay for the time being, but they would not be playable in ten years. Mr. Ranger said that Betacam tapes were shedding, but NJPBA had mostly BetacamSP tapes, not plain Betacam tapes. Mr. Ranger stated that prioritization should be based also on content, with news and finished programs taking priority, followed by original source footage, such as interviews and historic moments. There was a discussion about the various formats and types of content in the NJN Archive.

Mr. Blair stated that once content was digitized, it would be necessary to continue to migrate the preserved materials forward to newer formats every three to five years, and that this was something that would need to be planned for accordingly. Chair Brooks asked if this would affect how the content was preserved. Mr. Ranger confirmed that content should be preserved in the easiest format to migrate forward. He explained that the preservation masters would last longer, but that production and proxy copies would migrate more frequently.

Mr. Ranger said the AVPS report considered where the content would live and who would have access to it. Mr. Klett stated that some original materials would be worth keeping, even after preservation, while other formats would be less important. Mr. Williams stated that some tapes would only be able to be played one time. Mr. Blair stated that most end users would be satisfied with a proxy copy available for viewing,

while NJTV would require a higher level production copy. Chair Brooks stated that storage of the assets and access to the content were two different issues. Mr. Blair stated that NJPBA could not be the portal for the content in general, but that licensing the content for "more sophisticated users" would need to come from the NJPBA. Mr. Klett stated that the State Archives is working toward building an electronic archive, and it might be possible to include the NJN materials there.

Mr. Blair stated that the focus needed to be on preservation of the assets first, and it was necessary to set goals and priorities. Mr. Klett stated that the State Archives' goal was simply to preserve the assets such that they could be accessed by the people of New Jersey. Mr. Ranger stated that the State Archives may be the holder of the preservation copies while other partners may also assist with access. Mr. Ranger stated that priorities should focus on preservation, better inventory records, and better storage of the assets. Discussion of the necessary storage facilities ensued. Mr. Blair and Mr. Klett discussed the storage available at the NJPBA, State Archives, and State Records Center.

Chair Brooks thanked Mr. Ranger for the work of AVPS. Mr. Smartt stated that he was impressed with the content of the report and AVPS's understanding of the importance of the NJN materials. Mr. Blair stated that AVPS was terrific to work with and that he hoped to continue working with them in the future. Chair Brooks stated that the AVPS work was impressive.

4. EXECUTIVE DIRECTOR REPORT

Mr. Blair explained the CPB National Archive project. He stated that CPB began the project to digitize, preserve, and establish a permanent, national collection of public media at CPB's expense. Mr. Blair said that NJN had applied for the program shortly before the transition but had been rejected due to the uncertainty about the future of the NJPBA at the time. Mr. Blair stated that CPB had devoted 5,000 hours to the preservation of national content at the incarnation of the project, however due to issues with rights and clearances, those hours were being reallocated for local initiatives. Mr. Blair said that CPB offered NJPBA 1,700 of these 5,000 hours for digitization and preservation of the NJN Archives at CPB's expense, however NJPBA had to nominate the content to be preserved by July 10, 2013.

Mr. Blair stated that because NJPBA had the inventory and database created by AVPS, the staff was able to identify and nominate content per CPB's requirements. He said the priorities were based on the age and content of the assets, with 1,500 hours designated for the preservation of the most valuable materials from the earliest years of NJN, from 1971 through 1982, and another 200 hours were dedicated to materials featuring New Jersey governors, from Governor Cahill through Governor Christie. Mr. Blair stated that the governors' content included, among other things, coverage of speeches, interviews, debates, hearings and profiles.

Mr. Blair stated that the nominated assets would be boxed and shipped by NJPBA staff to CPB's chosen vendor, Crawford Media, in Atlanta, Georgia. Mr. Blair said materials were due in Atlanta in October. He said Crawford would create an archive copy that would be sent to CPB's "American Archive." Mr. Blair said CPB has chosen WGBH to manage the American Archive in cooperation with the Library of Congress, which will house the content. Mr. Blair stated that the NJPBA will receive production and proxy copies of the content from Crawford on hard drives, and that this content would then need to be transferred to NJPBA hard drives within 30 days of delivery. Mr. Blair said he would request funding from the NJPBA Board to purchase the necessary hard drives.

Chair Brooks asked about potential development opportunities that could result from NJPBA's inclusion in the American Archive project. Mr. Blair stated that he believed this would help solicit additional funds from RWJ.

There was some discussion about copyrights, licenses, and the role of AVPS in the American Archive project. Mr. Blair explained that the rights of CPB and the American Archive for use of the NJPBA content was bound by current copyright laws governing archives, which at this time meant that the content could only be viewed at the physical location where it was stored and could not be presented on the internet. Mr. Blair stated that CPB may request permission for that in the future. Mr. Ranger stated that AVPS was managing the data and process for preservation, that the content would be available online for station use only, and that this access could be used in presentations to potential funders. Mr. Ranger stated that WGBH has an online archive which could also be presented as a model.

Mr. Klett asked if inclusion of the NJPBA materials in the American Archive would exclude potential partners' use of the materials, such as the Eagleton Institute, who previously expressed an interest in the gubernatorial collection. Mr. Blair said that, on the contrary, participation in the American Archive project would facilitate making the materials available for partners. Mr. Blair stated that CPB had not yet made a public announcement regarding the roles of WGBH and the Library of Congress, but that he anticipated an announcement to be made possibly by winter.

Mr. Blair talked about the future of the NJPBA's digitized content. He said that Crawford Media provides a service to house, display and migrate content forward for an annual fee. Mr. Klett stated that it would be preferable for those services to remain within State government and not to depend on an outside vendor. Mr. Blair concurred.

5. DISCUSSION OF NEXT STEPS AND STRATEGY

Mr. Blair stated that Crawford Media would be sending preservation copies of the NJPBA content to the American Archive on linear tape-open ("LTO") cartridges, and that it would be possible for NJPBA to request LTOs also, for a fee. Mr. Blair stated that funding should be sought for the following:

- LTOs for NJPBA

- Development of a portal to view the digitized content
- Identification and digitization of footage important to NJTV

Mr. Blair discussed interest from various parties in the NJPBA collection. He stated that there were ongoing discussions with NJTV regarding the company's need for historic footage on various topics such as The Pinelands, Atlantic City, and other longstanding, New Jersey issues. Mr. Blair also stated that the *Images/Imagenes* collection was important to the Latino community in New Jersey, and that Rutgers recently agreed to continue the television series under the guidance of Isabel Nazario, Associate Vice President for Academic and Public Partnerships in the Arts and Humanities at Rutgers. Mr. Blair said he was setting up a meeting with Ms. Nazario and the show's producer, Willie Sanchez, to discuss a potential partnership. Mr. Blair stated that the New Jersey State Council on the Arts may want to revisit the *State of the Arts* content also because, although the Council made copies of all of the *State of the Arts* programs, those copies were not of archival quality. The Committee also discussed the interests of the Eagleton Institute and the *Due Process* team in the content.

Ms. Rosen stated that it may be necessary to have a person at PMNJ focused on the NJN Archives for fundraising and identification of important content beyond what Winter Shank could do in addition to her role at WNET. Ms. Rosen suggested that the next request for funding from RWJ might include a one-year contract for a person in this position. Ms. Rosen also noted that PMNJ had already asked RWJ for a $200,000 grant for programming on healthcare. Mr. Blair stated that the archive funding received from RWJ came through a special circumstance outside the normal RWJ grant process, and that therefore he did not believe the two were competitive.

The Committee discussed the transport of assets to Crawford Media and the availability of content during the digitization process. Mr. Blair explained that content would be shipped on pallets through a national, bonded transportation company selected by CPB, but the content would not be insured because it was not possible to replace it, per New Jersey's Risk Management office. Mr. Blair said that Crawford Media would receive the content and then work the materials into the company's workflow. He said that Crawford indicated that, due to the large volume of space the materials would use on their servers, Crawford would work to turn the materials around quickly. Mr. Blair said that if NJPBA could pay for second LTOs to be created at this point in the process, they would cost approximately $150, but that price would go up significantly if the creation of those LTOs occurred at a later time. Discussion continued regarding the means by which NJTV could access remaining materials. Mr. Williams stated that the equipment NJPBA had to digitize content was previously sent to WNET, so NJPBA no longer had that capability. Mr. Blair stated that a former editor for NJN may be interested in part-time work, which could be funded through a line-item on a grant, to help identify and access content for NJTV.

Mr. Smartt asked if the New Jersey 350th Committee was a potential partner. Mr. Klett stated that he was on the 350th Committee, and the anniversary activities were not being funded by the administration, but rather the 350th Committee was reaching out to

statewide partners to brand events as part of the anniversary celebration. Mr. Klett said the 350th Committee was also creating fifty-two (52), ninety (90) second spots featuring "this week in New Jersey history," but he didn't know where they would be shown. Mr. Males indicated that NJTV might air the spots, but he was not aware of them. Mr. Klett said he would follow up with the director of the spots.

6. PUBLIC COMMENTS

There were no further comments from any members of the public.

7. ADJOURNMENT

Chair Brooks thanked Mr. Blair, the NJPBA staff, and AVPS for their work on the NJN Archives. Chair Brook thanked everyone for their time and participation at the meeting and then asked for a motion to adjourn. Mr. Smartt made a motion to adjourn the meeting. Chair Brooks requested a voice vote. The motion was voted upon and approved unanimously. The meeting was adjourned at 11:41 a.m.