

# American Archive

## OF PUBLIC BROADCASTING

Primary Sources | Local and National TV and Radio Programs | Public Digital Archive  
<http://americanarchive.org>



### Library Communications Kit

Thank you for your interest in the American Archive of Public Broadcasting (AAPB) and for your support of public media's long-term preservation and access. The AAPB Library Communications Kit provides guidance on how you can make this high quality, historic public TV and radio archive a primary source resource for your community.

#### OUR PROJECT

The AAPB is a collaboration between the Library of Congress and Boston public broadcaster WGBH Educational Foundation to preserve and make accessible significant public radio and television programs before they are lost to posterity and provide a central web portal for access to the unique programming that public stations have aired over the past 70+ years. The AAPB collection of more than 50,000 recorded hours comprising nearly 85,000 digitized programs dates back to the late 1930s and is growing.

#### OUR RESOURCE

More than 30,000 of these programs are available online for the American public to access at your library or at home. The collection contains thousands of high quality programs that have had national impact. The vast majority of this initial AAPB content, however, consists of regional and local programs selected by more than 100 stations and archives across the United States that document American communities during the last half of the twentieth century and the first decade of the twenty-first. This extraordinary collection includes news and public affairs programs, local history productions, and programs dealing with education,

*A collaboration between*



LIBRARY OF  
CONGRESS

*and*



Media Library  
& Archives

science, music, art, literature, dance, poetry, environmental issues, religion, and even filmmaking on a local level. As such, the AAPB is an excellent resource for local history research, lifelong learning, family history, and as primary sources for k-12 teaching and education.

## THE VALUE

Many of these programs have rarely been seen or heard since they were first broadcast as long ago as over a half century. While the events, issues, and people described in many of these recordings have been documented in books and articles, watching or listening to these programs can add a dimension rarely found in written texts. Audiovisual material often has the ability to convey experiences and emotions more powerfully than the written word. The inflections, pauses, timing, shouting, singing, and quiet moments of reflection that mark these talks, cannot be completely revealed on the printed page. Neither can the passion, urgency, and often humor that enliven many speeches, sermons, and interviews. On-the-spot recordings of long ago can bring the immediacy of past events directly to listeners and views of today. In addition, these aural and visual testimonies add a wealth of detail often omitted from published accounts.

Public television has been responsible for the production, broadcast, and dissemination of some of the most important programs which in aggregate form the richest audiovisual source of cultural history in the United States. . . . [I]t is still not easy to overstate the immense cultural value of this unique audiovisual legacy, whose loss would symbolize one of the great conflagrations of our age, tantamount to the burning of Alexandria's library in the age of antiquity.

*-- Television and Video Preservation (1997), a Library of Congress report*

## SHARING THIS RESOURCE

We hope that you will share the AAPB with your patrons and communities. You can do this by:

- Adding the AAPB to your list of available library resources and databases.
- Sharing information about the AAPB on your library blog or social media.
- Including AAPB as a resource in your reference services.
- Incorporating the AAPB into your library instructional courses.

## LET'S COLLABORATE

We welcome feedback and suggestions for improving the archive for research and supporting education. **Please contact Ryn Marchese for inquiries and suggestions!**

[ryn\\_marchese@wgbh.org](mailto:ryn_marchese@wgbh.org)

## DESCRIBING THIS RESOURCE

Feel free to use this language when describing the AAPB:



### About the American Archive of Public Broadcasting

The American Archive of Public Broadcasting (AAPB) is a collaboration between the Library of Congress and the WGBH Educational Foundation to coordinate a national effort to preserve at-risk public media before its content is lost to posterity and provide a central web portal for access to the unique programming that public stations have aired over the past 70 years. To date, over 50,000 hours of television and radio programming contributed by more than 100 public media organizations and archives across the United States have been digitized for long-term preservation and access. The entire collection is available on location at the Library of Congress and WGBH, and more than 30,000 programs are available online at [americanarchive.org](http://americanarchive.org).

## AAPB LOGO

AAPB logos (<https://wgbh.box.com/v/aapb-logos>) are available in color and black and white, in a variety of designs (square letters, stacked – two versions, and wide), and in different formats (JPG, PNG, and EPS).

Please do:

- Post the logo on your websites, resource guides, blogs, print materials and social media

Please do not:

- Alter the color of the logo
- Change the size proportion of the logo

## EMBEDDING AND METADATA

Data from the AAPB is available in the public domain. If you would like to include AAPB records in your catalog, you can either copy the text from the record page or harvest the metadata via our API. Metadata is structured in MODS and PBCore.

API Documentation: <https://github.com/WGBH/AAPB2#api>

You can embed the AAPB video and audio player on your own website and blogs. See below for sample code to use on your site to embed the player:

```
<iframe src= 'http://americanarchive.org/embed/cpb-aacip_111-21ghx7d6'  
width='400' height="100%" style='border: 0;' scrolling="no"></iframe>
```

The highlighted text above is the AAPB Global Unique Identifier (GUID). You can replace this with a GUID for any item available online. To find the GUID for an item on our website, go to a record page and just copy the GUID that is appended at the end of the URL.

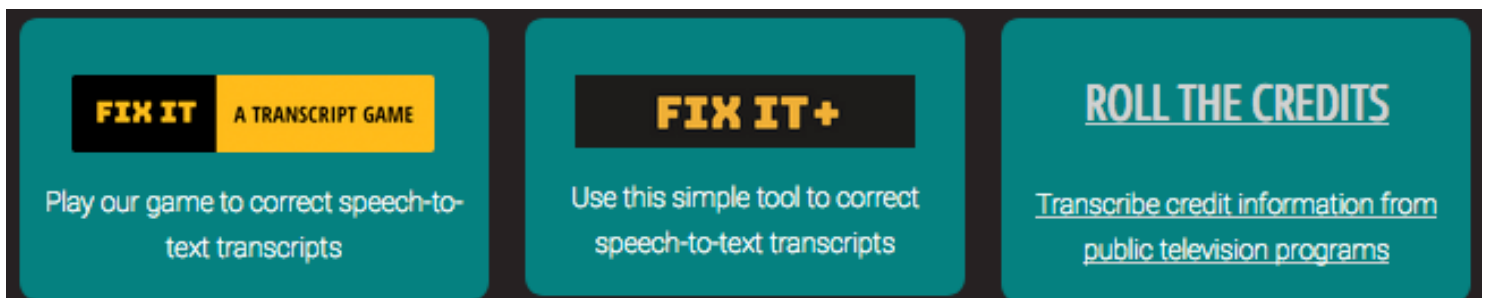
Here is an example, an interview with Robert Penn Warren:

[http://americanarchive.org/catalog/cpb-aacip\\_509-f18sb3xm](http://americanarchive.org/catalog/cpb-aacip_509-f18sb3xm)

#### WEBINAR on 'Accessibility of AAPB in Academic Libraries' with Boston Library Consortium

For more information on our background, the scope of the AAPB collection, and navigating the website, check out this webinar recording: <https://vimeo.com/258832568>.

#### 'HELP US!' crowdsourcing platforms for volunteers to help the archive



Volunteers can make historic public radio and television programs from across America easier to search and access. Help AAPB archivists by participating in any of our Citizen Archivist tools – [FIX IT](#), [FIX IT+](#), or [Roll the Credits](#)! Contributions will be made available in the metadata of the American Archive of Public Broadcasting.

More information: <http://americanarchive.org/#help-us>

## EXPLORE THE COLLECTION

There are multiple ways to explore the archive. Visit the AAPB [homepage](#) to conduct a search across the entire collection. Browse by topic, genre, state, or stations, as well as access Special Collections and Curated Exhibits:

[Online Reading Room and Advanced Search](#) – We provide a general keyword search as well as an advanced search. In our “Online Reading Room,” you can access all the content available online. Users can filter by media type, genre, topic, asset type, contributing organization or state, year, and access level. Using the access filter, you can expand your search to include material that is digitized but not available online, as well as material that is not yet digitized.

[Special Collections](#) - Some notable collections are featured in Special Collections. Each Special Collection landing page provides detailed information about the collection and its content, such as its history, creator, recommended search strategies, and related resources. Most of the materials described in the Special Collections are available online.



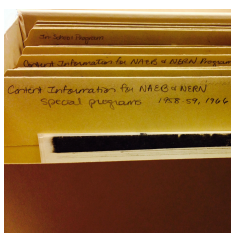
### **Interviews from Ken Burns' The Civil War**

Ken Burns' The Civil War Interviews Collection consists of eight full interviews conducted by Burns with historians, writers, and commentators concerning the history and politics of the American Civil War. The interviews were recorded on film by Ken Burns and associates between 1986 and 1988 as part of Ken Burns' award-winning documentary, *The Civil War*, which originally aired on PBS stations from September 23rd to September 27th, 1990.



### **Interviews from Eyes on the Prize**

The Eyes on the Prize I Interviews Collection consists of 127 raw interviews conducted with participants in the American Civil Rights movement, covering the years from the mid-1950s through to 1965. The interviews were recorded by Henry Hampton and the Blackside production company as part of the acclaimed documentary series *Eyes on the Prize: America's Civil Rights Years, 1954-1965*. The series originally aired on PBS in 1987.



### **National Association of Educational Broadcasters Collection**

The National Association of Educational Broadcasters (NAEB) Collection consists of more than 5,500 radio programs from the 1950s and 1960s, created by over 100 NAEB member stations. The collection includes radio documentaries, coverage of events



(hearings, meetings, conferences, and seminars), interviews, debates, and lectures on public affairs topics such as civil rights, foreign affairs, health, politics, education, and broadcasting. These broadcasts, mostly stemming from university and public school-run radio stations, provide an in-depth look at the engagements and events of American history, as they were broadcast to and received by the general public in the twentieth century. Interview subjects and/or program participants feature a “who’s who” of mid-20th century public figures, including Hubert Humphrey, Betty Shabazz, Robert Frost, Frank Lloyd Wright, Alistair Cooke, and Aldous Huxley.



### Woman Collection

The Woman Series Collection consists of 197 episodes of the Woman series produced by WNED in Buffalo, New York from 1972-1977. Woman was a half-hour public affairs talk show covering issues of interest to women. From 1973 - 1977, PBS syndicated the series, and each episode focused on a single topic with featured guest discussants. Guests included well-known and lesser-known activists, journalists, writers, scholars, lawyers, artists, psychologists, doctors and others such as Gloria Steinem, Dorothy Pittman Hughes, Betty Friedan, and Florynce Kennedy. Topics discussed on the show included women in sports, the Equal Rights Amendment, sexuality, marriage, women’s health, divorce, the Women’s Liberation Movement, motherhood, and ageism, among others.

[Curated Exhibits](#) - American Archive of Public Broadcasting staff and guest curators create exhibits of selected recordings that focus on themes, topics, and events of cultural and historical significance. In the exhibits, curators contextualize digitized primary and secondary source public television and radio materials. Topics include the Watergate Hearings, public broadcasting’s history, climate change, historic preservation, voices from the southern civil rights movement, presidential elections, protesting in America, and newsmagazines.



"Gavel-to-Gavel": The Watergate Scandal and Public Television



Speaking and Protesting in America



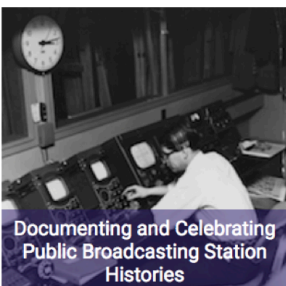
Structuring the News: The Magazine Format in Public Media



Voices of Democracy: Public Media and Presidential Elections



Climate Change Conversations: Causes, Impacts, Solutions



Documenting and Celebrating Public Broadcasting Station Histories



Voices from the Southern Civil Rights Movement



Protecting Places: Historic Preservation and Public Broadcasting