



## AAPB NDSR Final Assessment

**Host Mentor:** Sharon Drayton, Production Manager  
**Organization:** WHUT/Howard University Television (Washington, DC)  
**Resident:** Lorena Ramirez-Lopez

### Original Project Plan

As originally outlined in the project proposal, the WHUT/Howard University Digital Preservation Planning Project consisted of three phases.

**Phase 1:** During this two-month initiation phase the resident will become acclimated with working in a television broadcast environment, gaining experience working with multiple production elements (including digital video, audio and text) in a variety of digital formats. This experience was intended to 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 was to 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to accurately identify a video footage database management structure that would not only capture existing archived historical content, but also serve as a basis for inputting new digital content for use in multiple platforms; and (2) determine if an existing criteria used to catalog materials in the existing Moorland Spingarn library system can also be used to identify key video materials; and also initiate a discussion on what steps would need to be taken to provide access of this new digital database to the existing Moorland Spingarn library system, thus enabling WHUT to provide access to Howard University students, faculty and staff to 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 (via introduction by the designated mentor) will meet with a designated member of the Moorland Spingarn staff to determine if a key list of criteria (similar to the criteria used by the library system) can also be used as the basis to catalogue both existing and new video footage. (This process will be created to be used after every internal production as 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 was to lead a training session for internal staff to become versed 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.

### **Changes to the Original Plan**

The initial timeline of the WHUT/Howard University project delayed slightly due to a couple unforeseen factors: Early on in the project, I, as her mentor was out of the office a great deal including an extended three week period in October to deal with the illness and subsequent death of a family member; although other staff members stepped in to assist during that time, and Lorena is very resourceful, I believe that my inability to be fully present at that time caused a delay in gaining her access to crucial people and materials necessary to gain the information she needed to evaluate and initially move the project along.

Also, as I mentioned in our initial orientation meeting, “we don’t know, what we don’t know.” As a result Lorena spent a great deal of time reviewing and learning the multiple level of system integrations/interfaces that exist here at WHUT with regard to video production and storage. One of those main processes (Masstech) had a significant system complications that had to be repaired and took longer than originally anticipated.

Nonetheless, although there were a number of related projects/issues accomplished and we weren’t able to address the training component noted in the original project plan, we do believe we were able to successfully obtain a majority of what was needed to help us to move forward in a positive direction.

## **Project Milestones & Deliverables**

During her residency with us Lorena was able to accomplish the following:

***Accurate Identification and Detailing of WHUT Video Assets*** – In order to acclimate herself with various WHUT assets, Lorena also combed through our existing physical library, as well as reviewed and cleaned up our current digital assets (WHUT TV AAPB 2011) to create both a more user friendly database, as well as physically organized our library assets. In her research regarding accessibility, Lorena was also able to determine and assist WHUT with gaining access to digital assets which although were housed via the American Archive were not easily attainable. In addition, with the assistance of staff and interns, under Lorena's guidance we were able to re-organize the dingy, scary library space to one that is well-organized, user-friendly and actually as a small designated office space (ATTACHMENT 1), which had not been possible prior to her tenure with us. She also helped us rid and recycle over 200 video tapes which were duplicates or no longer viable as they were not WHUT rights-related programs, etc.

Also, on a related note, with Lorena's knowledge and insight we were able to assist Dr. Judi Moore Latta (a prominent HU scholar and Professor) with obtaining content for air on our sister radio station WHUR XM, which featured conversations with prominent HU staff and guests about a variety of topics, etc. The radio show found itself in a dilemma not having enough programming to complete its on-air schedule. Dr. Latta remembered a series of programs produced at WHUT which she had been involved in 20+ years prior. As a result they queried if they could gain access to these files, to re-edit and air these archival @Howard programs of historical significance. Lorena was able to assist us with identifying those programs which had been previously digitized so that the audio files could be pulled and re-edited for air via radio broadcast. This was accomplished under a very tight time constraint and was well received both by WHUR XM staff and the radio audience, thereby extending WHUT's reach to a previously untapped audience.

***Partnership with Moorland Spingarn*** – Early into Lorena's tenure with us we introduced her to Dr. Lopez Matthews who is the Digital Archivist at the Moorland Spingarn Library, which is part of Howard University's Library system. Lorena and Dr. Matthews met several times throughout her tenure with us and were able to discuss various methods that Moorland Spingarn had already been pursuing to develop *Digital Howard*, which is a digital reference library of Howard University assets. Gaining an understanding of what was already in development helped Lorena to determine if WHUT would be able to tap into the existing *Digital Howard* format and possibly expand the scope of reference materials available. Her collaborations with Dr. Matthews were beneficial to both parties as they were able to share various ideas and methodologies regarding digital asset management. It was later determined that the current existing *Digital Howard* system does not have the storage capacity to provide access to high resolution images or video footage from their own library assets and therefore would need to be upgraded significantly to accommodate WHUT assets, if and when any rights and clearance issues had been addressed.

***Digitization of 1" Tapes with NMAAHC*** – Through her resourcefulness and contacts with the Smithsonian's African American Museum of History and Culture (NMAAHC), Lorena was able to develop a partnership with NMAAHC which allowed her to visit the museum on a regular basis and use their equipment to digitize a series of 1" video tapes of WHUT/Howard University programs (approximately 10 to date) enabling us access to video footage that was previously unable to be reviewed or used due to the station no longer having access to useable 1" tape machines. The securing of these assets in digital form is a major cu and we're very grateful to Lorena for developing this relationship with NMAAHC for us. During this process Lorena also worked closely with one of our student interns, thereby providing her with a unique learning experience and access to processes normally not found within the stations realm of opportunities. Thankfully, Lorena will continue her relationship with WHUT as a volunteer, and this will be one of the projects she maintains during her tenure with us.

***Digitization and Preservation of WHUT 35MM Archival Slides*** – During one of Lorena's reviews of our library assets she came across a box of (800+) 35mm slides. Providing tutelage to a student intern on the preservation process, Lorena and the intern were able to clean, digitize and preserve the original 35mm slides so that they could be reviewed and accessed without damaging the existing content. The slides are a unique insight into the workings of WHUT in its initial stages (at least 35 years ago).

***Program Transcription*** – During one of our progress meetings, I had noted my frustration with not having access to program scripts for closed captioning. Noting my immediate need to obtain a digital transcript for a program which needed to be closed captioned Lorena researched, tested and was able to provide instruction to a student intern to assist us with the use of software which could provide a digital transcript to programs without scripts so that the transcripts could be provided to a closed captioning company to assist with captioning previously produced programs for potential re-air. Lorena's willingness to step in and assist, as well as document the process so that it can be taught to other student interns is an invaluable resource and will be added to the list of teachable methodologies here at WHUT.

The most recent example of using this new found service was Lorena's ability to provide Professor Murillo of the International Studies department with an electronic copy of a transcript and pdf files from the only DVD copy of a previously produced *@Howard – Latinos in America* program which had been lost from the WHUT archive several years ago. Lorena was able to not only provide Professor Murillo with the materials he required to share with his international community, but she was able to create a digitized copy of the program from a corrupted DVD so that we had at least a reference copy for our digital archive.

***Research and Development of a Naming Convention for Storing Digital Assets*** – During her tenure with us Lorena had several meetings with a number of individuals involved with various aspects of the life of a video program file. She met with several of our Broadcast Techs who were part of the pre and post production process (from camera and studio shoots to editing) to our Broadcast Services and Creative Services Associates to learn Protrack and track the development of program promos and how the edited program is inserted into traffic process to be scheduled and promoted. She also met with the Broadcast Operations Manager and Director of Engineering and Technology to learn the work flow process of a program from completed edit to on-air. As a result, Lorena learned a great deal regarding the evolution of

both local and national programs for broadcast at a local public television station. She was also privy to the various nuances of WHUT as not only a PDP station within the PBS network but also as a University licensee.

As a result she was able to assist us with the development of a naming convention workflow which will be implemented this summer to begin accurately filing all program assets (ATTACHMENT 2) for future review and use.

Unfortunately to get to this stage took longer than originally anticipated, and we were not able to test and implement this workflow prior to Lorena's departure, therefore she was unable to assist us with the development of a training process and manual that could be shared with students to gain their assistance with inputting this data for us. Also, after further discussion and review of what would be involved with this process we are re-evaluating who should have access to these materials for accurate input and identification. Further review and discussion needs to take place prior to opening this process up to non-WHUT staff.

### **Project Impact**

***Expanding the Digital Asset Management Conversation*** – Through our partnership with the Louis Stokes Medical Library we were able to introduce Lorena to their librarian/archivist who was very interested in efforts to digital materials for both preservation and ease of use. Lorena met on more than one occasion to share her insights on equipment and methodologies which we have heard was well received and helped to spark creative thinking in terms of pursuing other means to gain funding, etc. for the Louis Stokes system to pursue digitization of their assets as well.

***Station*** – The AAPB NDSR project gave WHUT the opportunity to reassess its prior archival practices and take a hard look at what methodologies currently exist and what needed to be developed to ensure that we can save WHUT's existing and current video assets for future generations. The main goal of a WHUT Archive is to preserve our current video collection to one day make it available to the general public (specifically Howard University staff, students and researchers) via a digital repository similar to the existing Digital Howard and the American Archive of Public Broadcasting. Lorena's presence has helped us to start the conversation and help us focus on developing user friendly practices to get us to our ultimate goal.

In the beginning of the project we had high hopes for what could be accomplished. Although our original plans may have seemed extremely ambitious we are pleased that we were able to elevate the conversation of digital archiving within our organization and ultimately with other departments within the University. As we've noted before "we didn't know what we didn't know." However, we now know that this is a project that must be continued to create and implement a file-based workflow that can allow our digital assets not only be preserved but accessed for future review and research. Because implementation of this kind of system requires significant investment in resources (both manpower and financial) and WHUT, like most public television and University systems has had to learn to do more with less, it is unknown at this time where these resources will come from. However, we will continue to look to potential grants, etc. to help move the project along.

## **Professional Community**

Through the release of WHUT's AAPB NDSR digital preservation plan, we hope that WHUT can serve as an example to other public media stations to see the value of organizing and preserving their archives and sharing their content with the public through the American Archive of Public Broadcasting. The information and examples learned through this grant process can prove to be an invaluable resource in helping both public media stations and audiovisual archives to begin thinking about how to start or reassess and improve their digital preservation practices. By sharing their experiences of completing these projects, the residents' blog posts and webinars will also help all archivists to continue to improve their digital preservation skills.



Empty	Rankin Chapel	HU Convocation	Misc. local programming	EVENING EXCHANGE		One-inch MISC.
Empty	Rankin Chapel	HU Convocation	Misc. local programming			One-inch MISC.
Empty	HU Hospital	HU Charter Day	Misc. local programming			One-inch Local programming
Empty	HU school of departments	HU Charter Day	Misc. local programming			One-inch Sports
Empty	HU school of business	HU Commencement	The Reading Club/ At Howard			Betacam SP Sports
On Africa	HU school of communications	HU Commencement	At Howard			Betacam SP Jazz - music
A	B	C	D	E	F	

One-inch MISC.  
The Reading Club

I

Office

News

historical

H

Emmy Awards

Newsvision/  
Campus News

Capstone  
Spotlight

PBS

G

## **Naming Conventions for local programming**

### **WHUT video editing**

1. Local programming studio recording  
PROD\_whatever\_show\_or\_project\_and\_maybe\_episode\_number
2. Local programming field recording There isn't one for WHUT
3. Local programming ProTrack final
  - a. NOLA\_season-and-episode\_package-type\_NOCC
  - b. NOLA\_season-and-episode\_package-type\_CC
  - c. For more naming conventions for the final version of local programming, please refer to Broadcast and Engineering.

### **Current workflow:**

Editors can distinguish which files come from the studios because it has PROD in the beginning. There aren't any for field recordings, but they have their own way of naming and organizing files, which is fine since they can find their assets if the final product can be done in a standardized manner.

### **Recommendations:**

The following is a possible naming conventions for the files and projects for local programming that will air at WHUT.

To maintain consistency with the production workflow and video collaboration, WHUT requires controlled vocabulary for certain . Developing vocabulary for generation of digital is essential to setting a groundwork for accurate identification and cataloging.

The point of the following controlled vocabulary example is to allow creation and easy modification of these terms. Here are some other resources that production and media companies use:

Open Metadata Registry: [metadataregistry.org/concept/list/vocabulary\\_id/147.html](http://metadataregistry.org/concept/list/vocabulary_id/147.html)

BAVC preservation glossary: [www.bavc.org/preservation/resources/preservation-glossary](http://www.bavc.org/preservation/resources/preservation-glossary)



Example: date_project_location_event_type-version.extension-file			
Naming convention	Example	Description	Staff responsibility
[record] date	20170504	Year-month-date Full year-double digit-double digit No spaces The date when the footage was recorded on	Editor
Project	RNSH ARTICO	NOLA code Project title The official NOLA or project title that will be on documentation (like budget or legal work)	Administration (producer and/or manager)
Location	NMAAHC Hirshhorn	The proper spelling and title of the geographic location	Administration
Event	broll interview	The type of event will come from a controlled vocabulary list that WHUT staff has created. Below are some recommendations	Editor (but agreed amongst WHUT staff)
Type	source edit	The type refers to which step in the production workflow the digital asset is in	Editor
Version	001	The number/version of the project sequence. There can be multiple revisions and edits	Editor

- Do not use periods, colons, commas, apostrophes or other illegal characters.  
Only underscores \_ or dashes -
- WHUT staff needs to communicate changes and problems to the team. If administration changes a working title, some sort of documentation like a one-sheet or clear email needs to be circulated.

Controlled vocabulary	
Event: the type of recording	
broll	Supplemental footage
studio	Recordings in WHUT studios such as studio C and D
interview	One-to-one discussion with questions
performance	Can be broken down to what kind of performance such as dance, concert, festival, but some form of entertainment
panel	One-to-many or Panel-to-audience discussion
workshop	Group of people engaged in discussion and activity on a particular subject or project (ie. education/outreach events)

Type: refers to which step in the production workflow the digital asset is in. NOTE: It was commented by editors that there should be an indicator for which camera	
a-cam	This will mostly be used with studio
b-cam	This will mostly be used with studio
source	This is raw footage
edit	This is the edit or draft
final	This is to help keep track which digital asset is the final product for broadcast. ProTrack and MassTech has at least two different final products: (1) Video segment with closed captioning; (2) Video segment without closed captioning
At times, media and production companies would use take and then break down into shot types (close-up, extreme close-up, crowd, cutaway, etc.) I don't know if that would be necessary or wanted in this type of workflow. Such keywords could be added as metadata. Another vocabulary list and images can be created – if not for the workflow, it can be used as a teaching aide for students.	