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Preservation of Historical Video Archives

Iowa PBS is where Iowans' stories are told. Our noncommercial, public-service mission has enabled our statewide network to cover Iowa's history in the making. Elections, inaugurations, Condition of the State addresses, the papal visit and many more uniquely Iowa stories have been captured by the camera lens and are now stored in Iowa PBS's vault. Over the last 50 years, as technology advanced so did the recording platforms used to document and store this history: film, videotape and today's hard drives and computer code.

The media itself is aging. Some film and videotape files have deteriorated and may already be past salvage. The equipment necessary to transfer these old formats to digital files is increasingly hard to come by, has no commercial technological support and the professionals who can service them are quickly leaving the workforce. Because Iowa PBS's legacy is also Iowa's legacy, the swift preservation of these historical archives is crucial to educators, to historians, and to all Iowans.

Iowa PBS's **Market to Market** program, the longest-running agribusiness news program in America, is one of the archives at risk. It includes lessons learned from the agriculture recession of the 1980's, the flood of 1993, and the bin busting years in between. **Iowa Press** has set the standard for public affairs programming in Iowa since 1971. Countless lawmakers, policymakers and newsmakers have been invited to its table to discuss important issues of the day since the very first Iowa caucuses. Other valuable archives include great college wrestling tournaments and thrilling state high school sports championships. Cultural offerings range from Simon Estes' stirring bicentennial solo at the Iowa State Capitol to the Iowa State University Maintenance Shop (M Shop) performances.

A fraction of these important historical moments were captured and digitized during the network's 50th anniversary in 2019. However, the vast majority of the broadcast archives, including some raw footage that has never been televised, remains inaccessible due to its aging format and platform.

It is imperative that Iowa PBS restore and preserve these important moments in Iowa's history. Aging video tape requires expert cleaning and treatment so it may be digitized and catalogued. Preservation requires a skilled archivist to convert analog files to digital files, verify valid copy and broadcast rights and permissions, catalog and ultimately manage the digital archives. This investment will result in a web based platform accessible to the public, ensuring these historical archives are not lost to future generations.

Therefore, Iowa PBS respectfully requests \$100,000 for a qualified archivist to restore, catalogue and preserve Iowa's historically important visual archives in FY22.

Iowa PBS is committed to serving all Iowans through the delivery of quality, innovative media and services that educate, inform, enrich and inspire Iowans.