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## **Preserving and Opening Iowa PBS's Historical Video Archives - Phase 3 Budget Request**

Iowa PBS remains committed to its noncommercial, public-service mission and to documenting Iowa's history and history in the making. Over the last 50 years, Iowa PBS's video journalists have produced more than 55,000 hours of film and video now preserved in the library. The network archives include uniquely Iowa stories of presidential and papal visits, historic floods and storms, iconic landscapes and architecture, and countless cultural gems like the Decorah eagles, All-State Music and six-on-six basketball.

**Phase 1:** In 2021, Iowa's 89<sup>th</sup> General Assembly recognized the imperative for swift action to restore and preserve the oldest and most at-risk of Iowa PBS's historical archives. Legislators approved and the Governor signed a \$100,000 appropriation to hire a qualified archivist to catalog historically important videos, assess and prioritize archival needs and digitization costs, research capability and cost of a delivery platform, and develop a plan to share historical content online with researchers, educators and students. Approximately 136 hours of content were digitized (mostly in house) over the last year. Iowa PBS is now requesting the necessary funds to move to the next phase of the project plan.

**Phase 2:** Iowa PBS believes opening the archives to the public meets its mission to educate, inform, enrich and inspire Iowans. In order to share this content in a way teachers, students and Iowans may easily find and view content of their interest, a digital asset management system (DAM) is required. A DAM with ample asset storage, organization and management tools would allow for a searchable, online platform where Iowans would be able to watch locally produced content for the purposes of research, education and enjoyment. This platform would include locally produced content with verified online rights, copyrights and legal permissions.

**Therefore, Iowa PBS respectfully requests \$172,494 as Phase 3** and recommended in the Governor's budget request to pay for the annual fees associated with the DAM and closed captioning; backfill for a full time employee (FTE) to support the digital archivist in preserving, cataloging, tagging and digitally storing archival and newly produced content; and in managing an online platform through which Iowans may access Iowa PBS productions.

In summary, Iowa PBS's legacy archives are Iowa's legacy. The vast majority of these archives are currently inaccessible due to aging formats and platforms. The swift preservation of these visual assets is crucial to educators, to historians and to all Iowans. The investment of a DAM will result in making Iowa PBS archival content accessible to the public via a web-based platform for purposes of research, education and enjoyment, ensuring the archives are not lost to future generations.

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