



**Oregon Public Broadcasting**  
**Request for Proposals (RFP)**  
**The American Archive Pilot Program**

**Overview:**

The Corporation for Public Broadcasting (CPB) created the American Archive Pilot Program in response to the growing urgency to preserve and provide access to Public Broadcasting's audio and visual heritage at risk of deterioration. Oregon Public Broadcasting is managing and administering the Pilot Program. This RFP is open to all CPB-qualified public radio and television stations.

The Pilot Program seeks to create a representative digital collection of Public Broadcasting television and radio content, and to implement standard processes for digitization, preservation, and distribution.

The American Archive Pilot Program seeks locally produced television and radio content covering the Civil Rights Movement (90%) and programming produced in conjunction with the Ken Burns THE WAR series (10%). The Pilot Program will be divided into two phases: Phase I: The Discovery Phase, and Phase II: Preservation.

The Pilot Program will be divided into two phases. Phase I: The Discovery Phase, and Phase II: Preservation. OPB will fund up to \$10,000 for Phase I per qualifying station, and up to \$100,000 for Phase II per qualifying station, with a total investment of up to \$3,000,000.

**Release Date:** Friday, April 3, 2009

**Closing Date:** Friday, May 1, 2009 - 5:00 PM (Pacific)

To access the RFP and Online Application Form please visit the American Archive Pilot Program site at <http://americanmediaarchive.org/application/>

Please submit proposals electronically on or before the closing date.

OPB reserves the right to reject proposals submitted after the closing date.

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**American Archive Pilot Program  
Request for Proposals**

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April 3, 2009

Oregon Public Broadcasting (OPB), in consultation with The Corporation for Public Broadcasting (CPB), invites proposals for Phase I and II of the American Archive Pilot Program (AAPP) in accordance with the information and guidelines within this announcement.

**1. Purpose**

The purpose of this solicitation is to request proposals from public television and radio stations for the collection, coding, digitization, and possible restoration of existing content relating to 1) the Civil Rights Movement and 2) local content produced in conjunction with Ken Burns, *The War* series. Stations may apply and will be considered for both Phase I and Phase II of this project based on the eligibility guidelines specified below.

**2. Background**

The purpose of the American Archive Pilot Program is to serve as a model of a distributed and integrated network of content produced by public television and radio.

Ultimately, the American Archive will be designed to be used by the general public, educators, broadcasters, researchers, and academia. The American Archive is both a preservation and a distribution system, which shares the public service orientation and mission of the public broadcasting system.

The American Archive in its anticipated final form will further the mission of public broadcasting by unlocking the artistic, scientific, social, and political heritage of our communities embedded in the programming created by and for public broadcasting and its audience. It will also redefine how public broadcasting communicates with the American people and will facilitate the effective use of digital media, which will extend the life and usefulness of the content in perpetuity, and provide access to content relevant to an increasingly diverse audience.

Specifically, this solicitation is for the American Archive Pilot Program, which will collect a subset of historically relevant television and radio content associated with the Civil Rights Movement (90%) and with local content produced in conjunction with the Ken Burns, *The War* series (10%). Station Content most valuable to the Pilot Program will be original Content produced at the time events occurred (as opposed to Content produced about historical events) The goal of the project is to help CPB identify the issues and challenges associated with the collecting, tagging, digitizing and storing/archiving of public broadcasting content as it relates to the implementation of a full Archive, which could ultimately include thousands of hours of content—both completed programs and raw content—reaching back as many as seven decades.

The AAPP is designed to develop a solid understanding of the systematized processes needed to identify, collect, code, digitize, and in some cases restore, public broadcasting's deteriorating collections of local TV and radio content. While serious archiving efforts are taking place within public broadcasting, they are fragmented and lack a standardized technical process or archival approach.

Through this initiative, OPB will gather information from local public broadcasting TV and Radio entities around the issues and challenges associated with identifying, collecting, coding, digitizing and making content available to the American people, and present recommendations to CPB on how to address the challenges when implementing a full roll-out of the American Archive. In addition, OPB will create a cost analysis report for CPB to determine the monetary parameters associated with archiving. Stations selected will be asked to submit detailed process and financial information to contribute to this report. OPB will also develop a working prototype of the American Archive that includes digitized and tagged content from participating stations.

After selection of Station Participants, and before Phase II (more info below), OPB, along with program partners, will host an orientation and training seminar in Portland, Oregon. The seminar will cover preservation strategies and metadata standards, clarify best practices in assessing Content's historical significance, provide guidelines for interpreting rights and restrictions, review project deliverables, and provide guidelines for budgeting and reporting within the parameters of the American Archive program.

### **3. Scope of Work**

The project will last three to six months and will be divided into two phases. Phase I will run approximately one month, and Phase II approximately three months.

#### Phase I: Discovery

During Phase I of the project, participating Stations will identify and catalog locally produced public broadcasting TV and/or radio content (Content) associated with (either or both) the Civil Rights Movement (from approximately 1954-1975) (90%), and Ken Burns, *The War Series* (10%). Content sought for the Pilot Program includes original audio and film of either finished programming or the raw back-up content gathered when producing radio or TV programming. Content must have been produced, compiled, recorded and/or shot by the Station, and may include interviews, outtakes, documentaries, news, raw footage, and other content not necessarily included in a broadcast program. Content produced for national broadcast is outside the scope of this project.

During this phase, Stations will document the identified Content, the format (e.g., film, 3/4 inch tape, two inch tape, reel-to-reel, digital formats, etc.), and the current technical condition of the physical Content, as well as the rights associated with the identified Content.

Major deliverables for Phase I include:

- An inventory of identified content to be restored (if necessary), digitized, and coded, and an updated cost analysis and budget for the work to be performed in Phase II;
- Preliminary assessment of rights and restrictions relating to Content identified
- Periodic status review meetings with OPB;
- Project status report; and
- Financial reports using budget template (available on the American Archive Pilot Web site)

## Phase II: Preservation

Phase II of the American Archive Pilot Program will include the coding, digitization, and, where necessary, restoration of Content to be included in the American Archive prototype. Stations that have successfully completed Phase I and are chosen for Phase II will be required to:

- Add metadata in accordance with standards set by OPB/CPB via the dedicated American Archive portal;
- Provide proxy for streaming audio and/or video;
- Provide server space for streaming audio/video (either in-house or out-of-house);
- Provide source information including rights and usage permissions (or explain lack thereof) associated with the Content; and
- Contribute to lessons learned documentation throughout the process through narrative reports, as well as online updates using designated project web site.

Major deliverables for Phase II include:

- Workflow plan for preservation of approved Content;
- Coded, digitized, restored, and archived (Content accessible through the designated portal using PBCore as the metadata standard);
- Financial reports at designated intervals using assigned budget template; and
- Narrative reports at designated intervals inclusive of relevant information that will contribute to the lessons learned documentation.

## **4. Contract**

Stations selected to participate in the project (Phase I and II, or Phase I only) will be required to enter into written agreements with OPB (subject to CPB approval) substantially similar to the Sample Station Agreement (available on the American Archive Pilot Web site).

## **5. Term**

The projected duration of Phase I is approximately one month (work to be started after agreement is signed by both parties), and Phase II is approximately three months. The grant term will vary from Station to Station, however the cumulative project term for both Phases will run from July 15, 2009 to December 1, 2009.

## **6. Responsibilities**

To create the deliverables outlined in Section 3, the Station participants will:

- Ensure that the work is performed efficiently and properly in accordance with the project's proposal, scope of work, budget, and timeline;
- Provide financial reports and comply with all contractual terms;
- Document, using designated forms, the process of identifying, collecting, coding and digitizing Content throughout the term of this project;
- Verify the rights associated with the Content;
- Participate in orientation and training conference, email, webinars, and project website; and
- Work with OPB and CPB to disseminate lessons learned throughout the public broadcasting system.

## **7. Total Award Information**

The total awards to Stations will vary, and are up to OPB's discretion based on evaluation of relevant factors, as outlined in this RFP.

- Phase I -- Discovery: Up to \$10,000
- Phase II -- Preservation: Up to \$100,000

## **8. Project Timeline**

OPB anticipates making 30-35 grants for Phase I and 20-25 grants for Phase II, although the number will vary depending on the number and quality of applications.

- Grant notification will be made by June 15, 2009, and funding will be available at that time

The grant term will vary from Station to Station, but generally will run from July 15, 2009 to December 1, 2009.

## **9. Proposal Application and Submission**

Application deadline: May 1, 2009

## **10. Eligibility Requirements & Selection Criteria**

All applicants must explicitly state their acceptance and agreement to the general terms outlined in the sample Station Agreement (available on the American Archive Pilot Web site) as applicable. Individual Station applicants will receive awards of up to \$10,000 for Phase I, and up to \$100,000 for Phase II, although amounts will vary based on the number and quality of applications, and amount of actual Content to be inventoried and preserved. In addition to meeting the conditions listed in Station Agreement, to be selected Stations must:

- Demonstrate that the organization is a member of the public broadcasting TV or radio (or both) system;
- Demonstrate proven track record in project management;
- Identify internal or external resources and capacity to manage the contractual agreement;
- Demonstrate that the organization has the basic infrastructure and ability to manage and provide financial records related to contractual agreement;
- Demonstrate that the organization has possession of relevant content from one or both of the identified Content categories (Civil Rights Movement and Ken Burns *The War* series); and
- Have some preliminary experience archiving their own Content, OR show that they have a compelling and vested interest in becoming fully involved with this project.

Special consideration will be given to applicants that have original Content produced at the time events occurred (as opposed to Content produced about historical events).

Application reviewers, when making their recommendations regarding Station selection in the American Archive Pilot Program, will also take into consideration CPB's requirement that Station participants include a broad representative group of public radio and television stations, including station size, location, and licensee type.

Stations selected for Phase II may be requested to supply more information about their financial systems.

## **11. Application Review**

Applications will be reviewed by OPB, CPB, and external reviewers.

## **12. Conditions of RFP**

This is a request for proposal, and therefore does not imply acceptance into the American Archive Pilot Program. If a proposal is selected for funding, applicants will be required to sign a binding agreement (see Sample Station Agreement on the project Web site). Until both parties have signed an agreement, no express or implied commitment has been made to provide financial support. Applicants are not authorized to commence work, they do so at their own risk. No oral or written statement other than the written and signed agreement will govern or modify the relationship.

## **Online Proposal Submission**

**PLEASE NOTE: This application must be submitted online on or before May 1, 2009 by 5PM (Pacific time). At that time applicants must also submit via email the proposed budget and one-page resumes of key personnel that will participate in the project to [cstimac@opb.org](mailto:cstimac@opb.org).**

To access a working template of the Online Application Form in Word format, the Sample Station Agreement and the Budget Template please visit the American Archive Pilot Program Web site at <http://americanmediaarchive.org/application/>

The Online Application Form can be found at:

[http://www.surveymonkey.com/s.aspx?sm=icLHQvmZMjbHeJcWBCdgDQ\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=icLHQvmZMjbHeJcWBCdgDQ_3d_3d)

OPB reserves the right to reject proposals submitted after the closing date.

Questions and comments should be submitted via email. Please submit all questions to: [cstimac@opb.org](mailto:cstimac@opb.org)

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