



ARKANSAS EDUCATIONAL TELEVISION NETWORK

Moving images and sound capture a moment in history in a way that no photo or written word ever can. They alone have the ability to immerse a viewer into that world and make tangible the past.

Christie Brocchus, AETN
Special Projects Producer

ARKANSAS EDUCATIONAL TELEVISION NETWORK

EXECUTIVE SUMMARY

This study looks at a statewide public television network that values its programming for the history it contains and the financial resources it generates. AETN is committed to keeping its programming assets. A relatively simple database makes it easy to acquire information from producers to keep the data current and the materials accessible for re-use. Simple and straightforward policies are regarded as beneficial by producers and management alike.

The network has created a collaborative program with the Arkansas Center for Oral and Visual History at the University of Arkansas to make selected AETN materials more widely available to the public. This partnership benefits both the station's and the University's mandates to provide information to the public.

This station, with limited resources, has utilized simple systems to maximize its assets.

INTRODUCTION

Larry Ross, the current chairman of the AETN Commission, was horrified to discover that many early programs produced by the network were not saved. Ross's father had been in a band in the 1970s and 1980s that appeared on *The Minor Key*, a weekly AETN series that showcased the state's musical talent. Ross assumed that his personal history as well as other programming produced by local television stations was being preserved. Like others, Ross didn't realize that local history, as recorded on local television, is often fading into obsolescence or being thrown away. The station's growing awareness of this problem led to current policies and practices.

This study looks at a statewide public broadcasting network that has made a commitment to keep its archival materials and to work with the state university to provide access to a wider audience. Re-use, revenue, and intellectual control are the main issues discussed in this study.

BACKGROUND

In 1954, the Arkansas Educational Television Association (AETA) was incorporated as a voluntary association to furnish nonprofit and noncommercial educational television broadcast service to the state of Arkansas. AETA produced a children's educational television series of fifteen-minute programs, which was broadcast live by the commercial ABC affiliate KATV/Channel 7 in Little Rock. AETA became AETN and licensed KETS in Little Rock late in 1966 to become Arkansas's first educational television station. In 1973, the construction of a network of transmitters and translators connected by microwave relay was approved by the state legislature, providing educational television to the entire state of Arkansas from the state-wide network's headquarters in Conway.

AETN's mission is "to offer lifelong learning opportunities to all Arkansans; to supply instructional programs to Arkansas' schools; to provide programming and services to improve and enhance the lives of Arkansas citizens; and to illuminate the culture and heritage of Arkansas and the world."

AETN currently produces 120 or more hours of new programming each year at its main facility in Conway. Programs over the years have covered many topics and reflect varied interests. In 1984, Arkansas Week debuted. The show still provides the state's only prime time, in-depth public affairs program about issues affecting Arkansas. Arkansas Outdoors is a monthly recreation series that is shot totally in the field and covers the range of hunting, fishing, hiking, camping and outdoor cooking. Its producer also created a weekly studio show, Talkin' Outdoors. Other programs include Aging Successfully with Dr. David (a twenty-seven-part health series), arts and performance specials several times a year, and public affairs coverage of the legislature and governor. AETN employs approximately 100 people.



Three in-house media libraries serve AETN. One is the Traffic or Broadcast Library and one is kept by Learning Services, which produces nonbroadcast materials. The third is the Production Video Library (PVL), the subject of this study. AETN staff have informally discussed combining the three libraries, but physical space and time are limiting factors for such a project.

The PVL is in a separate room in the main facility that is outfitted with high-density shelving. The environment is relatively cool and stable, but there is no regulated climate control.

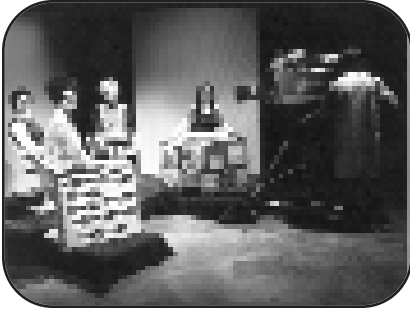
CONTENT

AETN began operations in the mid-1960s, but only a few self-promotional materials survive from that era. The decision to start an organized program of saving materials was made and implemented in 1985. Many of the pre-1985 shows were studio-based live broadcasts that were not recorded. Some of the notable names from programs in the archive are Bill Clinton, Sam Walton, and Sarah Caldwell. All are native Arkansans.

Ray Nielson hosted the Good Times Picture Show, a series that aired from 1988 to 1993 and showed movies from the 1940s and 1950s. Nielson conducted telephone interviews with several hundred actors, directors, and others associated with the movies before they aired. More than seven hundred of these audio interviews exist; each is cataloged as to talent, date, and movie. These include Gregory Peck for Twelve O'clock High and Douglas Fairbanks, Jr., for Sinbad the Sailor, and are examples of national or international treasures that are sometimes found in local television collections.

In addition to its own videotapes, AETN has acquired a library of more than a thousand tapes from the Arkansas Game and Fish Commission, which produced programming for broadcast over AETN. These will be reviewed for content value and either added to the PVL or discarded.

AETN has won several Emmys. Among its award-winning shows are "Edge of Conflict: Arkansas in the Civil War," and "Precious Memories: Our Vanishing Rural Churches." "He Loves Me Not," an examination of an abusive relationship, garnered a Gracie Award. Formats in the collection include 1", 3/4", Beta SP, a few Digibeta and DV, as well as 1/4" audiotapes from The Good Times Picture Show. There are more than three thousand 3/4" and two thousand Beta SPs. All older 2" recordings have been migrated to 1". A set of very well organized production files,



transcripts, legal files, credit lists, broadcast logs and releases augments the media materials. The commitment to getting all tapes into the database is real and the process continues.

SELECTION

AETN has no formal, written selection policy. It is up to the producer of each show to determine if materials should be considered historical or useful for future productions and to identify them for preservation. These selections become part of the PVL. As a matter of course, shows in a non-final stage, unmixed masters, promos for aired shows, music dubs, and third party materials are not retained.

AETN employees have made a concerted effort, driven by shrinking storage space, to cull the collection and remove those tapes currently stored in the PVL that meet the above selection criteria, (e.g., unmixed masters). As of early 2003, they had reviewed and selected about three thousand of the more than eight thousand tapes in the archives. Unmarked tapes are left for station employees to screen and identify. The station is small enough and committed enough to saving its material to make this casual, undocumented selection process work. It is this commitment to preservation, as well as time and effort put in by the staff, that allows AETN to save this historical Arkansas material for future generations.

INTELLECTUAL CONTROL

As of early 2003, approximately five thousand tapes in the archives had been entered into a searchable database using the askSam program. The fields are searchable by key word, number and Boolean strings (letters or numbers in a logical sequence). A simple but very serviceable layout for data entries streamlines the process. The videographer or another designated person in the field fills out a paper copy, using descriptions that range from very simple to very specific. Next, one of two designated people enters the records into the database. To control input, data entry is limited to two people.

As soon as a server is made available at AETN, a stand-alone computer will house the current database and will be available for searches by station personnel. The station is also testing ways to capture some video in each entry. (See Appendix for sample field)

Without the network's commitment to describe this material in an effective and controlled manner, the network would be unable to re-use it for cost-saving or revenue-generating purposes.

AGREEMENT

While the AETN archive is primarily a self-contained unit at the network headquarters, the station has had some very positive interaction with the Arkansas Center for Oral and Visual History in the Special Collections area at the Library at the University of Arkansas. The Center has received videotapes and transcripts from AETN's Men and Women of Distinction series. The straightforward agreement between the two entities covers transfer of the physical property but not copyright. (See Appendix for copy of agreement) This mutually beneficial transfer of materials is a way to make historically significant information more widely available for scholarly research. Both partners expect this initial transfer to be the beginning of more collaboration between AETN and the University of Arkansas.

REVENUE AND RE-USE

The PVL receives a number of requests from outside clients. With Bill Clinton's rise to national prominence, there was a great deal of interest in his local history. Revenue from outside sales ran about \$10,000 per year during the Clinton presidency. Normal revenue is about \$4000 per year. Clients, which range from national and international customers to local nonprofit institutions, have access to a published rate card. (See Appendix for copy of rate card and sample agreement) Any revenues generated assist in offsetting operating expenses at the station. As with all stations that keep materials for re-use, AETN cannot quantify the cost savings from this practice, but re-use does provide a valuable way to economize. For example, cooking segments from the Arkansas Outdoors series have been re-versioned to create ninety-minute fund-raising specials without a great deal of added production costs. Often-used location shots (e.g., of the State Capitol) are re-used rather than going to the expense of sending a crew out to reshoot.

CONCLUSION

This study demonstrates that a station – particularly one whose local area is quite large – has discovered that having an organized production archive can be cost effective as well as a resource for new production. Simple systems and procedures do not interfere with the production process. In addition, AETN's active collaboration with the University of Arkansas helps to insure that the local public television heritage of Arkansas is being preserved and made accessible to a wide audience.

BOX NUMBER: 4436

DATE SHOT 10-17-96

LOCATION: Mt. Darg

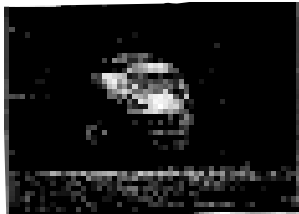
TITLE OF THE PROGRAM: An Arkansas Autumn
(no 16)

NO: 17

NAME OF THE PRODUCER: C. Brochus

VIDEOCHAMBER: C. B

KEY WORDS: Socio, Green & Gold, spooky the



...itten, Jack-o-lantern, horse, barn, hay,
RED BELLIES, Hay 74 North (Good)

DESCRIPTION OF THE SCENES: Scenes for An Ark. Autumn

BOX NUMBER 4208

DATE SHOT: May 95

LOCATION Ozark

TITLE OF THE PROGRAM: Underground Arkansas

021

PRODUCER: Dale Carpenter

KEY WORDS Rain, Whiteblossom, clouds,
sunrise, sunset

DESCRIPTION OF THE SCENES: scenic view



ARKANSAS EDUCATIONAL TELEVISION NETWORK

DEED OF GIFT

I, Dr. LARRY JAGGERS
 the undersigned donor(s) hereby give, donate and convey to the University of Arkansas,
 Fayetteville for the University Libraries the following:

VIDEO TAPINGS

Valuation by donor, \$1,000.00 NOTE: IF \$5,000 or above, an independent
 appraisal is required by the IRS.

These materials will be accessible to all persons qualified to use the Special Collections
 Division of the University Libraries according to its policies and procedures, subject to
 the exceptions stated below:

The Arkansas Educational Telecommunications Network (AETN) acquires these
 materials to for the University Libraries for such scholarly and educational uses as the
 director of Special Collections shall determine. This gift does not preclude any use of the
 materials for AETN programs. The transcripts and videotapes may be quoted for
 publication with appropriate citation given, however AETN retains copyright of the
 videotaped materials. Requests to reproduce the videotaped AETN programs, either in
 part or in whole, for non-research or non-educational purposes is prohibited without the
 written consent of AETN and must be obtained through AETN's Director of Production.

AETN agrees to allow the University Libraries to re-format or digitize the transcripts of
 the presentation purposes or for the library's website. AETN agrees to allow the
 University Libraries to make permanent copies of the videotapes, however they may
 not be digitized for the website. If the University Libraries deems the materials
 significant to the needs of the Special Collections Division or the general library
 collection, these materials must be returned to AETN.

Date: 11-23-06

Signature of Donor
 LARRY JAGGERS
 Director, Arkansas Educational Telecommunications Network
 418 University Avenue, Conway, AR 72034
 501-682-2388

Date: _____

Signature for the University Libraries

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Arkansas Educational Television Network - AETN is a non-profit organization. For more information, contact the AETN Director of Production at 501-682-2388 or visit our website at www.aetn.org.
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Revised By
Carole Adams

JAN 23 2001

January 3, 2001

Re: AETN Archival Video Use

Dear Alice:

This letter will confirm the transaction which Arkansas Educational Television Network ("AETN") has agreed to permit master-broadcasters wavy (mbc) to produce and distribute a program presently entitled "Hillary's New York Adventure" (the mbc Program) containing approximately 21 segments of material excerpted from the video owned by AETN and archived in its Production Video Library (the "AETN video") and previously used in the mbc production, "the dilemma: a marriage of power" which aired on the Channel 4 Network.

1. The mbc Program will be made available for all forms of standard and Non-standard World Wide Television distribution, plus promotional concept rights, for 10 years. Additional rights may be secured at a later date.
2. mbc will not distribute any footage from the AETN video except as such footage is embodied in the mbc Program and then only as a part of the mbc Program distributed in its entirety as set forth in Paragraph 1, above.
3. Provided that mbc is not in breach of this Agreement, mbc shall have the right to distribute for 10 years the mbc program as set forth in Paragraph 1 above. Upon breach of this agreement, AETN shall have the right, upon thirty (30) days written notice to mbc, to terminate mbc's right to distribute the AETN video.
4. **Indemnification.** Each party will indemnify and hold the other party, its affiliates, and respective employees, officers, and agents harmless and defend the other party against any claims, liability, damages, legal proceedings, actions or expenses arising out of breach of any of the representations and warranties contained in this Agreement.

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5. AETN hereby warrants that copyright in the footage is vested in AETN and that it has the right to grant the rights herein licensed.

6. In exchange for the above terms, you agree to pay the ADMINISTRATION FEE of \$500 per-screen used and give on-screen videography credit to the Arkansas Educational Television Network (AETN). Total amount due to AETN is US\$1,475.

If the foregoing is acceptable, please arrange for signature on behalf of you in the space provided below and return to me, whereupon this will become a binding agreement between you and AETN.

Further, you will also find a separate invoice for the total video cost. AETN appreciates your business.

Sincerely,

Carol Adams
Director of Production

ACCEPTED AND ACCEPTED:

Wesley Barndough CEO

Tim Barndough Manager

Date Jan 6, 2001

ARKANSAS EDUCATIONAL TELEVISION NETWORK

Tim Barndough Executive Director

Date Jan 9, 2001

C: Barndough Hollaway

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WHEELABILE PAUL - PLUM LYNDEN - WEE - WIFE WYLANDER - WYFF 12/7/2000 - WFLA TAMPABAND
Bosque Street #1044944 - Dallas, TX 75226 - 214-358-0200 - Fax 214-358-1188



SUMMARY AND ACKNOWLEDGEMENTS

These studies represent a range of current practices used by stations and archives working to save the American local television heritage. They are meant to be used as guides, lending language and procedures to stations and other archives that want some practical models. They will not be ideal for everyone but they contain plentiful information that will aid in crafting new donor agreements, licensing agreements, and rate cards. They also provide some good basic information on elements of cataloging that can be adapted for local station or archive use. The documents in each appendix were provided by the stations and archives as a public service and do not constitute a legal endorsement by AMIA.

The Association of Moving Image Archivists intends to continue serving as an information clearinghouse and idea generator for those who want to advance the cause of local television preservation. Their web site at www.amianet.org can be visited for resources and periodic updates on what is being done.

The Local Television Task Force, a group within AMIA, would like to thank the National Association of Television Arts and Sciences for their gracious and able assistance in reaching television leaders. It also acknowledges the help of the Library of American Broadcasting, the Corporation for Public Broadcasting, and the National Association of Broadcasters Education Foundation.

The National Historical Publications and Records Commission funding enabled this project to pursue these studies. Our gratitude also goes to all those participants who took valuable time and effort to make these studies a success.

