

CBC/RADIO-CANADA ARCHIVES WEBSITE

Digital content & tools for your
library



RADIO | TÉLÉVISION | INTERNET

Introduction



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- During the summer of 2001, the Department of Canadian Heritage approved a joint proposal from the CBC and its French counterpart, Radio-Canada, to create a Web site which would highlight selections from its radio and television archives and make them available online

Introduction, con't



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- ❑ In a few short months, technical, editorial and archival teams in Toronto and Montreal, along with assistance from CBC's regional archives across the country, were operating in high gear
- ❑ Together, they auditioned thousands of hours of programming dating back to the creation of CBC's predecessor, CN Radio, in 1927 and the birth of CBC Television in 1952

Introduction, con't



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- ❑ With the launch of the CBC Digital Archives website - and its French counterpart, les Archives de Radio-Canada – your clients can listen and view generations of journalists, technicians, performers, politicians, artists and people from every walk of life who have left their mark on programs and broadcasts recorded somewhere among the millions of tapes, discs, films, documents and artifacts that fill the CBC/Radio-Canada archives

Introduction, con't



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- ❑ The CBC/Radio-Canada Digital Archives Web site project was founded on three principles
 - Inform
 - Enlighten
 - Educate
- ❑ Though the primary audience is educational, the site was designed and built with every Canadian in mind. Even if your client is not an educator, they will still find something of interest when browsing this unique perspective on Canada's history

Introduction, con't



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- ❑ Although Canadian Heritage initially funded the project, CBC and Radio-Canada have absolute editorial independence on its content
- ❑ Canadian Heritage funding ended in 2009
- ❑ Currently the news divisions in Montreal and Toronto are responsible for the project

Editorial Decisions



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- Who decided the respective sites' scope and content?
 - Two committees, from Radio-Canada and CBC
 - Held monthly dialogue where they searched for duality, to find similar topics in French and English
 - One can access and use a topic from both interpretative lenses
 - Websites provide links to view topics covered by CBC's as well as Radio-Canada's vision of each topic
 - EX - Smoking in Canada or the October Crisis

Editorial Decisions, con't



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- ❑ Prior to 2009, CBC/Radio-Canada had to provide business plan to Canadian Heritage
- ❑ Had to generate 100 topics per year that would exemplify the duality mentioned above
- ❑ Once topics were agreed upon, then the task was to go into the vaults and look for material
 - Topics were not chosen based on holdings, but subject duality

Editorial Decisions, con't



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- With each category the goal was to entertain and educate with archives
 - Not just a virtual vault
 - Items on site have been selected and organized to articulate various views of the chosen topics

Website Search Features



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- ❑ Keyword searches as well as advanced search
 - Allows phrase and all words searches
 - Limit by topics, media, guests and CBC personalities as well as educational activities for teachers
 - Tools for educators that suggest topics for different grade levels and a proposed lesson plan
- ❑ Also contains a link to search for this story on the Radio-Canada website
 - Provides increased story and topic access for your clients
 - Emblematic of a unified integrated Corporation

Scope and Content, CBC Digital Archives



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□ Website features - Categories

- Can search by subject categories like economy, arts, health, politics, etc. but also features links to sub category identifiers within each subject heading
 - Allows you to direct your client to more specific subjects
- Some links will direct you to single stories, others to topics with date ranges
 - EX – Politics – All inmates can vote
 - Single story, but once we click on link we see a section called ‘Also from the Archives’, with links to thematically connected stories from a different topics, as well as links to topics such as ‘Voting in Canada’
 - EX – Society – Lost Heritage, Canada’s Residential Schools
 - Date range, and clips from radio and television stories
 - Also contains a link to similar topic on Radio-Canada’s website
 - Presents links for teachers, highlighting educational activities organized by grade level
 - This directs your researcher to the ‘For Teachers’ section, to be outlined later on in this presentation
 - Also provides link to CBC website, directing your researcher to CBC In-Depth section, and links to relevant official external websites

Website Features, con't Categories



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- Each topic features a date range as well as media – some have just radio, television or a combination of both
 - Can limit hits to media type when searching with your client
 - Also contained tabbed information providing story synopses, did you know? trivia facts and credits key personalities
 - Information for each story within topic
 - Can scroll through radio and television stories in topic
 - Mostly Canadian new and current affairs stories, but also what CBC might have covered as major international stories
 - Stories that were current when they aired, but also retrospectives or anniversary stories
 - EX - Arts & Entertainment, Film, Tax credits revisited for Canadian filmmakers
 - EX – War & Conflict, Second World War, 50 years after Kristallnacht, November 8 1938

Website Features, con't Programs



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- ❑ Arranged by first program title letter
- ❑ Presents media types and clip quantities
- ❑ Also presents a brief description of program, with link to site on CBC Archives website – National as well as regional programs
 - EX – The Journal, 210 television clips, “The Globe and Mail once called it one of the best current affairs programs in the world...”
 - Occasionally entire show, sometimes just a clip
 - EX – Morningside, 151 radio clips, “...Gzowski’s compelling interviews put prime ministers and hopscotch champions on equal footing...”
 - EX – 1ST Edition and 24 hours, supper hour newscasts from Halifax and Winnipeg for Nova Scotia and Manitoba, respectively
- ❑ Contains sometimes selected clips, sometimes entire programs
- ❑ Also contains a mix of national and regional programs, in terms of scope and content

Website Features, con't

On this Day



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- ❑ Important national and international events, organized by calendar month and day
- ❑ Starts with today's date
- ❑ EX – Headliner event for this day, and other prominent stories
 - May 6, Chunnel opening, 8 cent chocolate bars and Miracle Mile race in Vancouver
- ❑ Can use calendar to search for other dates

Website Features, con't Great Interviews



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- ❑ Contains interviews with Canadian and international personalities interviewed on CBC radio and television programs
- ❑ Contains similar features as the other modules on the site, including 'The Story', 'Did You Know', 'Credits' and 'Comments'
- ❑ Can toggle search through thumbnails under audio or video clip
 - User can scroll through titles to see what they make like
 - More of a browse feature rather than a more directed search
 - However, in the 'Credits' section one can link to the program, and move to the show's space on the archives' website

Website Features, con't Guess Who?



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- ❑ Features audio and video clips, without initial credits
- ❑ 'The Story', features trivia clues
- ❑ 'Did you Know', tells who the personality is, with giving more background information
- ❑ While this section is more trivia rather than research, one can locate the clip through the 'Search' field
 - EX – if one performs a search for 'Lorne Greene', one will find his 'Guess Who' clip, but cannot find this clip through subject or keyword searches, except if one searches 'Bonanza' for instance
 - With this section, best to scroll through and see if the featured personality might discuss something that your client may need, like a World War II national news broadcast
 - Search may be a bit laborious, but might be worth browsing to find a clip that might be of use in other ways besides finding information on the person speaking
 - EX – Lorne Greene clip is a National News bulletin

Website Features, con't

Days to Remember



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- ❑ Can browse through radio and television programs, on this day calendar, great interviews with national and international personalities, a guess who? section where one can guess the guest
- ❑ Days to Remember section
 - Features a daily timetable from various points in the Corporation's history
 - What one might hear/see in a day, with linked to stories that have been digitized
 - Also features a snapshot of the Corporation on the year featured, including the services it provided

For Teachers



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- ❑ On this section of the site you will find educational materials for Grades 6-8, Grades 9-10, and Grades 11-12. These materials were created to complement many of the topics posted on the Web site, and include five lessons per topic, divided by grade level.

For Teachers, con't

Overview of educational materials



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- ❑ You will find ideas for incorporating CBC's Radio and TV archives into your client's classroom along with lesson plans and activity sheets, which cannot be downloaded
 - They are guidelines for your client
- ❑ Many but not all of the archival topics have corresponding educational material
- ❑ Educators from across the country have created the lessons to meet the needs of teachers and students. Some activities are appropriate for all age groups. Others are grade-specific

For Teachers, con't What we Provide



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□ Introductory Activities

- Engage students in exploring the topic to get a sense of the content, with one or more focus questions in mind
- Typically, this type of activity has students online for a short period of time
- The ensuing class discussion allows students to share their discoveries and interests, and promotes further exploration

For Teachers

What we Provide, con't



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□ Assignments

- Most of the activities are assigned a grade-level range (Grades 6-8, Grades 9-10, Grades 11-12)
- To complete these tasks, students will need to spend more time exploring the topic, and possibly beyond it
- These activities can be completed in one or two days and students will find most of the information they need within the topic site

For Teachers

What we Provide, con't



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□ WebQuests

- Each topic includes a WebQuest, an activity that encourages the use of the topic as well as other web sites
- It is often a cooperative task that results in a more significant piece of work from students, one that reflects the processes of research, revision, and completion of a final version
- Many WebQuests target a specific grade level although some WebQuests are suitable for all grades levels

For Teachers

What we Provide, WebQuests, con't



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- ❑ All activities include the following information
 - What grades are appropriate for this material
 - How long it will take to teach this topic
 - Activity summary and purpose
 - Materials you'll need to teach this activity
 - Additional resources including Internet links and bibliographies
- ❑ Each activity includes suggestions for introducing the task, questions your client can ask to promote discussion and reflection, and ideas and tips for extending the task beyond the site

For Teachers

What we Provide, con't



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□ Projects

- The For Teachers section also includes a number of Projects, longer-term activities that tie in to several CBC Archives Website topics at once
- Projects are similar to Assignments in terms of layout and ease of use, but are more intensive and result in a "culminating" type activity of a higher order. Where Assignments usually last one class period, a Project could require up to two weeks
- All projects come with handout and student evaluation guidelines

For Teachers

What we Provide, con't



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❑ Assessment Suite

- Our For Teachers section also offers an Assessment Suite of assessment pages and rubrics
- These tools are designed to assist teachers and their students as they work with the materials presented in the thousands of files presented on the CBC Digital Archives site
- They cannot be downloaded or reproduced for the classroom, and cannot be altered
 - Serve as evaluation guidelines

For Teachers, con't Tips for Classroom Use



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- ❑ Whether your client has a single computer in their classroom or a computer per student, they can successfully integrate the CBC Radio and Television Archives Web site into their classroom
- ❑ To maximize website access and use, your client will need a computer with Internet access, preferably high speed to view video

For Teachers

Tips for Classroom Use, con't



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- ❑ Before assigning online work to the students, your clients should familiarize themselves with the content and make sure that it is appropriate for their students and course expectations
- ❑ The activities on the site vary, and can be used to cover entire units of study or to supplement individual lessons or research projects

For Teachers

Tips for Classroom Use, con't



RADIO | TÉLÉVISION | INTERNET

- ❑ Website suggests directions if educator has one computer, or multiple computers in classroom

For Teachers Assessment Suite



RADIO | TÉLÉVISION | INTERNET

- ❑ Designed to assist teachers and their students as they work with the materials presented in the thousands of files presented on the CBC Digital Archives site
- ❑ Provides grading forms for teachers, which suggests methods of evaluation when using CBC's archival materials
 - EX – Debates, Internet Research, Group Work Rubrics and Video/Audio Analysis Sheet, etc.

For Teachers, con't



RADIO | TÉLÉVISION | INTERNET

- Can limit search by project type and grade level
 - All Types
 - Introductory activity
 - Per topic, there is a description for how students may start project, and states its purpose
 - EX – Pierre Trudeau, first impressions

For Teachers, con't



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- ❑ As we can see the site presents many aims for different levels, all with comprehensive level-appropriate directions and grading forms guidelines
- ❑ Provides excellent tools and guides for teachers, from project assignment start to finish, as well as suggestions for external sources in various media such as print and film

Virtual Tour



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- ❑ Provides a tour of CBC's archival operation, featuring various roles and functions from preservation to the role of a librarian, should your client take keen interest in what we do as a corporation
 - Mostly features what the archives at CBC Toronto does in terms of holdings and preservation projects

Tools



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□ Your Archives

- Your client can organize their favourite content on the CBC Digital Archives website
- Create their own personal bookmarks to save links to clips, folders and educational activities
- They are then able to access their collection from any computer simply by entering their username and password
- Takes the idea of a mobile archive a step further because they can access their favourites from our collection from any computer with internet access

Tools, con't Podcasts



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- ❑ Your client can also add podcast to their iTunes or other podcasting software, to listen to CBC Rewind programs
- ❑ Not featured on CBC Archives website, but provides increased access to archival material, usually topical with today's current events

Scope and Content Radio-Canada



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- ❑ Site's architecture mirrors CBC
- ❑ Your client can navigate through the various search features and tools outlined above, as with the CBC Archives website
- ❑ While both sites may link various stories together, this site's strength lies in Quebec and more specifically Montreal history
 - Also contains many topics related to francophone culture and issues surrounding the French language in Quebec

Scope and Content

Radio-Canada con't



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- ❑ Specific examples of subjects unique to this site
- ❑ Expo 67 Portal
 - Cannot underestimate how this event contributed to Montreal's identity
 - EX – Les 40 ans d'Expo 67
 - Nostalgia site where former Expo employees as well as media production staff reminisce about their time at Expo
- ❑ Olympiques 1976, un an avant
- ❑ Website has focus on Quebec post-war cultural production
 - EX - L'imaginaire de Michel Tremblay
 - Quebec playwright, 1964-2003

Scope and Content

Radio-Canada con't



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- ❑ Other site specific examples
 - ❑ Gilles Vigneault chante son pays
 - Quebec poet and singer
 - ❑ Gabrielle Roy, la passion d'écrire
 - Francophone writer born in Manitoba
 - ❑ La vraie nature de Gilles Carle
 - Filmmaker from Maniwaki who worked in Montreal
 - ❑ Une île, un métro
 - Tracks opening and subway use over the years

Scope and Content

Radio-Canada con't



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□ Other site specific examples, con't

- La Revolution tranquille
 - Outlines Quebec's 'modernization' after 'la grand noirceur' under Premier Maurice Duplessis
- Haiti, un pays a la derive
 - Stories about Haiti's political history
- Des journalistes racontent la Seconde Guerre mondiale
 - Not specific to this site, but stories focus on Quebec and francophone experience of the Second World War

Scope and Content

Radio-Canada con't



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□ Programs

- Point de Mire
 - News program hosted by Rene Levesque
 - Focus on international news and current affairs
- Miettes de notre petite histoire
 - Post-war radio program focusing on Montreal history
- Reflets d'un pays
 - Television program reflecting Radio-Canada's regions

Scope and Content Radio-Canada con't



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□ Pour les profs

- Organized in a similar way as CBC site
- But focus is on French Canadian culture
 - Maurice Richard
 - Gerald Godin

Advantage of a Digital Archive



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- ❑ Increased access and use for your client
- ❑ Researchers are not spatially limited when using media library
 - From researcher's point of view, one can access library materials from practically any internet connection, globally
 - Even if your client happens to be away from their home location, or is unable to visit the archive vault then can still consult media documents for their research needs

Advantage of a Digital Archive, con't



RADIO | TÉLÉVISION | INTERNET

- Fonds and Collection Interconnectivity
 - From an institutional point of view, we can link various items, stories, topics and subjects across different platforms
 - We can connect radio and television items from different times and spaces under various subject canopies

Advantage of a Digital Archive, con't



RADIO | TÉLÉVISION | INTERNET

□ Fonds and Collection Interconnectivity

- A television or radio clip does not have to be limited, reduced or relegated to its original physical form, as a unique sound or visual object stored in a single vault at a specific location
- The clip, as a cultural object, now proceeds to a second life online where it can continue to take on new cultural meanings, when thematically linked with other stories into a virtual subject heading

Advantage of a Digital Archive, con't



RADIO | TÉLÉVISION | INTERNET

□ Fonds and Collection Interconnectivity

- In a physical archive or library, one would have to pull individual items and select the required item as needed, potentially from an exceptionally large number of tapes or discs, with different items on them
- Contrarily, in a digital archive, this process of selection is already done, saving the client's time as the times have already been pulled, isolated and organized into various subject areas

Advantage of a Digital Archive, con't



RADIO | TÉLÉVISION | INTERNET

□ Fonds and Collection Interconnectivity

- Additionally, the same news item might already be linked to various subjects
 - EX – when one searches for ‘museum’, one finds a story from 1995 on Montreal’s Biosphere, which used to be the American Pavilion for Expo 67
 - This presents more visibility for the item, when linked to various subject, searchable by keyword
 - Also, potentially directs the researcher into topics they previously might not have considered
- Works as a browse feature, where one see the item somewhat independently of its original context or provenance

What we do in Ottawa



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- Team usually staffed with nine Media Librarians
 - Two music librarians who work semi-independently from the rest of the team
 - The rest of the team can interchange and pinch hit for each other, at least for backfill
 - However we each have our specialties
 - Two librarians archive the stories from the Parliamentary Bureau, one works in English one in French, but they still work as a team
 - The same tape is shotlisted and catalogued in both official languages by each librarian

What we do in Ottawa, con't



RADIO | TÉLÉVISION | INTERNET

- ❑ One librarian specializes in regional English radio and television
- ❑ Four librarians work on French regional news, as well as stox
 - This includes TJ Ottawa-Gatineau, TJ Ontario (provincial news program broadcast out of Toronto, but covers news in French for the entire province), French regional radio, STOX editing and cataloguing

What we do in Ottawa, con't



RADIO | TÉLÉVISION | INTERNET

- Work we share as a team
 - Research requests from internal clients
 - Regional and national bureaus, French and English, from our newsroom and across the corporation
 - Have a research schedule so research work is distributed evenly and fairly among team
 - The night shift, on a rotational basis
 - 12pm to 8:15pm

What we keep in Ottawa



RADIO | TÉLÉVISION | INTERNET

- ❑ A DVD copy of regional news shows as a permanent archive, with supers (what went on to air) for reference as well as for the legal department
 - These generally don't leave the archive
- ❑ Betacam copies of the show tapes, for two months

What we keep in Ottawa con't



RADIO | TÉLÉVISION | INTERNET

- ❑ Edit packs contain television news stories that are clean feeds, with no supers (titles indicating reporter's name, event location, etc) that are good for rebroadcast
- ❑ We only keep the items produced out of Ottawa by our production staff
 - Stories aired in Ottawa with a provenance from another region/centre are generally kept in that region, so they don't go on our edit pack
 - We're trying to avoid duplication – if one item originates from Toronto but is broadcast during the Ottawa regional program, then it's kept in Toronto so at least one copy can be fed to different regions in the country as needed
 - This applies equally for the regional and national bureaus

What we keep in Ottawa con't



RADIO | TÉLÉVISION | INTERNET

- ❑ Edit packs will contain cut news stories with reporter stand-ups as well as voice-overs
 - Former has interviews with people involved, as well as reporter speaking to camera holding microphone
 - Latter will usually be a 20 or 30 second series of shots illustrating a script (copy) read by show host
 - Traffic accidents – one might see smashed cars, police cars, paramedics on scene
 - On the edit pack, one will just see the images with ambient sound from the event
 - But on the show tape, one will see these images, perhaps the ambient sound, but will also here the ‘voice-over’ of the show host explaining the event
- ❑ Parliamentary edit packs are slightly different
 - Contain reporter-led items, as well as speeches and scrums with cutaways, and walking shots
 - Speeches and scrums are usually by ministers and party leaders
 - Cutaways contain images of the event shot with a second camera, where we might see the back of the minister or leader’s head and shots of the crowd.
 - Walking shots show a party leader or prominent government figure (Parliamentary Budget Officer, ex) on their way to a meeting or perhaps to the House of Commons before Question Period

What we keep in Ottawa con't



RADIO | TÉLÉVISION | INTERNET

□ Parliamentary edit packs, con't

- Many of these shots could be used if a producer requires a specific quote by a minister or prime minister
 - Currently, we catalogue everything Stephen Harper says, but the other party leaders may not get as much attention
 - We might just catalogue the questions by reporters if there's a scrum, in the case of Layton for instance
- Or, a producer may use a walking shot or cutaways to identify an event in the past
 - Ignatieff Town Hall in Hamilton during 2011 Federal Election campaign

What we keep in Ottawa con't



RADIO | TÉLÉVISION | INTERNET

- ❑ For both regional and national edit packs, Items are found through cataloguing, where we identify timecodes, key personalities and subject headings, as well as an item synopsis
- ❑ Language skills as well as knowledge of news and current events are paramount for cataloguing, as one must be able to use a variety of keywords in order for a researcher to locate a story, or a story item that might suit their requirements

What we keep in Ottawa con't



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□ STOX

- Usually a collection of images edited by us from a field tape
- When a reporter shoots a story, they will shoot a great deal more than just what they need for their two minute item
- We look at their unedited tape and make a 'stox' item

What we keep in Ottawa con't



RADIO | TÉLÉVISION | INTERNET

□ STOX

- A cut item of varying lengths that explores a specific subject from various angles
 - Can be used if a reporter doesn't have time to shoot fresh images, or is unable to
 - EX – story on health care
 - If a reporter has shot images in a hospital, they will usually use that occasion to shoot anonymous doctors conferring with anonymous patients
 - Images are general enough to use in various contexts

What we keep in Ottawa con't



RADIO | TÉLÉVISION | INTERNET

□ STOX

- We also have to evaluate if we can cut the raw field tape into something coherent that can be used in a variety of contexts
- If this is possible, then it's worth cutting and putting on a stox compilation tape, and keeping it for the long term in the vault
- We also look for images that can be used in various seasons (early spring and late fall look almost identical)

What we keep in Ottawa con't



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□ HOLD series

- Temporary holdings specifically for the Parliamentary Bureau
- Contains items that might be of need to its producers
- Follows reporters 'beats' but not items that we would need to keep in the Ottawa archive on a long-term basis
- Keep press conferences, scrums as well as stox

What we keep in Ottawa con't



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□ HOLD series, examples

- Stox of medical isotope production at Chalk River
- Stox of dockworkers in Montreal who are locked out
- Excerpt clips from Obama speeches regarding need to pass health care bill

What we keep in Ottawa con't



RADIO | TÉLÉVISION | INTERNET

□ HOLD series, examples

- Exterior shots of International Criminal Court in The Hague
 - Early spring,
 - But contains shots of Chief Prosecutor Luis Moreno Ocampo
 - Came in as a feed from Associated Press
- Hearings and testimonies from various inquiries
 - Air India
 - Oliphant

What we keep in Ottawa con't



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□ RADIO

- All regional programming in English and French
- We don't keep cut items, but entire airchecks
 - Items are found through cataloguing, where we identify timecodes, key personalities and subject headings, as well as a synopsis
- Airchecks are kept of CD for preservation and client access

Conclusion



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- ❑ The CBC/Radio-Canada digital archives are valuable research tools for your library
- ❑ Primary goal is to educate about Canadian history through news and current events
- ❑ Accomplished through browsing topics, shows as well as learning modules
 - Allows users with various levels of knowledge regarding Canadian history to access and use our archival holdings in order to explore and learn Canadian history as well as how the national broadcaster reported on international events

Conclusion, con't



RADIO | TÉLÉVISION | INTERNET

- ❑ Succeeds in providing views of Canadian history and current events from two of its historical lenses
 - Radio-Canada
 - CBC
- ❑ The digital archive is emblematic of an integrated, unified, bilingual public broadcaster, providing a window to Canada's culturally rich and diverse history