



Corporation
for Public
Broadcasting

Request for Proposals American Archive Metadata Initiative Manager (MIM)

I. Objective

The objective of this RFP is to solicit proposals to be the American Archive Metadata Initiative Manager ("MIM") more specifically described below. Over a period of approximately 12 months, the MIM will manage and facilitate metadata efforts for the American Archive.

Working in close coordination with CPB staff, the MIM will manage all metadata components from multiple projects and stages of the American Archive. The ultimate goal of the MIM will be to prepare a robust and malleable collection management system (CMS) to form a foundation for the permanent American Archive infrastructure.

Release Date: Tuesday, February 8, 2011
Deadline: Tuesday, March 8, 2011 - 5:00 PM (EST)
Project Officer: Stephanie Sapienza
Corporation for Public Broadcasting
401 Ninth Street, NW
Washington, DC 20004-2129
Phone: 202-879-9759
Email: ssapienza@cpb.org

II. Background and Overview

The American Archive is an ongoing initiative to find, preserve, digitize and eventually support the distribution of valuable local radio and television programming produced by local public radio and television stations that is at risk of being lost. In January 2009 CPB launched a one-year pilot program geared to build a working prototype of the Archive focused on the U.S. civil rights movement and the stories developed around Ken Burns' series "The War". The project was managed and successfully completed by Oregon Public Broadcasting (OPB) in February 2010.

In March 2009, CPB's Board of Directors formed the American Archive task force and approved an investment plan for the development of the Archive. After an Executive Director was hired, CPB began the process, including:

- Supporting the upgrade and development of PBCore as the Archive's metadata standard,
- Conducting a system-wide public media content inventory, which is underway;
- Building the technology infrastructure for the American Archive that takes into consideration market requirements and detailed audience usage scenarios, in preparation for a large-scale digitization effort;
- Working with stations and national producers to digitize the physical media and restore material where necessary;
- Creating a central collection management system (CMS) that aggregates existing metadata from the pilot and inventory phases and normalizes it while also creating a workspace for future metadata to be added, including assets stations opt to digitize.

The Metadata Initiative Manager will manage all aspects of the design and implementation of the CMS and give primary oversight to all metadata functions of the American Archive.

III. Scope of Services

- 1. Create a new centralized collection management system (CMS) that will serve as a repository for all metadata gathered in former, current and future American Archive projects.**

As mentioned above, this new CMS should serve as a workspace for all metadata collected during American Archive projects. This includes aggregated existing metadata from the pilot and inventory phases as well as future metadata to be added and/or enhanced by participating American Archive digitization grantees. The MIM will ensure that the newly-created database is malleable enough to work first as an internal-facing mechanism with sufficient administrative and user control privileges, but that will eventually be able to serve as a portal for public search and retrieval. The MIM should be familiar enough with public APIs to prepare the CMS in preparation for an API component to be incorporated at a later time, but will not be actually writing the API during the course of this project.

- 2. Work with the Content Inventory Manager team to manage the transition of all inventory and pilot project metadata to a new centralized CMS.**

The American Archive Content Inventory Manager (CIM) has been responsible for managing the process of distributing grants to stations and other organizations to inventory their archival materials. This process is iterative and grants will be processed in several rounds, meaning that metadata will continue to be added into the CIM database repository into late 2011. This database is expected to contain as many as six million inventory records from a combination of imported/existing and newly created records. Approximately 4,000 assets have already been collected during the pilot project phase that will be integrated into the inventory metadata.

The MIM will be responsible for working with the CIM in harvesting and transitioning metadata from the inventory and pilot projects. Stations submitting records are required to utilize PBCore v1.3 – the MIM will also convert these records to the new PBCore v2.0 by way of a translation tool (see item #3 below).

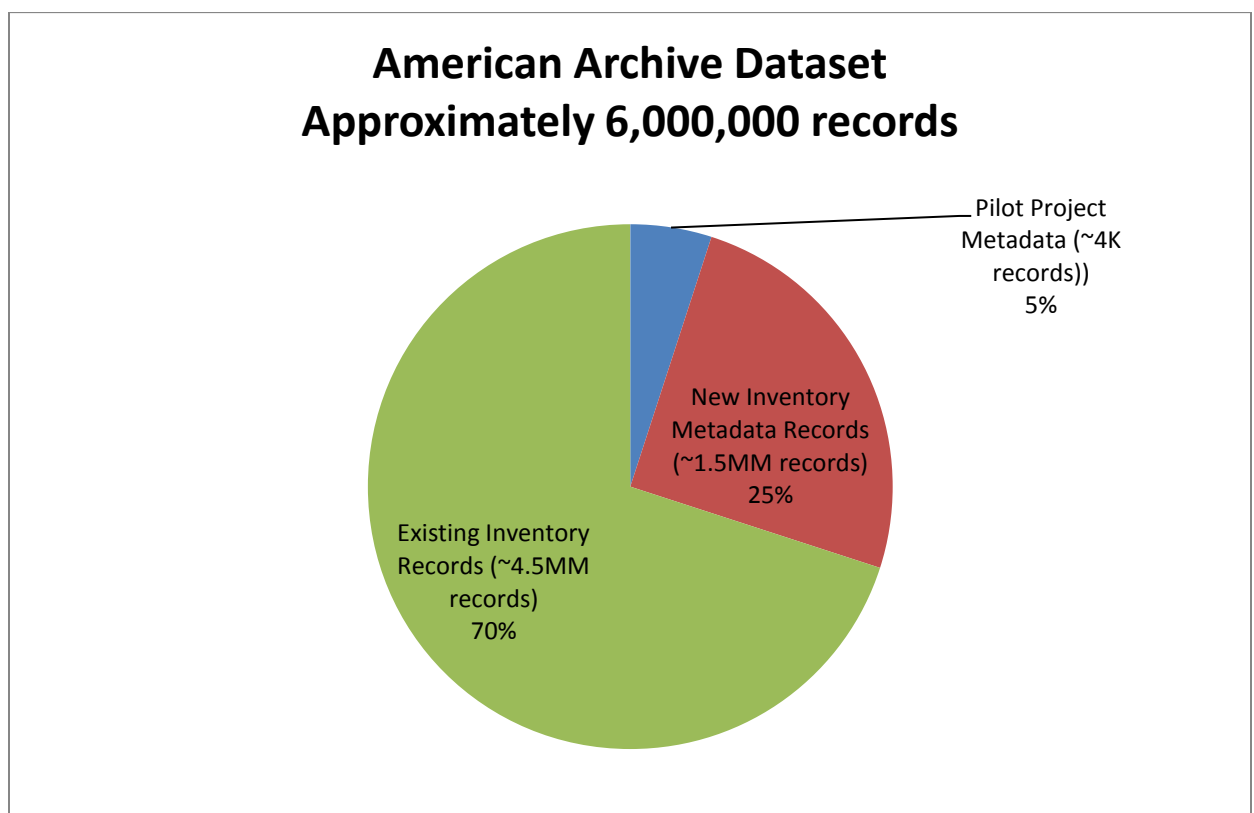
The manner in which the data will be handled between the MIM and CIM will be a decision made jointly between American Archive staff, the CIM and the MIM. The CIM has expressed a desire to retain control of the repository of data itself throughout the inventory period, so the MIM will have to work with the Content Inventory team to manage that handoff, and to plot out the timeline for work accordingly. While the repository of data may live in a central location, the MIM should consider the stewardship of that data under the CIM's control until a mutually decided date during the project term.

- 3. Work with the American Archive Digitization Project Manager on strategies to coordinate the submission of basic metadata by digitization grantees, and on the development of the Global Unique Identifiers (GUIDs) that will track assets through the digitization workflow.**

At some point well after the MIM has begun work on this project, CPB will be hiring a Digitization Project Manager (DPM) to facilitate the digitization of selected station assets. The metadata related to these assets will be culled from the existing inventory records. The MIM will need to work with CPB to help develop a strategy

for flagging records for elements from the inventory to be digitized, and will work with the DPM to ensure that metadata and barcoding will allow for smooth workflows. This will also include working with the list of inventory participants – or submitters – to develop a unique submitter ID or character set that will form the basis for the GUID and will link specific elements to the submitter who supplied them. The MIM and Digitization Manager will also need to work together to gather provenance metadata and technical metadata related to asset digitization for input into the central CMS.

In addition to newly-created assets that are digitized from analog sources, the Digitization Project Manager will be handling the ingest of as much as 100,000 hours of existing born-digital material into a central digital repository. The MIM will have to work with the DPM to ensure that metadata from existing systems (such as Pro Track, DLL, etc) can be mapped into the current CMS.



Please note that the RFP for the DPM is available to MIM applicants at any point during the application process, to help clarify technical aspects of that project. In addition, if applicants have any questions about the existing datasets (numbers, types of records, etc), please contact Stephanie Sapienza at ssapienza@cpb.org.

4. **Create a 'Metadata Toolkit' for use by stations inputting or enhancing new metadata after the inventory phase, which will include the following components:**
 - a. **Cataloging tool for new PBCore records to be input and/or enhanced**

Particular stations may lack the expertise to enter the full extent of data for a particular asset during the inventory phase; therefore the MIM will need to design a new cataloging tool primarily for use by stations in subsequent American Archive granting cycles. This new tool should allow for the eventual full expression of a record in PBCore 2.0. This enhancement process will also need to be operational for assets that are selected for digitization, and those added at later dates. It should also be user-friendly and intuitive enough to accommodate the skill sets of stations with no dedicated archivist on-staff.

b. XML Validation Tool to validate PBCore records as they are input by stations

The validation tool should be constructed to assist participants in analyzing and checking their data to ensure that it complies with PBCore 2.0, and allow for user-friendly feedback on submitted PBCore records. The MIM should also establish a reasonable 'point of validation' at which a stated set of minimal metadata is required for a record to be valid.

c. Mapping and translation tool for use by stations who have existing metadata not currently in PBCore format

As mentioned in Section III, paragraph 1 above, data from both the inventory and pilot projects may have to be translated into PBCore 2.0 by way of a tool. In addition, many stations may have existing metadata records that will need to be crosswalked into PBCore 2.0 (and then validated using the validation tool). This function of the tool is crucial and must have mechanisms in place to ensure that data does not get lost during mapping and that 'fringe' metadata (that which doesn't fit into any particular PBCore element) doesn't get discarded or corrupted. This aspect of the tool may need to be utilized only by more 'advanced' station archivists or directly overseen by the MIM as it is substantially more complex than the cataloging from scratch.

5. Act as an interim technical manager of the PBCore metadata schema, developing necessary improvements to the schema and documenting any issues related to the use of PBCore 2.0 with public media assets that arise during the fulfillment of the other workscope categories.

Currently the PBCore project is being managed externally under the supervision and funding of CPB and the American Archive. At the end as of March 2011, CPB will resume maintenance of the PBCore website and requires the MIM not only to maintain the site, but update the site and all related documentation.

The MIM will assist the Archive in any technical capacity related to this task, including but not limited to: a) developing industry thesauri based on commonly used field entries (names, places, series titles, etc), b) assessing public media feedback on the use of PBCore 2.0 and making any related changes to the schema, c) developing technical documentation related to said changes, and d) updating the PBCore website to reflect new changes and new releases, and e) managing the transition of the PBCore website to CPB as the host.

Please note that CPB commissioned a Market Requirements Report conducted by Digital Dawn, including a business plan and set of governance recommendations on

the PBCore 2.0 standard. If applicants would like to view this report during the application period please contact Stephanie Sapienza at ssapienza@cpb.org.

6. **Work to align American Archive metadata standards within the American Archive ‘ecosystem,’ including but not limited to a) working with the Content Inventory team and the Digitization Project Manager (as stated above); b) working with the American Archive Rights and Legal Consultants as requested on strategies for managing rights issues in preparation for a transition to a publicly searchable database; and c) working with the American Archive Website Manager to ensure the future integration of the database with the website.**
7. **Recommend a set of strategic processes that will define the metadata values of the American Archive and enable it to effectively make decisions in the context of defined, strategic directives (Metadata Strategic Recommendations Report).**

This final component of the MIM's project serves to assist the American Archive in establishing a metadata strategy and assume leadership responsibilities within the public media system and within the general archive world. The recommendations would be based on the following:

- Interviews with public media groups with existing or planned metadata initiatives, such as the Public Media Platform, the Jazz Infovault, PBS, NPR, PRI, PRX, and individual metadata thought leaders;
- Analysis of installed archive-based systems for metadata harvest, particularly crowd-sourcing but also other techniques to generate and retrieve information. This may include European archives such as the Institut National de L'audiovisuel (INA), Beeld en Geluid Instituut in the Netherlands, Canadian efforts at the National Film Board and CBC, and commercial operations such as Getty and Thought Equity;
- Analysis of new technologies for automated metadata creation and retrieval, from harvesting of close captioning and phoneme-based voice recognition systems to object-based technologies, semiotic-based systems, and video search R&D (look to TrecVid and other such projects);
- The future of PBCore 2.0. In particular, this would mean recommendations on the role of a structured metadata schema in the context of the Public Media Platform, the Semantic Web, and various unstructured metadata protocols. MIM manager should be familiar with the strategies of the BBC regarding its “unstructured” metadata framework, and assess the American Archive metadata strategies in context of BBC's activities.

IV. Project Management Structure and Deliverables

CPB will work in a collaborative manner with the MIM who will ensure all activities in the work scope are completed as required and on schedule. The MIM and CPB will agree on a review structure before the start of work to ensure that the project leverages the organizational capabilities of the MIM while meeting the CPB's requirements.

Deliverables will include:

- 1) A Project Management plan outlining key milestones and a corresponding timeline;
- 2) A web-accessible, centralized CMS holding American Archive data that can migrate to a dedicated American Archive system;
- 3) A Metadata Tool kit for entry and validation;
- 4) Migration of the PBCore website to CPB;
- 5) Dataset containing metadata records from the pilot project and the inventory project; mapped into PBCore 2.0 and validated;
- 6) Metadata Strategic Recommendations Report and presentation on recommendations for American Archive Metadata Strategies, to include technology recommendations, policies, and protocols.

Deliverable #1 will be due upon execution of the contract; Deliverables #2 and #3 will be due on the first round of deliverable due dates. Deliverables #4 and #5 will be due at a midpoint due date, and deliverable #6 will be due after the completion of the contract.

V. Term

This RFP seeks proposals from applicants to serve under contract to CPB as the American Archive Strategy MIM for a 1-year term beginning on/about June 2011 and ending on/about June 2012.

VI. Evaluation Criteria and Proposal

All applicants must explicitly state their acceptance and agreement to the terms outlined in Addendum 1 as applicable. The proposals will be evaluated based on the following criteria.

- a. Approach. The applicant will provide specific information about the approach to each section in the Scope of Services, including but not limited to resource allocation, prioritization, communication with CPB, and conflict resolution.
- b. Project management experience. The successful applicant should have experience managing large-scale projects with multiple stakeholders, substantial budgets, and multi-year timelines. Cite at least two recent examples.
- c. Technical experience. The successful applicant should have experience with the implementation of major web-based collection management systems dealing with complex administrative and user privileges, as well as complex data structures. They will also have knowledge of public APIs. Cite at least two examples of this type of experience.
- d. Archival experience. The successful applicant should have extensive experience with cataloging and description standards and metadata initiatives as they apply to the needs of archives, particularly in the realm of digital assets. Knowledge of technical metadata issues related to analog to digital migration is also crucial. Cite at least two examples of this type of experience.

- e. Experience with Public Media. The successful applicant should have experience with public media organizations, such as the American public broadcasting system or the public broadcasting system of another country.
- f. Budget and Costs. A detailed budget showing by line item, the detailed costs for the database, toolkit, migrating and maintaining PBCore including the cost of updates, as well as costs to create the Metadata Strategic Recommendations Report.

Proposals must specifically address items a) through f) as listed above and should be clear and concise. In addition, please provide a timeline listing out proposed deadlines and milestones as laid out in the deliverables section. The total narrative should not exceed 15 pages (*with one inch margins, single spaced, 12pt Times New Roman or similar font*) excluding CVs. Proposals must include updated copies of a *Curriculum Vitae* for each listed MIM team member as an addendum.

VII. Application Information

Please submit proposals on or before the closing date of March 8. CPB reserves the right to reject proposals submitted after the closing date. Do not submit samples, unless requested by CPB, and do not submit proposals by fax. They will not be accepted.

Applicants are responsible for providing all required materials. CPB may, at its discretion, initiate discussion with any applicant to obtain clarification or additional information. Any submission to CPB will become the property of CPB (not including any intellectual property rights contained in such submission).

Each applicant guarantees that the full and complete rights to all information and materials have been secured. Each applicant also guarantees that all such materials are not defamatory and do not infringe upon or violate the privacy rights, copyrights, or other proprietary rights of any third party. CPB is not responsible for any violation of copyright, trademark, patent, trade secret, or other rights that may result from disclosure made by response to this RFP.

By submitting a proposal in response to this RFP, each applicant grants to CPB the right to duplicate, use, disclose, and distribute all of the submitted materials for purposes of evaluation, review, and research. CPB will not consider the proposal or any of its supporting materials to be confidential. CPB intends to disclose the materials to various employees and possibly to experts outside CPB's employ to determine the merits of the proposal. It is understood that no confidential relationship is entered into by reason of CPB's consideration of the proposal or any of the materials.

CPB is not responsible for loss or damage to the materials submitted to CPB, or for any unauthorized use or misuse of the submitted materials by any third party. CPB is not required to return any submitted materials to any applicant. Applicants may withdraw a proposal at any time by written notice to CPB. Solicitation of proposals by CPB does not constitute an agreement by CPB to extend funding to any party under this RFP.

Addendum 1

Conditions of Agreement

If a proposal is selected for funding, applicants will be required to sign a binding agreement. 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 until the agreement is fully executed. If applicants opt to commence work, they do so at their own risk. No oral or written statement other than the signed, written agreement will govern or modify the relationship.

As a condition of agreement, applicants must guarantee that, among other things, any work they undertake on behalf of CPB is not defamatory and will not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party. Contractors must also agree to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the agreement.

Those receiving funds from CPB must be able to comply with a number of requirements that will be included in the operative agreement. These requirements include but are not limited to:

- (1) A demonstration of adequate resources to complete the work for which they have been contracted and to deliver reports and/or other intellectual property created pursuant to the Agreement;
- (2) Maintenance, for three years following receipt of relevant funds, of all financial records to the project, which records shall be accessible to CPB, and to the U.S. Comptroller General or other representatives for examination and audit purposes;
- (3) Maintenance, for three years after approval of a final financial report, of a complete file of all subcontracts and other agreements, licenses, clearances, and other documents related to the work undertaken, copies of which shall be made available to CPB on request;
- (4) Compliance with equal employment opportunity and nondiscrimination laws and policies;
- (5) Applicants who plan to engage sub-contractors will be expected to obtain competitive bids, and to provide assurances that the prices obtained for any such services are fair and reasonable;
- (6) Applicants will be required to provide documentation as to actual costs, and provide supporting detail demonstrating that all costs are reasonable, necessary and allocable to the requirements and objectives of the work undertaken; and
- (7) All research and materials created, developed, compiled or produced pursuant to or as a result of this project (including but not limited to all reports) will be considered ordered and commissioned by CPB as works made for hire under the copyright laws, and made in the course of services rendered. If, for any reason, the proposed research and materials to be provided are not considered works made for hire under the copyright laws, then the applicant will be required to assign all right, title and interest in and to such research and materials to CPB. Applicants further agree that neither they, nor any of their subcontractors, will have any copyrights or other intellectual property rights

whatsoever in any research and/or materials created, developed, compiled or produced by them or by any subcontractor, or by any third party participating in the preparation of research or materials for this project.

Other material terms and provisions will be set forth in the documents provided to the applicant that successfully completes the selection process