

REMARKS
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presented by

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Good morning and thank you for allowing me and my colleague from the CBS News Archives to participate in this important hearing.

First, I ought to give you a little background on myself. I've just completed six years as the executive in charge of the CBS News Archives, if not the biggest, certainly one of the most respected collections of broadcast material in the world. While not a professional archivist myself, I have had to face many of the same challenges that the professionals in our organization faced and, beyond those, I had to plan the budgets, get them approved, and spend the resulting funds in accordance with sound business practices, as well as sound preservation practices.

I've been a journalist for more than a quarter century now. It's been my great privilege to cover all the kinds of news stories this world has to offer, from sewer commission hearings, which is how I started in the business, to wars, revolutions, social, political, cultural changes of all kinds. I continued to work actively even after I entered management ranks. With that background, in 1990 I was asked to take charge of the Archives, for (fine as they are, worthy as they are, vital, I would say, to our work as they are), they had come under internal criticism at the end of the last decade. There were those within the parent company at that time who were giving some consideration to disposing of the collection, both to the idea of selling it off and also to the idea of having it managed by outsiders on a royalty and fee basis. So, we faced then the most basic question, and, I suppose, the one which brings us here today. Simply, why have a collection at all?

After some study and introspection, we answered it. The Archives are us. Everything we do as a news organization, every event we cover, every picture we take, every story we produce, every broadcast we air, all are the bits in an ever expanding mosaic of human design. We are both the artisans and the historians. To do our work we must turn in full circles over and over again, seeing where we were to see where we are.

Once you recognize that news Archives contain everything that happened before today, and tomorrow will contain today, you understand that the material there is uncontainably indispensable to your daily work. Should you be without it, you would -- literally -- have no reference points.

While studying the Archives we learned something else, something practical which helped us persuade our company to keep the collection and to invest in it. We learned that nearly everything we broadcast includes archival material. Were there to be no CBS News Archives there could be no CBS News. Even our own company had begun to take for granted the millions and millions of images and sounds we were preserving. And we had to say, "these are not artifacts; they're in constant use."

Our collection, with very few exceptions, holds everything CBS News has ever done, that which we've aired and that which we haven't -- in every medium-- in audio, film, tape, stills, scripts, transcripts, music, books, CD-ROMs, data cartridges, all of it. We collect it, index it, store it, and retrieve it. It's a complicated and expensive enterprise. That's why people were concerned about

it. It's, as I've said, essential. That the company now fervently believes. And, in so believing, the enterprise thrives.

We are, as you can guess from my remarks, our own biggest customers, using our material over and over in more and more ways. We program our own network, and now we help program others. We license material to the best-known documentarians, like NET and the BBC, and we license to independent documentarians as well. We've expanded our business relationships to include feature film producers, corporate producers, educational producers, even the general public.

We're so busy, in fact, and so much in need of ready access to the material that we are bringing it all back to New York. All of our material, once scattered about New York and New Jersey, will once again be housed with us within the complex we call the CBS Broadcast Center. Where a few years ago we considered selling our Archives, now --selectively -- we are buying others, so as to assist in the preservation of the irreplaceable images and sounds of our age.

So, are our problems behind us? Many, thankfully, are, solved internally by professionals passionate about their obligations. But some new ones are emerging, ones which may well require a broader perspective than found within our own company. Because our material is such a treasury, it's very important that at least one other repository, the National Archives, have a secondary collection of its jewels -- as insurance against some unthinkable catastrophe and as a service to the scholars and historians who cannot be well-served by us. But should that be the only additional collection? What,

if any, obligation do we have to support collections elsewhere, as in universities, presidential libraries, museums?

There are those, in Congress, for example, who think that unauthorized duplication and distribution of our material through so-called clipping services should be considered "fair use." There are those who think that such use is anything but fair, who think such services undermine the editorial integrity of the product while at the same time siphoning away revenue which could help pay the high costs of building and maintaining the Archives.

While we believe all the rights to our material rest with us and always will, we are fully aware that digitization will bring even more duplication, making possible even more possession and distribution outside the ordinary, authorized channels. Inexorably new ideas of ownership and new issues of rights are evolving. We want to help others understand these and, in turn, we ourselves need help in understanding them.

We can use public discussion of all of this, and so we are particularly grateful for the opportunity offered by your hearings. I can assure you that we are ready to do our part. Thank you for your time and consideration.

For some further context and perspective, as we say around CBS News, as well as some more specific recommendations, I'll call upon Doug McKinney, the Director of the CBS News Archives