

PRESERVATION AND ACCESS TO THE
ARCHIVAL COLLECTIONS OF THE POLITICAL COMMUNICATION CENTER
UNIVERSITY OF OKLAHOMA

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PRESERVATION AND ACCESS TO THE
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The Political Communication Center (PCC) at the University of Oklahoma was founded in 1984 and is committed to the interdisciplinary study of the role of communication in the political system. Through the Department of Communication, the PCC offers undergraduate, Master's, and Ph.D. degrees in political communication. The Center also facilitates research in the political communication area and provides a forum for discussion of related issues among scholars, political and media professionals, community and government leaders, and the public. The Center is particularly committed to the preservation of its special archival holdings of political communication materials. The most important of these holdings is the Political Commercial Archive®, including the Julian P. Kanter Political Commercial Archive as well as collections of televised political debates and an international collection of political election broadcasts.

The major portion of the holdings of the Political Commercial Archive® (PCA) consists of the world's largest collection of political radio and television commercials. The PCC began its archival collections with the purchase in 1985 of a substantial collection of 25,000 political commercials from a private collector, Mr. Julian P. Kanter. Now with over 55,000 individual commercials, the current expanded archive is nationally and internationally recognized as a major research resource. Many of the items in the collection are the only copies in existence of those particular commercials. The PCC is committed to maintaining this collection, to expanding it, and to making it available for scholars, researchers, and media and political professionals.

Background and Significance of the Collection

Many disciplines are interested in the study of political television and video materials such as those deposited in the Political Communication Center's collections, including history, literature, philosophy, women's studies, film and video studies, and political science. Scholars in the Center and throughout the world recognize that political systems have been altered extensively by the introduction of electronic media into the electoral and governing process. The importance of understanding the function of all types of communication in

the political system has made political communication an area of study with great potential for scholars.

During the past five decades, television's role in the political system has increased so dramatically that it is now the dominant form of communication in the political system. While news coverage and debates (and recently, talk shows) are undoubtedly important, it is electronic advertising that has become the most important aspect of this new communication between candidates and voters. Spending for television and radio time in the 1988 presidential campaign exceeded \$80 million; and, with a third candidate in the race in 1992, broadcast advertising expenditures topped \$120 million. Millions more are spent in races below the presidential level, since 50-75 percent of the campaign budgets for major statewide races is allocated to radio and television advertising.

So important to the political process have television commercials become that they actually make up a substantial amount of the **content** used by other media and media formats in discussing political campaigns. Newspapers and magazines, as well as television network and cable news, now devote substantial amounts of their election coverage to the discussion of televised political advertising. A natural consequence of this growing importance of television advertising has been an increase in scholarly research.

Access to the political advertising materials housed in the Political Commercial Archive® brings to scholars of many disciplines a rich array of data that may be approached from their respective research stances. Special value of such a project is anticipated for such academic areas as history, literature, philosophy, communication, journalism, political science, and even interdisciplinary studies. For instance, an increased interest in women's roles and presentations in the political system might cut across history, literary and feminist theories, communication, political science, and women's studies. Public officials, the media, and the public consistently find it necessary to review the past in order to make decisions about the present. Access to the "visual history" of contemporary politics would contribute directly to this kind of study. Such historical concerns have become even more important as new democracies emerge in Central and Eastern Europe. The historical significance of how political advertising has developed in American democracy is serving as a guide for those seeking to set standards for the developing of media/government relationships in new democratic systems.

The significance that these materials have for the

study of American and international democratic systems cannot be overestimated. These materials, especially televised debates and televised political commercials, represent the essence of the visual history of electoral systems.

The collection of political commercials at the University of Oklahoma is the largest collection of political radio and television commercials in the world and the only collection which covers all levels of political campaigning. Containing over 55,000 film, audio, and videotape recordings of commercials aired between 1936 and the present, the Archive is a unique historical resource. Over 65% of these holdings are unique and not available from any other source. Over 85% of the film holdings of the archive are unique items, not available elsewhere. The American Association of Political Consultants has called the archive the "Louvre and the Fort Knox of political commercials." The Archive has the active support of the Democratic and Republican National Committees, National Association of Broadcasters, the American Film Institute, and the American Association of Advertising Agencies.

Description and Usage of the Collection

The archive contains T.V. commercials and televised debates from every election year between 1952 through 1995. All levels of races are included: presidential, U.S. Senatorial, gubernatorial and other statewide offices, congressional, state legislative, county and municipal, judicial, school board, etc. The archive has materials from all 50 states and some foreign countries. It also contains ads for and against ballot issues (or propositions) and an increasing number of advocacy commercials which deal with public and social policy questions. The archive has also recently acquired many new items from other countries, broadening the international appeal of the collection.

Of the 55,000 commercials currently in the PCA, about one-third are radio commercials, and two-thirds are television spots. The earliest radio material dates from 1936, and the earliest television is from 1950, the first year television was used in political campaigns. The archive contains materials from every presidential election, over 1100 gubernatorial and lieutenant gubernatorial races, nearly 2500 Senate and Congressional races, and thousands of statewide, local, and district elections.

The film portion of the archive consists of holdings which date mostly from 1952 through 1978. After that time, most of the new acquisitions have been on videotape. The

5,341 film items are individual political spots aired on television in 10-, 15-, 20-, 30-, and 60-second lengths. A few items are 5-minutes to 60-minutes in length. There are film items from every presidential election between 1952 and 1976, from 185 gubernatorial elections, from several hundred Senate races, and from numerous congressional and state level races, as well as from many judicial, local and issue campaigns.

The videoreel holdings of the archive are more recent, ranging from the 1970's for 2" videoreels. In the 1980's the 2" format was replaced by professional 1" videoreels. **The archive has 10,429 videoreels** (about 55 percent are on 2" reels and 45 percent are on 1" reels). Over 20,000 individual spots are contained on these reels. The 1" reels, in particular, are in great demand by users since they represent presidential and high level races from the most recent election cycles.

The Political Commercial Archive® has served faculty and students from many universities. Because the collection remained for many years with a private collector who housed the collection in his home and maintained it as an avocation, accurate records are not available on its early scholarly usage. However, many examples of usage can be documented. Over the past decade, the following scholarly uses of the Archive are illustrative of its importance to scholars in communication, journalism, political science, and history.

1. Books, Articles, and Theses/Dissertations--Numerous books have used material from the Archive, including Larry Sabato, **The Rise of Political Consultants** (New York: Basic Books, 1981); Dan Nimmo and Keith R. Sanders, eds., **The Handbook of Political Communication** (Beverly Hills: Sage Publications, 1981); Richard Joslyn, **Mass Media Elections** (New York: Random House, 1984); Lynda Lee Kaid, Dan Nimmo, and Keith R. Sanders, eds., **New Perspectives on Political Advertising** (Carbondale, IL: Southern Illinois University Press, 1986); J. P. Vermeer, ed., **Campaigns in the News** (New York: Greenwood Press, 1987), and F. Biocca, ed., **Television and Political Advertising** (New York: Praeger, 1991). Over 100 articles and convention papers have utilized archive materials, and at least two dozen dissertations and theses have emanated from the Archive.

2. Colleges and Universities--Over 165 colleges and universities have used the archive materials for research and instructional purposes and/or special presentations, including: Stanford University, Harvard University, Brown University, Yale University, Columbia University, University

of Massachusetts, University of Maryland, American University, University of California at Los Angeles, University of Wisconsin, Temple University, Massachusetts Institute of Technology, Duke University, University of New Mexico, University of Notre Dame, Michigan State University, University of Michigan, Northwestern University, University of Pennsylvania, University of Tennessee, Louisiana State University, Indiana University, the University of Texas, the University of North Carolina-Chapel Hill, the University of Georgia, Georgetown University, and Oxford University (England).

3. Several museums have utilized archive materials for research and exhibitions notably: the Smithsonian Institution's National Museum of American History, the Museum of Broadcasting (New York City), Rochester Museum (Rochester, New York), Los Angeles County Museum of Art, the Museum of American Political Life in Hartford, the John F. Kennedy Presidential Library, and the Museum of Brooklyn.

4. Television and Radio News, Documentaries, and Specials--Commercials from the Archive have been used in the following:

- * nightly news on television networks ABC, NBC, CBS
- * ABC TV's 20/20
- * ABC TV's 1980 special "Lights, Cameras, Politics"
- * the PBS special "The Selling of Abe Lincoln, 1976"
- * Dentsu Advertising (Japan)--radio spots from the 1988 presidential campaign, April, 1989
- * "Count Down '88"--NBC TV, 1988
- * the PBS Bill Moyers' "Election Eve" special, 1980
- * the PBS 1984 Bill Moyers' "Walk Through the 20th Century" episode entitled "The Thirty Second President"
- * TV programs in Europe by NOS (Holland); GDR (West Germany); BBC, Channel 4, and Granada Television (Great Britain); INA (France).
- * U.S.I.A. hour-long program produced for the Portuguese government on the subject of television in the electoral process. This was requested by the Portuguese government immediately preceding the country's first elections as a free nation.
- * National Public Radio's "All Things Considered"
- * "Television and the Presidency," a 1984 2-hour TV special hosted by Theodore White and E.G. Marshall
- * American Film Institute--2 programs
- * PBS, MacNeil-Lehrer News Hour, November 1989

The above examples demonstrate the scope of the archive's usage in past years. More accurate records are

available for the past 10 years (January, 1986 through December, 1995). During this time, presentations were made at 31 national scholarly associations; archive materials were used in conjunction with the Corcoran Gallery of Art's "People and Power" touring photographic exhibition; C-Span aired program on the archive in 1986 and 1995 and regularly use PCA materials in their 1996 election coverage; ABC used archive commercials as historical footage in several segments of their prime-time series, "Our World"; the Oklahoma Educational Television Authority used archive commercials to produce a 30-minute program ("The Electronic Candidate") which aired in October, 1986; several local and national television productions and newspaper writers used the archive as a resource during the 1988 and 1990 campaigns; and numerous requests for materials were received from scholars in the United States and abroad. More recently, we have begun receiving inquiries from persons interested in studying U. S. campaign material as part of projects relating to new uses of media in Eastern European elections.

In fact, there has been an increasing amount of usage of archive materials for international purposes. Presentations and research related to the archive have been invited by universities in France (University of Paris I-Sorbonne), England (Oxford), and Germany (University of Erlangen-Nürnberg, University of Munich, Hannover Journalism Institute, University of Leipzig).

Overall the above usage requests during the past nine years resulted in the archive receiving inquiries from 530 university scholars, providing materials for 152 public broadcasts on radio and television, and making presentations of archive materials which were viewed by more than 10,320 individuals. For instance, in 1990 researchers, scholars and professionals requested 1782 items from the archive.

The Political Commercial Archive has had extensive and varied use by scholars and researchers from various institutions and backgrounds. This kind of use indicates the unique value of the collection and the diversity of publics interested in the Archive's resources. **Proper preservation and dissemination are absolutely essential if we are to maintain and preserve these valuable materials and to increase awareness of and facilitate access to the holdings.**

Collection and Acquisition Policies

The political communication collections are on-going archival efforts. Given the nature of the materials, i.e.,

electoral materials, the acquisition efforts obviously are most intense during electoral cycles. Because the PCA is determined to acquire not only new items which become available in each new electoral cycle as well as items from previous elections, items on film, video, and audio are constantly arriving.

There are, of course, no established sources from which political spot materials can be acquired commercially. Consequently, the archive staff have developed a process for acquisitions that is designed to solicit materials from the actual sources. The procedures necessary to acquire both current materials and older materials are basically the same. We must continually contact and follow-up (by mail and phone) with those who possess the original materials to request their donation to the archive. We attempt in all cases to acquire original or master copies, but when this is not possible, we accept high-quality copies (usually on videocassette).

This active acquisition process involves contacting:

1. **Candidates and their campaign staffs.** We contact the campaign directly during regular election cycles to request copies of spots used in the campaigns. Priority is given to higher level races (U.S. Senate, Congress, Governor, etc.), but efforts are made to secure materials from political races at all levels to provide examples for researchers.

2. **Media Consultants and Producers.** Media consultants and producers are usually in possession of original or master copies of spots. We contact them in an effort to acquire the spots directly from them, as this usually ensures the best quality. The media consultants and producers are also an excellent source of older materials since they may have many historical items produced during earlier campaigns and no longer available elsewhere. In this regard, we are assisted by the endorsement and active cooperation of the American Association of Political Consultants.

3. **Advertising Agencies.** Since advertising agencies often are hired to be producers of television and radio spots, they may also hold copies or masters of the materials we seek. Because they are the time-buyers and placers in many campaigns, the agencies may have copies of spot materials even if they did not do the original production. The American Association of Advertising Agencies also endorses the archive, and this assists in establishing relationships with agencies in the acquisition process.

4. **Television and Radio Stations.** Television and radio stations are often a last chance to get the materials. Many campaigns and ad agencies throw away used film and tape at the end of a campaign. Television and radio stations also sometimes recycle such items, but they are often willing to send them directly to us in order to avoid storage problems. For this reason, we maintain contacts with radio and television stations all over the United States.

5. **Other Sources.** Several additional procedures are used to assist our acquisition process. We serve as the official repository of presidential commercials for the Republican and Democratic National Committees. The American Association of Political Consultants has designated us as the repository for all political advertising materials submitted to their regular "Pollie Awards" competition. We are able to solicit occasional donations from individuals who have collected a few materials but have no storage or playback facilities. Lobbying and special interest groups also cooperate in providing materials related to issue or referenda campaigns. University scholars and media professionals also occasionally make donations of materials. These latter sources have been particularly useful in the development of our growing collection of international materials, particularly those from Eastern and Central Europe.

Because of the difficulty of securing these materials, we make no effort at the acquisition stage to weed out duplicate films or tapes. We solicit copies of all materials we can locate. Identification and weeding of duplicates is left to the bibliographic control process.

Through these various sources we acquire approximately 5000 new items for each major election cycle (even-numbered years) and from 1500-2000 new items in other years. Even odd-numbered years bring many new materials, since a few states hold major statewide elections in odd-numbered years, and such years also see a number of local races (such as Mayor), referenda, and national issue/advocacy campaigns.

Current Preservation Efforts and Storage Facilities

In order to determine priorities and procedures for preservation, the PCC initially relied on the report of a panel of consultants with experience in film and video preservation. This panel of consultants was convened in the Fall of 1988 and traveled to Norman to consider the

bibliographic control and preservation needs of the archive. They assisted in establishing priorities for access and preservation and suggested appropriate techniques for proceeding with the preservation effort. This panel consisted of: (1) William T. Murphy, former Chief of the Motion Picture, Sound and Video Branch of the National Archives and Records Administration and currently heading this Library of Congress effort to determine the preservation needs of American television and video; (2) Wendy White-Hensen, former Senior Cataloger of the Motion Picture, Broadcasting, and Recorded Sound Division of the Library of Congress; and (3) Dr. Jerry Saye, Professor in the School of Information and Library Science at the University of North Carolina, Chapel Hill.

The preservation recommendations of the panel concerning film and videoreels in our archive can be summarized in six basic points:

1. Almost all of the film needs cleaning and repair work of varying degrees, including attachment of new leader and trailer.
2. The archive needs to maintain adequate storage conditions in terms of humidity and temperature control.
3. Consideration needs to be given to a fire protection system, with a conjunctive recommendation that preservation copies and originals be stored in separate locations.
4. The storage of materials in the archive needs to be addressed, using acid-free paper and plastic containers for videoreels and storing film properly on cores.
5. New preservation negatives may need to be made for some of the older color and black & white prints, as finances permit.
6. In the interim and as usage needs require, copies of the films should be made on 3/4" videocassettes so that cataloging can proceed and user requests can be filled without repeated playing of endangered originals.

We have made some progress since the fall of 1988 on several of these items. Although a scarcity of resources (i.e., financial, equipment, and personnel) has limited preservation efforts, the PCC has undertaken a number of activities geared to addressing preservation issues. Thus far the PCC/PCA, has, in terms of preventative measures, stored archive masters in a climatically controlled storage area. Videocassettes are stored vertically within inert plastic cases. Vertical storage prevents wind separation which can cause stepping and edge damage. Videoreels are stored vertically in their original cardboard or plastic containers. Funds have not been available to provide labor

or supplies to place these videoreels in individual, vented plastic bags to provide dust protection. The possibilities of drop-outs and scratches caused by dust are very real problems. Whether or not the storage boxes for these videotapes have a degree of acidity is apparently of minor concern to engineers in the field when compared to the average shelf-life of these items. Thus, the preventative activities associated with the film and videoreel items have not gone beyond an adequate storage stage.

In terms of addressing specific problems, there has been no conservation treatment for the physical and chemical stabilization of archive masters in all formats. The PCA has not addressed specific "afflictions" caused by the inherent composition of videotape such as print through, shedding, adhesion, stiction, cinching, stretching, and shrinkage. However, in terms of information preservation much has been accomplished. Through a grant from the U. S. Department of Education (under Title II-C, "Strengthening Research Library Resources"), the archive has been able to bring bibliographic control to the collection, providing a local computerized database, creating original collection-level records for OCLC, and duplicating user copies of many materials onto 3/4" and 1/2" videocassettes. This duplication of user copies allows us to spare the archive masters from additional handling and use which can cause mechanical wear and image loss.

In 1988 the archive received a small grant from the Kerr Foundation (\$15,000) to purchase a hygrothermograph to monitor temperature and humidity in the archive and to begin purchase of equipment necessary to transfer endangered film and video to videocassette. This latter action was not viewed as strictly preservation, but it helped to serve our preservation needs because providing user access on copies helped to preserve and maintain our originals.

From 1988 on, we have also made an effort to use acid-free paper materials in the archive for labeling and for inventory sheets stored with tapes. In 1988-91 all tapes and films were relabeled with acid-free labels.

Although we are aware of the need to rewind videotape regularly, we have not had the equipment or staff to undertake this effort. However, between 1988-95 almost all of our 2" video reels and about 60 percent of our videocassettes have been played and rewound at least once.

In 1992, the University of Oklahoma provided new storage facilities for the archive. Nearly \$90,000 was spent to renovate new space for the archive, providing an

enclosed space with humidity and temperature control (temperature remains between 58 and 60 degrees, and the relative humidity fluctuates between 50 and 55 percent). A hygrothermograph monitors the facility, and charts are reviewed on a weekly basis. Baseline readings are taken every other month with a sling psychrometer. Additionally, the facility is secured against theft or intrusion by an electronic security system and secured against fire by a halon fire retardant system.

The PCC/PCA has no staff devoted full-time to preservation efforts. All preservation efforts are currently carried out as part-time duties of our curator and video production specialist, assisted by student workers. Internal funds for these efforts are very limited, consisting of only a few thousand dollars per year and supplemented greatly by the funds received from the previously mentioned grants from the U. S. Department of Education and the Kerr Foundation. Currently, no outside laboratories or vendors are utilized for preservation efforts.

Archival originals are never loaned or viewed by researchers. Access is provided by making copies available on 1/2" VHS "reference" copies.

Access, Cataloging, and Documentation

All items in the collection are available for researchers to view on-site. Originals are never made available off-site, although occasionally copies of materials are loaned to users for off-site use (such as for use in a classroom lecture or presentation at a scholarly meeting). All off-site users must sign a use agreement indicating that they will respect copyright owners rights by not copying or duplicating the materials or making any unauthorized use of the materials. The archive makes every effort to conform to U. S. Copyright laws and to ensure that its users do as well. A copy of the archive's User Guide is contained in Appendix A to this document, along with a copy of the Access Policy for the collections (Appendix B).

Access to the collection is facilitated by (1) a printed catalog, (2) a computerized database, (3) storage of collection-level records in OCLC, and (4) publication of holdings and research usage reports in Political Advertising Research Reports (PARR). The bibliographic control of the collection has been made possible by a series of grants from the U.S. Department of Education, "Preservation and Bibliographic Control for the Political Commercial Archive," Strengthening Research Library Resources Program, Higher

Education Act, Title II-C. Without the support from this project, which has provided approximately \$750,000 to assist in cataloging and preservation of the collection over the past nine years, we could not have made the progress we have made to date, and the archival holdings would not have been available to scholars and researchers.

The bibliographic control process used by the Political Communication Center for its archival holdings has two levels, a local item-level computerized database and a collection level record. The local item-level database is intended to serve the research needs of the primary users who require item-level, i.e., specific commercial, access. This includes searching for known-items as well as searching on specific content, issues, and visual images. Information useful for the administration of the archive and the preservation of its holdings is also maintained in the local database. This local database is searched at the University of Oklahoma by project staff for clients who contact the archive.

The collection-level records in the OCLC Online Union Catalog are intended to alert scholars, researchers, and other potential users to the existence of the archive and direct them to it for more powerful and extensive searching in the local database. Collections are organized around the holdings for individual political candidates, organizations, or issues. The decision to enter the records into OCLC was based upon factors of cost and the desire for the widest possible dissemination of the information. In creating collection-level records, the project also helps further the goal of universal archival and bibliographic control for all types of materials.

The printed catalog is based on the collection-level records, as organized for OCLC input. The University is developing networked connectivity services that will provide access to a wide array of local and world-wide services. Project personnel have created a home page on the World Wide Web for the PCA and PCC to provide rapid dissemination of general information about the Archive and its resources. Included in these home pages are copies of the current printed catalog records (to be updated in Summer, 1996). The addresses for these pages are:

<http://www.uoknor.edu/pccenter>

<http://www.uoknor.edu/pcarchiv>

Sample pages from the printed catalog are attached in Appendix C.

The bibliographic process used is original cataloging for collection-level records for input into OCLC and original cataloging for individual commercials for input into the local database. A fuller discussion of this process is given below.

Descriptive cataloging, choice of access points, and name heading elements conform to the standards set forth in Archives, Personal Papers, and Manuscripts, 2nd edition, compiled by Steven L. Hensen. Archival Moving Image Materials: A Cataloging Manual by Wendy White-Hensen served as a source for cataloging decisions and specifications. Moving Image Materials: Genre Terms compiled by Martha M. Yee was the standard for genre terms chosen. Name headings were verified in the Name Authority File of the Library of Congress. Subject headings were chosen from the Library of Congress Subject Headings.

The approach to describing the records is careful and scholarly, following appropriate standards. All commercials are viewed by using a working copy. Conflicts and ambiguities are checked and all information verified to the degree possible. Names are formed according to AACR2R and checked against the Library of Congress Name Authority File.

In order to facilitate the cataloging and data input process, the head cataloger and the project directors designed a brief cataloging manual, which defined the items contained on the worksheet, explained the various codes used to mark various fields, and outlined the format for physical descriptions of film and tape items. The compilation of this manual served the project well throughout its duration, assisting in training staff and insuring that consistent standards were applied despite staff turnover. It is also an invaluable guide to the continuation of the cataloging process and can be adapted to new video formats to accommodate new archival acquisitions.

Collection-Level Description and Access

The Political Commercial Archive is an independent member of OCLC with the holdings code POI. The records added to OCLC represent original cataloging using the MARC Archival and Manuscript control format. These bibliographic records are based on the political career of an individual. Thus, collections are organized according to the names of candidates (with modifications made for certain other types of materials). A given collection contains all of the items produced for that individual for all political races at all levels throughout his/her career that are owned by the archive.

Library of Congress subject headings (LCSH) are used for subject access. These headings are form headings applied using LC guidelines for topical films that are commercials. Moving Image Materials: Genre Terms provides standardized terms for genre and form access to all types of moving image materials and is recommended by the National Moving Image Database (NAMID) Standards Committee [16]. Headings taken from MIM are also used as access points. For collections of mixed media, it is intended to be applied with terms from other national standard lists such as LCSH.

Item-Level Description and Access

The cataloging of the individual television items for the local database is based on a detailed categorization. In devising the cataloging system for the item-by-item records to be input into a computerized system using the R-Base software, careful consideration was given to two basic principles. First, we determined all of the fields in a traditional AACR2R Audio-Visual format record that would be applicable to our items and devised entry fields, according to proper standards, for each of these items.

Second, the project staff devised a system for incorporating additional fields that seemed appropriate for scholars doing research in this area. The PCC Director created these fields, relying on her expertise and knowledge as a researcher in the area of political advertising and by consulting with other scholars with similar interests and expertise. This process produced a very workable cataloging system for the local database. The fields for the local database were reduced to a cataloging workform that is used in paper form by the catalogers and duplicated on the computer for data entry to the computerized database (see Appendix D -- "PCA Cataloging Worksheet").

Duplication of materials was done in this project primarily because it was necessary to copy materials for use in cataloging. Because of budget reductions from our original proposal, it was not possible to undertake extensive duplication as a preservation measure. Presently, the PCA possesses two 2-inch videorecording machines, one 1-inch videorecording machine, several 3/4-inch U-matic machines, and a film chain. Specifically, the 2-inch machines are an Ampex VR2000 high and low band videorecording machine and an Ampex AVR2 high band audio video recording machine. The 1-inch machine is an Ampex VPR-2B machine. The 3/4-inch U-matic machines include a Sony VO-5800 source/playback deck and a Sony VO-9850SP player/recorder/editor. The film chain includes an Elmo 16-CL 16 mm film projector, a Buhl Mobile Multiplexer, and a

Panasonic S1 portable color video camera.

The priorities established for the making of 3/4" and 1/2" working/reference copies were a result of recommendations by the panel of consultants. In summary, the priorities are in order: (1) presidential items first because of high usage requests, (2) color film because it is the most fragile, (3) 2" videotape because it cannot now be viewed or conveniently utilized until transferred, and (4) items for which special user requests have been made. The order in which 3/4" videocassettes and black/white film were copied was determined by convenience, equipment availability, and staff time allocations. Clear procedures for duplicating cataloging work copies, within the priorities outlined above, were followed throughout the project.

Current Cataloging Accomplishments and Backlog

Currently over 41,000 of our 55,000 individual items have been cataloged and entered into the local item-by-item database. Over 3000 collection-level records have been entered into OCLC.

The cataloging backlog is substantial, but we are making continuing progress in this area. The ability to locate uncataloged items for users has been enhanced recently by the development of a new accession database that tracks incoming acquisitions and provides computerized access to items (by candidate) before full cataloging. This system allows the archive to locate newly-arriving items that are often in high demand by users.

Preservation Needs and Priorities

As must be clear from the above descriptions, our cataloging efforts are far ahead of our preservation efforts. We have not had sufficient staff or financial resources to proceed with preservation efforts much beyond minimal storage facilities. While we are able to maintain some climate and humidity control for our tapes and films, the preservation of these valuable and unique television and video materials must be a higher priority.

The Political Communication Center's collections need (1) better storage and shelving facilities with more precise climate controls and additional space for proper storage, (2) staff and equipment to provide a continuous rewinding program for video materials, (3) provision of dust-free storage conditions for 1 and 2-inch videoreels using air-filtration and by placing the reels in vented polyethylene storage bags and replacing the bagged reels in their

original containers, (4) funds to continue the replacement of paper goods and containers with acid-free materials, (5) funds to upgrade outmoded equipment that creates undue wear and tear on master tapes, and (6) additional funds to provide a continuation of cataloging efforts and to insure that access to users can be maintained.

Finally, the center is also investigating methods for digitizing the holdings of the Political Commercial Archive® and to find other ways of storing the materials to provide better access to users. We are developing a full technical and administrative plan for the appropriate use of digital technology. The plan will take into consideration the efforts of the Digital Library Program of the Library of Congress, guidelines for access to digital information currently under development by the National Digital Library Federation for the Commission on Preservation and Access, and the Commission's soon to be released study from its Task Force on Archiving Digital Information. Storing moving images in a digital format for specific applications is becoming cost-effective. The distribution of sub-collections to specific user populations is under discussion with appropriate producers. The digitized moving images of the PCA's holdings might be linked to their descriptive records. Search strategies of the visual content will permit users to identify sets of records and make links among them for a particular research purpose.

Without adequate resources to pursue appropriate preservation strategies, these valuable records of the visual history of democracy may be lost to future generations. On behalf of our own endangered items, as well as scholars and archives throughout the nation, we urge action that will devote more resources to the preservation of American television and video materials before it is too late.

APPENDIX A

USER GUIDE

University of Oklahoma

Political Commercial Archive®

Political Communication Center



Archive User Guide

The Political Commercial Archive® at the University of Oklahoma serves as a repository for radio and television commercials. The major purpose of the archive is to preserve these valuable historical materials and to make them available for scholarly and professional use.

Originally founded in 1956 by a private collector, Julian P. Kanter, and housed at the University of Oklahoma since 1985, the archive collects, preserves, and catalogs an ever-increasing number of political commercials and related materials. The collection has operated for many years with the endorsements of the National Archives, the Library of Congress, the American Film Institute, the American Association of Advertising Agencies, the Republican and Democratic National Committees, and the American Association of Political Consultants.

CONTENTS OF THE COLLECTION

The 55,000 commercials in the archive date back to 1936 for radio and 1950 for television and represent candidates running for offices ranging from the U. S. Presidency to school boards throughout the United States. The archive also contains commercials by political action committees, advertisements sponsored by corporations and special interest groups on public issues, and commercials done for elections in foreign countries. Many of the items in the archive are one-of-a-kind copies and are no longer available through - 491 - any other source.

The commercials vary in length from very short spots to program lengths of 30 or 60 minutes. The original masters of the spots are on a number of formats, including audio tape, 16 mm film, 2-inch videotape, 3/4-inch videocassette, 1-inch videotape, and 1/2-inch videocassette.

GUIDELINES FOR USE

When the archive provides materials for use, the user is given rental copies of the materials only, and these copies must be returned within the specified time. The user must provide assurances to the archive that materials will not be used in any unauthorized ways. It is the express policy of the archive that its materials will not be used in any way to bring disrespect, ridicule, or misrepresentation to the candidates or producers of the commercials it preserves.

When material is furnished to commercial users, these users must recognize that the archive is only providing physical copies of the materials and conveys no other rights to the user. All users must agree to limit the use of the commercials provided to the specific purpose for which they were requested and guarantee not to use them in any other context or to make them available to any other person or entity. Commercial users must assume full responsibility for securing any necessary clearances or authorizations required for whatever use they make of the materials.

DONOR GUIDELINES

The archive is made possible primarily by the donation of the materials it seeks to preserve. The archive is committed to providing the best possible conditions for the preservation of these materials, including proper climatic controls, security, routine duplication, and other precautions.

Donors of materials may want to consider their donations as tax-deductible, and the University of Oklahoma Foundation can provide the necessary verifications for such donation. Donors should also be assured that the archive will adhere to any restrictions outlined by the donor as a condition of contribution.

GENERAL ACCESS POLICY

The following procedures govern the general access to the archive's materials:

- 1 The archive is normally open from 8 a.m. to 5 p.m., Monday through Friday, except on official holidays and other university-designated closing periods.
- 2 During these normal operating hours, the archive's materials are open and available to the public, as well as to students, teachers, scholars, researchers, political professionals, journalists, and other professional and commercial users. In special circumstances it may be possible to arrange for viewing of archive materials outside these normal operating hours.
- 3 The archive does adhere to any restrictions placed on the access to specific materials by the donors of the materials. However, very few archival holdings are subject to such donor restrictions.
- 4 For most users, access will be available only to copies of the materials and primarily on-site. No originals will be available for routine usage. For this reason, advance consultation with the archive staff can provide information on the most efficient methods of providing access for a particular user's needs. This is particularly true if a user's needs involve extensive compilations of materials that span several time periods or campaigns.
- 5 In unusual cases, copies of materials may be rented to off-site users at a cost necessary to cover staff time, equipment usage, and supplies. All off-site usage of archival materials for any purpose must be approved by the Director of the Political Communication Center.
- 6 Individual arrangements can be made with commercial users to provide high quality copies in the user's preferred format.
- 7 All usage and copying of archive materials are subject to adherence to Federal copyright laws.
- 8 The archive staff will attempt to complete all requests within ten working days.

USER FEES AND CONDITIONS FOR ACADEMIC AND PROFESSIONAL USE

On-Site Use

As stated in the General Access Policy of the Political Commercial Archive (PCA), most usage of the Archive's materials will be on-site. Routine viewing of archive materials on-site is generally free of charge to the user. Routine usage generally involves viewing of pre-compiled tapes and spots available on reference copies. Viewers are not allowed to view archive masters or originals. If on-site viewing projects require special compilations of materials that require substantial staff time, users are charged \$100 per hour of compiled time. An hour of compiled time usually involves up to 40-50 short spots.

Off-Site Use

Commercial or Broadcast Use: See Separate Fee Schedule

Pre-prepared Compilations or Circulating Tapes

Off-site usage of archive materials generally is allowed only for tapes pre-compiled for instructional or research use. The PCA can provide users with lists of available tapes and their contents or can describe these to prospective users. Such pre-compiled tapes can be rented for instructional or research use. Off-site users must agree to adhere to the university's use of agreement restrictions. The fees for rental of such pre-prepared tapes for educational use of \$50 per tape for academic users and \$100 per tape for professional or commercial users. The rental period normally will not exceed six months for academic use and 60 days for professional or commercial use.

Special Compilations

In unusual circumstances the archive may agree to compile special compilations of commercials for instructional or research purposes to be used off-site. Generally such compilations will involve providing a maximum of 20 spots to any one user, and no more than 5 spots for any one candidate may be contained within this 20 spot maximum. The fees for such compilations are \$100 per tape for academic users and \$250 per tape for professional or commercial users.

Special Rates for University of Oklahoma Students, Faculty, and Staff

It is the policy of the archive to provide routine on-site and off-site usage at no charge to the University of Oklahoma students, faculty, and staff who wish to use the archive's materials for classroom or research use. Such use is subject to the general conditions of the archive's use agreement, and a deposit sometimes may be required. If usage requests for university students, faculty, or staff require special compilations that involve substantial staff time and resources, such requests may be subject to a compilation fee.

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The University of Oklahoma is a major research university serving the educational, cultural and economic needs of the state, region, and nation. Created by the Oklahoma Territorial Legislature in 1890, the University has 20 colleges offering 160 undergraduate degree programs; 125 master's degree programs; 79 doctoral programs; professional degrees in four areas; and 20 dual professional/master's programs. OU enrolls more than 25,000 students on campuses in Norman, Oklahoma City and Tulsa and has approximately 1,500 full-time faculty members. The University of Oklahoma is an equal opportunity institution. For accommodations on the basis of disability, call (405) 325-3114.

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ACCESS POLICY

POLITICAL COMMERCIAL ARCHIVE

The Political Commercial Archive contains more than 50,000 radio and television commercials from political campaigns. The purpose of the archive is to collect, preserve, and maintain these valuable historical materials and to make them available for study and use. The following procedures govern the access to the archive's materials:

1. The archive is normally open from 8 a.m. to 5 p.m., Monday through Friday, except on official holidays and other university-designated closing periods.
2. During these normal operating hours, the archive's materials are open and available to the public, as well as to students, teachers, scholars, researchers, political professionals, journalists, and other professional and commercial users. In special circumstances it may be possible to arrange for viewing of archive materials outside these normal operating hours.
3. The archive does adhere to any restrictions placed on the access to specific materials by the donor of the materials. However, very few archival holdings are subject to such donor restrictions.
4. For most users, access will be available only to copies of the materials and primarily on-site. No originals will be available for routine usage. For this reason, advance consultation with the archive staff can provide information on the most efficient methods of providing access for a particular user's needs. This is particularly true if a user's needs involve extensive compilations of materials that span several time periods or campaigns.
5. In unusual cases, copies of materials may be rented to off-site users at a cost necessary to cover staff time, equipment usage, and supplies. All off-site usage of archival materials for any purpose must be approved by the Director of the Political Communication Center.
6. Individual arrangements can be made with commercial users to provide high quality copies in the user's preferred format.
7. All usage and copying of archive materials are subject to adherence to Federal copyright laws.

Appendix C

Sample Catalog Pages

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POLITICAL ★ COMMERCIAL ★ ARCHIVE ★

A CATALOG AND GUIDE TO THE COLLECTION



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3107

★ LYNDA LEE KAID ★

★ KATHLEEN J.M. HAYNES ★

EDWARDS, James B. 1927 -. 1 videotape (2 in.). 21421443.

Collection contains 4 television commercials used during Edwards' 1974 campaign for Governor in South Carolina. (Republican Party).

EGAN, John. 1 videocassette (3/4 in.).

Collection contains 3 television commercials from Egan's 1983 campaign for Mayor of Philadelphia, Pennsylvania.

EGGERS, Paul. 2 film reel (16 mm.).

Collection contains 12 television commercials used during Eggers' 1970 campaign for Governor in Texas. (Republican Party).

EIKENBERRY, Ken. 1 videocassette (3/4 in.).

Collection contains 2 television spots from Eikenberry's 1984 campaign for Attorney General in Washington. (Republican Party).

EISENHOWER, Dwight D. 1 videocassette (3/4 in.). 3 film reels (16 mm.). 21128363.



This famous animated figure appeared in an Eisenhower 1952 campaign commercial created by Walt Disney Studios.

Collection contains 27 television commercials from Eisenhower's 1952 and 1956 presidential elections. (Republican Party).

ELKIN, Richard A. 4 videotapes (2 in.). 24221504.

Collection contains 5 television commercials used during Elkin's campaign for the 1976 gubernatorial election in North Dakota. (Republican Party).

ELROD, Richard Jay. 1934 -. 1 videotape (2 in.). 21268962.

Collection contains 1 television commercial used during Elrod's 1970 campaign for Sheriff in Illinois. (Democratic Party).

EMBERTON, Tom. 9 videotapes (2 in.). 2 film reels (16 mm.). 21270284.

Collection contains 19 television commercials used during Emberton's campaign for the 1971 gubernatorial election in Kentucky. (Republican Party).

APPENDIX D

PCA CATALOG WORKSHEET

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31A7

Cataloged by:
Entered by:

Date Cataloged:
Date Entered:

Sheet 1

OU POLITICAL COMMERCIAL ARCHIVE CATALOG WORKSHEET

ID#:

Ref Cass#:

Orig#:

Beg. Time:

MAIN ENTRY

Surname:

First name:

NAME IN COMMERCIAL

Surname:

First Name:

Collection Name:

Collection Number:

Title:

Producer:

Agency:

Media Consultant:

Sponsor:

Aired: (Y/N)

Publish Date:

Copyright: (Y/N)

Copyhold:

Physical Description: 1 videoreel () : sd., ; 2 in.

FORMAT

Beta: N (Y/N)
V1/2": N (Y/N)
V3/4": N (Y/N)
V1": N (Y/N)

V2": N (Y/N)
Film: N (Y/N)
B & W: N (Y/N)
Color: N (Y/N)

Wind: (A/B)
Audio R: N (Y/N)
Audio C: N (Y/N)
Length:

31A8

Feet: Sound: Audio Track: Tape Speed:
Original Condition:

Problems:

Location of Duplicate:

General Note: (Slate ID or code #) (State, Local or Commission office sought)
(Specify city, i.e. mayor)

Restrictions:

Summary:

Language: ENGLISH		Country: USA	
State:	District#:	Election Yr:	Party: Elect Type:
Incumbent: N (Y/N)	Result: (W/L/U/N)	Office:	Sex: (M/F) Race:
Candidate Appear: N (Y/N)	Song/Jin: N (Y/N)	Ques/Ans: N (Y/N)	
Opponent: N (Y/N)	Humor: N (Y/N)	Test/end: N (Y/N)	
Comm Type:	Talking Head: N (Y/N)	Use of family: N (Y/N)	
Animate/Computer graphics: N (Y/N)	M O S: N (Y/N)	Genre: COM	
Music: N (Y/N)			

Subject 1:

Subject 2:

Subject 3:

Subject 4:

Subject 5:

Name 1:

Name 2:

Air Source: