




tvo

TVO Media Archive

Learning for the Future by Learning from the Past

Proposal for Diane Blake
April, 2016

FRANK ~~3~~ SYNC CAM. ROLL # 86

 T96327

 T96328


 T96329


1985 MAG. WILD. PARAMOUNT GATE

 T96330

 T9632


 U01620

 U01619

 U01618

SNATM. 86-NEG ROLL 18 L. SCHILLER
ROLL 19 RUDY BEHLMER

U02113

 U02098

1621

 U02094

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Board of Directors

TVO Today

In 1970, Ontario Premier Bill Davis had a bold idea. He believed that technology could breathe new life into education, changing its context to create limitless possibilities for learning on a global scale.

For more than 45 years, TVO has been at the cutting edge of innovation, leading the way in using new technology to further Premier Davis's original goals: to move away from television and instead deliver education via the internet and its many platforms.

Today, we are a leader in 21st-century digital learning, with a genuine appreciation of our collective history. Like you, we recognize that understanding the past helps build a promising future.

Now we are facing a critical point in our history. Due to technological advancements, audio and visual tapes containing nearly five decades of Canadian heritage have become obsolete. This means that hundreds of hours of historic footage might never be seen.

Fortunately, this presents a unique opportunity.

We are seeking to partner with like-minded individuals who understand the urgency in preserving history to benefit current and future generations.

“History cannot give us a program for the future, but it can give us a fuller understanding of ourselves, and of our common humanity, so that we can better face the future.”

—*Robert Penn Warren*



The TVO Media Archive Project:

Shaping the Future by Preserving the Past

Through a deeper awareness of history, a person can better understand changes in society, further develop their identity, and have a more positive impact on the future. Our world has evolved at an incredible rate over the last 45 years. As technology continues to advance, it is imperative that we preserve our rich history as a province for future generations.

In 2013, TVO launched the TVO Media Archive Project, an ambitious undertaking to digitize thousands of historic programs captured in outdated

film and video tape formats, rapidly deteriorating with age. Every day, more priceless historic content becomes unwatchable. This content contains vintage interviews with iconic public figures of the 20th and 21st centuries; people who helped shape the political, economic, and cultural landscape essential to Ontario's heritage.

Your early support was essential to the project's success. As a result of your unwavering belief in the importance of preserving history, we were able to

make significant strides in protecting and sharing footage that showcases Ontario's proud heritage. Today, millions of people have access to a wealth of information that was made possible because of your tremendous leadership and commitment. In three short years, the project has already been able to save irreplaceable historic footage that cannot be found anywhere else.



Overview:

What We've Done

Phase 1 – 2013-2015

- Identified and began cataloging TVO's vast collection of historical programming, sorting through thousands of materials to remove duplicates and begin initial preservation work
 - Transferred 3,000 2" tapes into digitally compatible formats
 - Selected, organized, and scheduled high-value and clear/low-risk copyright clearance of tape and film transfers, including early editions of TVO's *Saturday Night at the Movies* series
 - Migrated archival information from an outdated computer system into a new Digital Asset Management System
 - Received tremendous support from 4,522 TVO donors who rallied behind the Media Archive Project and donated more than \$420,000 to TVO's annual giving campaign
-

NO MORE

SHOWN IN THE
2001 MUSEUM OF
MODERN ART
AND THE
METROPOLITAN MUSEUM OF ART

Series Title

Yes Sir

Program Title

- Green & White

Common elements
in Eng + Fr.

BPN

Contents

213515/2000

PO Number

D1-1
D1-2



Overview:

What We're Doing

Phase 2 – 2016-2017

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- Formatting to ensure that all content is closed captioned and described for the visually impaired under the Accessibility for Ontarians with Disabilities Act (AODA)
 - Working towards achieving our goal to preserve and make accessible as much as possible, given copyright, physical condition, and funding restraints
 - Launched on January 26, 2016, the initial version of TVO's Media Archive is now available at tvo.org/archive
 - Continuing to upload archival videos to this site, paying particular attention to content that offers a historical snapshot of TVO's current themes and is in line with our strategic direction
-

ARCHIVE

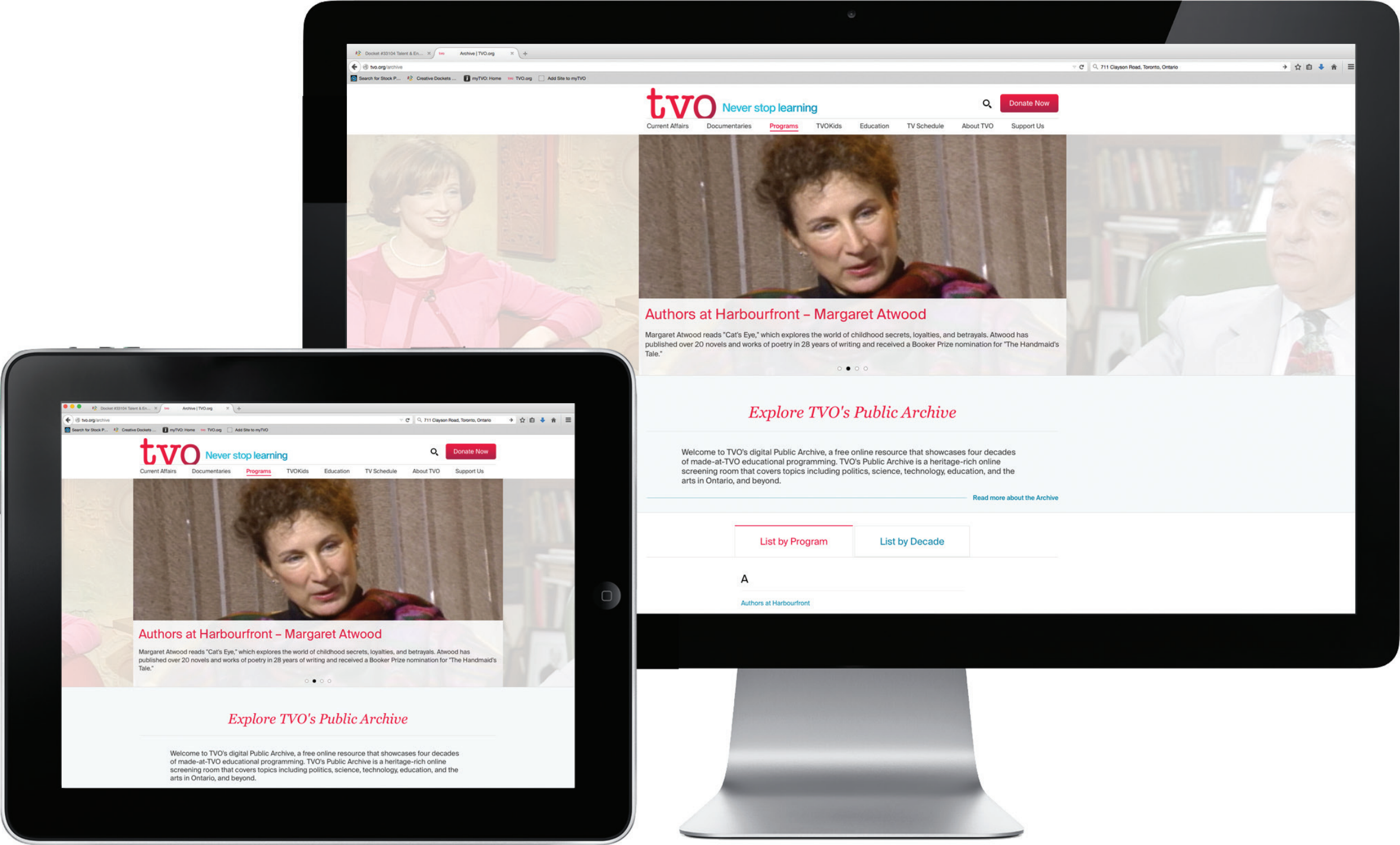
Looking Ahead, with Your Support

Phase 3 – 2017-2018

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- Within five years, complete the digitization of all TVO materials.
 - TVO's Media Archive is fully launched, giving millions of people access to Ontario and Canada's rich history.
 - Set the mandate for future TVO programming.
-

“A society is defined not only by what it creates, but by what it refuses to destroy.”

—*John C. Sawhill*



Your Impact

With your initial gift, you gave life to the TVO Media Archive Project. Without you, the project would not exist.

In fact, we believe that without your support, it cannot continue to exist.

Your involvement has been fundamental. This project's importance is undeniable, its progress is evident, and its public support is apparent. Now, we need you. Although much has already been done,

important work still remains. We are truly grateful for all that you have done and request your support in moving this project forward.

This project will require a substantial investment to reach its goal of preserving this historic content. The potential loss of history is an avoidable tragedy that we hope to prevent. Through your generosity, we can ensure a brighter future for Ontarians by giving them

access to the past. TVO is asking for your support of the TVO Media Archive Project to make this happen.

Furthermore, we would be honoured to acknowledge you in a way that reflects your wishes. The TVO Media Archive would not only stand as a testament to your belief in the importance of history, but as a monument to the legacy of learning that you will leave for future generations.

Thank you

Thank you on behalf of TVO's Board of Directors, Executive Management, staff, and the Ontarians who will benefit from your support. Together we can create a better world through the power of learning and a deepened understanding of history.



Board of Directors

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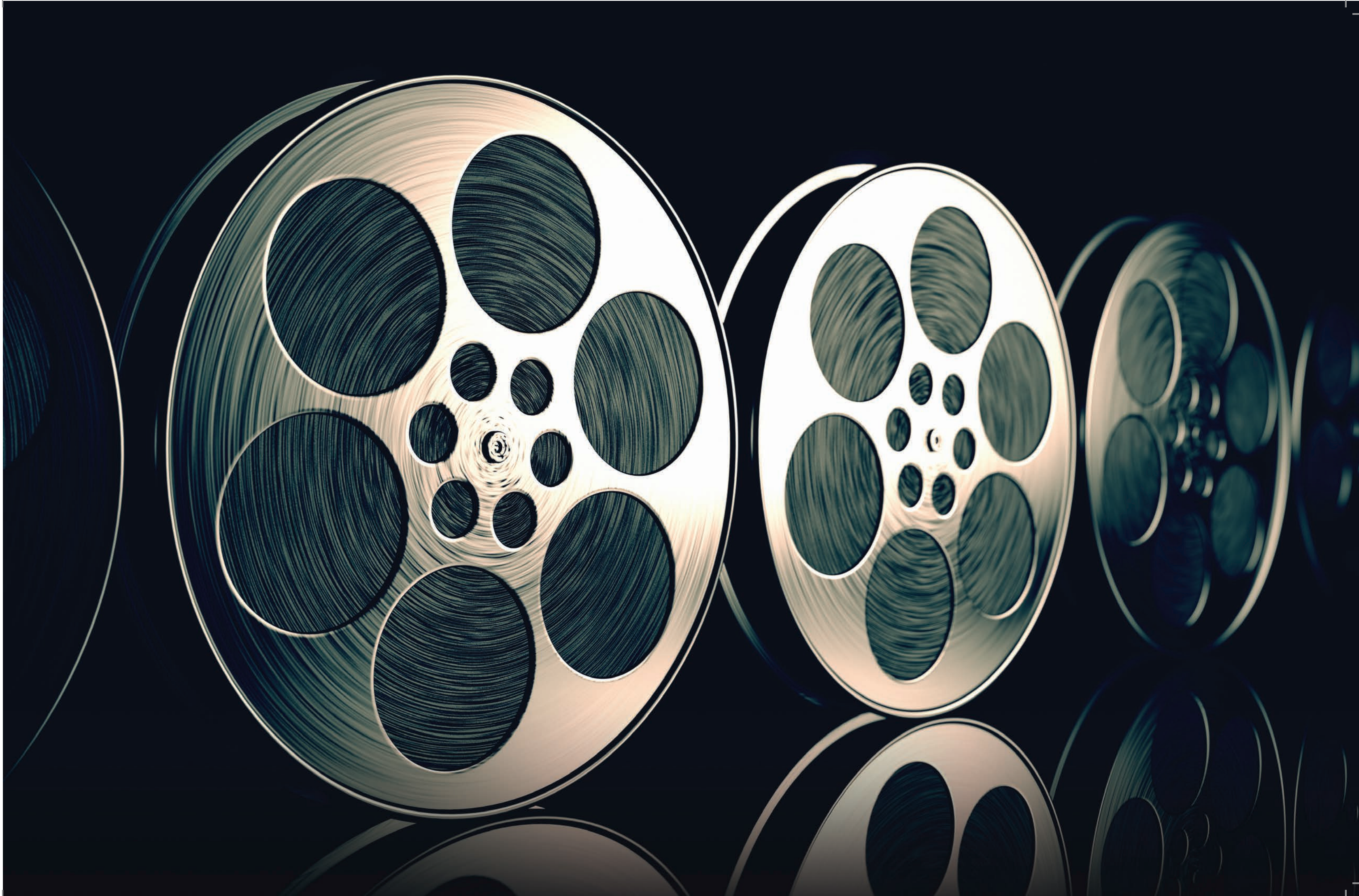
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TVO is a registered charity
known as the Ontario Educational
Communications Authority.
Charity Registration Number:
85985 0232 RR0001.



tvo Never stop learning

