

Collection Development Policy Statement for Special Collections in Mass Media & Culture

Collection Leader responsible:

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Purpose

Special Collections in Media & Culture (MMC) is a major unit of Special Collections & University Archives (SCUA), and is located in the R. Lee Hornbake Special Collections Library. MMC consists of premier archival collections which document the cultural and technical history of radio and television broadcasting in both the commercial and non-commercial spheres. These collections include audiovisual recordings, photographs, memorabilia, organizational and personal documents, oral histories, publications, pamphlets and books. MMC possesses a large volume of radio and television programming, especially in the area of public and educational broadcasting. The collection is also strong in the depth of its resources on the media as a business, and includes donations from corporations and trade organizations, individual radio and television stations, executives, writers, performers, producers and engineers. MMC resources are heavily consulted by academic units and students on campus as well as researchers, educators, news media and broadcast entities from outside the university.

Coordination and Cooperative Information:

MMC works collaboratively with related units and individuals on campus to increase access to our holdings, including Library Media Services, Special Collections in the Performing Arts and the Librarian for Journalism and Hearing and Speech Sciences. We also coordinate with similar repositories across the country when considering potential donations in order to keep subject material together and avoid splitting collections, directing collections to where they are most appropriate in accordance with archival best practices.

Diversity:

MMC has worked diligently to expand our resources related to both the media's historical treatment of racial minorities and women, and the roles played by these underrepresented groups in the industry. Female writers, directors, producers, actors, singers, hosts or interviewers, executives and managers are all represented in MMC's collections, and we are working to increase the extent of our holdings related to racial minorities.

All of MMC's collections include materials and resources that reflect a variety of political, economic, religious, social, minority and sexual issues and we strive to provide free access to all expressions of ideas through which any and all sides of a question, cause or movement may be explored.

Summary of Collection Scope at Current Collecting Levels

Special Collections in Media & Culture

MMC consists of two major components:

The Library of American Broadcasting holds a wide-ranging collection of audio and video recordings, books, pamphlets, periodicals, manuscript collections, oral histories, photographs, scripts and vertical files devoted exclusively to the history of broadcasting. The Library also includes more than one thousand oral histories, interviews and speeches by such notables as William Paley, Mary Tyler Moore, Edgar Bergen, Minnie Pearl, Lowell Thomas, Eve Arden and Norman Corwin.

The National Public Broadcasting Archives (NPBA) was initiated by educator and former PBS board member Donald R McNeil. Dr. McNeil brought his concern to industry representatives that the history of public broadcasting was at risk and made a case for establishing an archive at the University of Maryland. On June 1, 1990, the NPBA was officially dedicated.

The NPBA brings together the records of the major entities of non-commercial broadcasting in the United States, including National Public Radio, The Children's Television Workshop, and Maryland Public Television. The NPBA also has the personal papers of many individuals who have made significant contributions to public broadcasting. An extensive reference library contains basic studies of the broadcasting industry as well as rare pamphlets and journals.

I. **Developing the MMC Collection**

1. Language(s): Predominately American English
2. Geographical areas: The major focus of the collection is the United States, but the scope of our larger collections often reach other nations as well. For example, The Archives of The Children's Television Workshop has a large international component documenting the various versions of *Sesame Street* produced in other countries.
3. Chronological periods/Imprint dates: 1860 to present
4. Topics covered:
 - ❖ Includes organizations, programs and personalities
 - ❖ Local radio and television history (Maryland/D.C. metro area)
 - ❖ Broadcast advertising
 - ❖ Broadcast management
 - ❖ Minorities in broadcasting
 - ❖ Public radio
 - ❖ Public television
 - ❖ Educational radio
 - ❖ Educational television
5. Materials selected:
 - Included materials (regardless of format, i.e. analog, digital):

- ❖ Letters, correspondence, memos, office files, photographs, drafts, notes and other original papers, with an emphasis on complete files or collections from media companies and industry notables.
- ❖ Books, periodicals, annual and other reports, studies related to broadcast history
- ❖ Corporate publications, newsletters, pamphlets, brochures, rate cards and other reference material from the broadcast industry
- ❖ Programming and advertisements; speeches and interviews; auditions, tests and “demos” recorded in various audio, moving image, photographic and print formats, be they analog or digital.
- ❖ Program scripts, ad copy, production-related documents and artwork.
- ❖ Memorabilia and other items of historical interest at the discretion of the curator and collections management staff.
- ❖ MMC maintains an extensive collection of oral histories and strives to expand this collection through the recording and preservation of the recollections of the present generation.

- Excluded materials:
 - ❖ Books on film history and general entertainment
 - ❖ Books from a donor’s personal collection that do not related directly to broadcasting
 - ❖ screening copies in home video or disc formats
 - ❖ copies of mainstream Hollywood film releases
 - ❖ popular magazines or trade publications that are readily available on microfilm/fiche or in digital versions online
 - ❖ record or CD collections of popular music
 - ❖ collections consisting solely of government documents
 - ❖ collections of unclear provenance
 - ❖ materials related to print journalism
 - ❖ materials related primarily to popular culture
 - ❖ materials related to international radio and television
 - ❖ materials related to film studies
 - ❖ materials in poor condition, showing evidence of mold, mildew, pests, significant embrittlement, or otherwise damaged beyond repair
 - ❖ materials to which access is restricted in perpetuity or for a period of time deemed by MMC staff to be beyond a reasonable limitation
 - ❖ historical compilations or broadcasts that are commercially available
 - ❖ artifacts such as TVs, radios, and other broadcasting equipment

II. **Additional Collection Information**

1. Duplication: MMC does not accept duplicate copies of materials. Duplicates of materials found in donated or transferred materials will either be discarded or offered back to the donor, depending on the nature of the agreement between the donor and MMC. MMC will

also not seek to duplicate materials held in other parts of the UMD Libraries' main collections.

2. Gifts: Gift items added to MMC are done so in conjunction with the *University of Maryland Libraries Gifts-In-Kind Policy*, particularly so that they “supplement existing collections in support of the University's teaching and research programs as well as to provide the University Libraries with special materials in which there is a scholarly interest” (<http://www.lib.umd.edu/collections/gifts/for-donors>). The Collection Leader for MMC is ultimately responsible for deciding whether or not a gift is added to the collection.
3. Deselection/Withdrawal: The relevance of materials in MMC can and will change over time. Periodic weeding of the collection is done to identify items which no longer fit the criteria for inclusion in the collection.
4. Preservation: The Collection Leader and other MMC staff will work with the Preservation unit at the University of Maryland Libraries when individual titles or collections are brought to their attention that need rebinding, repair, replacement or other types of preservation.

Implementation and Revision Schedule: This policy has been reviewed by the Collection Development Council (lib-cdc@umd.edu) and is considered effective on the date indicated below. It will be reexamined regularly by the subject specialist and will be revised as needed to reflect new collection needs and identify new areas of study, as well as those areas that may be excluded.

Date: 3/8/2016, rev. 9/6/2016, 12/6/2016, 6/6/2018

CDC 9/25/18