

Walter J. Brown Media Archives & Peabody Awards Collection Collection Development Policy

1. Mission Statement

The Brown Media Archive & Peabody Awards Collection advances the research, instructional, and public service mission of the University of Georgia by collecting, preserving, and providing access to the published and unpublished works that document the evolving history of electronic media and the culture and history of Georgia and its peoples found in moving image, sound, and digitally produced media. The Brown Media Archives & Peabody Awards Collection documents the history of electronic media through the Peabody Awards and other related broadcast collections. The cultural, social, and economic legacy can be traced through the six news collections it holds from across the state; there are also holdings in amateur films, work by documentarians, folklore and folklife, music, religious broadcasting and the history of the University of Georgia.

2. Types of Programs Supported by the Collection

A. Research

The holdings of the Brown Media Archives further the research of University students, faculty, staff, scholars, and the general public by providing access to original and published materials.

B. Preservation and Security

The preservation of research materials held by the Brown Media Archive is crucial to the mission of the University of Georgia Special Collections Libraries. Materials are stored in a state-of-the-art, climate-controlled vault for optimal preservation of archival collections. To ensure the security of the Brown Media Archives holdings, the collection is non-circulating but may be requested and digitized and linked online for viewing or listening from anywhere in the world. Digital files are stored and maintained in a deep digital archive.

C. Exhibitions

The Brown Media Archives develops exhibits featuring and interpreting materials from the collection for display in the Special Collection Libraries' exhibit galleries. Exhibits are curated by staff and University students and faculty.

D. Outreach and Public Programming

The Brown Media Archives furthers the use and development of the collections through an outreach and public program designed to increase public awareness of the nature and relevance of the collections. This effort includes exhibitions, tours and presentations, public programs, teaching and supporting University courses, field trips, digitizing collections, and publications.

E. Acquisitions

The Brown Media Archives acquires materials through donation, transfer, and on rare occasions through purchase. The Brown Media Archives does not accept materials on permanent or temporary loan.

4. Clientele Served by the Collection

The Brown Media Archives is open for research to the University of Georgia community as well as the general public. The clientele served by the collection includes graduate and undergraduate students, university faculty and staff, independent scholars, K-12 students, general public, documentary producers, and donors.

5. Strengths of the Collection

Below are the major strengths of the Brown Media Archives. For current collecting priorities, see section 6.

A. The Peabody Awards Collection

The Peabody Awards are documented in the Archives from their beginnings in 1940 to the present day. The holdings feature all genres of broadcast programming and include not just the winners but almost every entry submitted during its history. Analog and digital media exist for almost every entry submitted. Printed materials, photographs, and artifacts also document the history of the Awards; those materials are administered by the Hargrett Library.

B. News Collections

Six television news collections from across the state of Georgia are available for research, much of it online. The entire southeastern region is represented with news content spanning from 1948-2008.

C. Other Broadcasting content

All areas of broadcasting are collected. Religious broadcasting is represented primarily in the Protestant Radio and Television Center Collection, but also appears within other collections. Broadcasting awards collections--IRIS Awards and the Southeast Regional Emmy Awards collection--showcase what producers considered their best work from the mid-1970s into the early 2000s.

D. Independent Documentarians

Independent documentarians Macky Alston, Bill Cody, Blaine Dunlap, Ken Harrison, George King, Bill Van Der Kloot, and David Zeiger have their collections available for research.

E. Amateur Films and Videos

Many independent non-professional filmmakers, such as home movie and video creators, documented everyday life or told stories on film and are included among our holdings, as are itinerant filmmakers, who profiled small town people and businesses on film, capturing snapshots of these regions in the first half of the 20th century, scenes very different from those locales today.

F. Georgia Music Culture

Our Georgia music holdings include the Georgia Music Hall of Fame Collection, but also feature Art Rosenbaum's folk music collecting, the Georgie Folklore Collection, and George Mitchell's National Downhome Blues Festival recordings. These audiovisual holdings document the evolution and importance of Georgia's music industry and legacy.

G. UGA created content

This content is represented through various departments on campus including the Athletic Department, WGTV television productions, WUGA radio, WUOG radio, the Center for Teaching and Learning (formerly OISD), the Georgia Center, and UGA Marketing and Communications.

6. Current Collecting Priorities

We always look to document the moving image and sound content created by Georgians or from the Southeast region. In addition to building upon existing strengths in broadcast media and newsfilm and videotapes, the Brown Media Archive is actively building collections in these areas:

- A. Changing demographics of Georgia
- B. Black experience in Georgia
- C. Evolving Georgia music landscape
- D. Social movements, social justice, civil, and human rights
- E. Popular culture

8. Formats and Physical Characteristics

The Brown Media Archive actively seeks original analog audiovisual recordings (film, videotape, audio recordings) and unique digital files (audio and video) that document its collecting areas.

9. Policies and Procedures for Collecting

A. Deed of Gift

For materials that are donated to the Brown Media Archive, a deed of gift or instrument of donation is required. Donations become the permanent property of the University of Georgia. The deed of gift outlines the intellectual rights and/or licenses inherent in the collection and documents any restrictions to the collection regarding access and use.

B. Restricted Collections

The Brown Media Archive does not accept any collections that are restricted or closed to researchers in perpetuity. Collections may be closed for research for a limited time according to the donor's wishes. The agreement regarding access restrictions for a collection is documented in the deed of gift.

12. Cooperative Agreements Affecting the Collecting Policy

The Brown Media Archives recognizes that other institutions may collect in the same or overlapping areas and will seek similar unique resources for their own collections. The Brown Media Archives also recognizes that other institutions may have prior claim on such materials or be a more appropriate repository to house them. In cases where collecting interests of the Brown Media Archive and another repository directly conflict, BMA will use the best interest of the scholarly community as a criterion in pursuing a resolution.