

Digital Distribution Update

The project's purpose is to develop a strategic plan for digital distribution; this report touches on some of the areas the plan addresses.

However, a key part of this plan is to identify major donors and resource partners, to help us overcome resource limitations and move quickly toward implementation. In order to do this we must develop pilot programs and initiatives with outcomes that will be attractive to potential funders and partners.

Please be aware that I am dependent for technical and operational, IT and programming support upon Jon Almeleh, Pete Korakis and Nathan Moore: we speak daily. Building on the work done with the unpaid staff of the Licensing and Distribution Task Force, we will reach out to both unpaid and paid staff.

I. License and Legal Issues: “The Administration of Rights”

1. Internal milestones: clearing rights to redistribute local station's unpaid staff-produced program content* on digital platforms.

(N.B.: We will need PNB approval of agreements and distribution to staff.)

2. External applications: using hybrid licenses to permit redistribution, for approved uses, from digital platforms to wider audiences.*
3. Best Practices:
 - conduct case studies with producers, programmers and staff from local stations, and the Pacifica Radio Archives, in particular, on issues including: speaker releases, determining ownership, obtaining permission for rebroadcast; Fair Use and other considerations;
 - exploring alternative licensing approaches for intractable copyright Problems;
 - design useful tutorials and training for staff.

*The Digital Millennium Copyright Act and Copyright Royalty Board rulings will necessitate archiving, tracking and recordkeeping for all local station program content, if it is webcast. In future, Pacifica must maintain databases for the royalty-free and copyrighted content contained in its programming.

II. Podsafe Music Library:

1. Programmers need access to royalty-free musical content to produce programming.
2. Creative Commons assigned their its Creative Director to provide support for Pacifica staff to implement this program.
3. Eva Georgia has agreed to implement a podsafe pilot at KPFK.
4. Develop search engines for podsafe library to make it user friendly for producers and programmers.

III. Infrastructure Needs

1. Local stations should meet technical standards and protocols for streaming local station programming at 128 Kbps – this may require some stations to acquire additional bandwidth.
2. All stations will need to begin archiving streams for PRA.
3. Additionally, Foundation needs include:
 - dedicated computer capable of streaming programming culled from the local stations in conjunction with;
 - an automated archival system capable of gathering high bit-rate internet streams, podcasts, or manual ftp uploads;
 - additional software – mostly off-the-shelf – necessary to perform these functions;
 - databases that will enable us to identify and track program content;
 - similar software systems for the podsafe music library, as well as search capacity;
 - enhancements to the program guide;
 - Pacifica Radio Archives ongoing needs to catalogue, preserve, digitize and provide its archives in searchable form.

IV. Resource Partners

1. The Internet Archive (archive.org) joins Pacifica as a major resource partner. They have agreed to host content and make their considerable technical expertise available to the Foundation.
2. I will meet with Dr. Larry Lessig in August to discuss specific major donors and other resource partners and the projects and approaches that he feels will help effectuate these relationships.

3. There are several other major resource partners with whom we will be having discussions over the next few weeks.

V. Administrative Concerns

1. We need the support of the PNB and National to encourage staff to use agreements to clear rights of unpaid producers and programmers.
2. We urge the PNB to set policy and goals that encourage making a wider range of Pacifica programming available digitally, in order to open access of our program content to local, regional, national and international audiences.
3. We need management and PNB support to complete best practices, guidelines and training; these will help clarify the interests of the Foundation and the rights of various stakeholders.