

Project #	Agency	Project Title
47-02	Educational Telecommunications Commission	Public Media Archive and Distribution Project

SUMMARY OF REQUEST (Executive Summary from the Proposal)

[Full text of all proposals are posted at: <http://www.nitc.state.ne.us/nitc/documents/fy2007-09/index.html>]

Technologies and trends are fundamentally reshaping the media landscape. Transition from analog to digital technologies presents a great challenge and a momentous opportunity. Consumers are demanding content that can be accessed anytime and anywhere, on a growing variety of platforms and devices at mind-boggling speed. There is tremendous potential to enhance public service through digital media in education, civic engagement, health care and other important public needs. The “push” of scheduled programming is steadily being replaced by the “pull” of more diverse content selected by consumers – media on “my time” that is also segmented and formatted for delivery not only on television and radio, but also on computers, cell phones, PDAs, iPods and other increasingly portable devices.

More and more Nebraskans are expanding their use of new media “spaces” to access information important to them as citizens and as individuals. New media venues such as Cable Video on Demand, Internet Video and Audio on Demand, Podcasting, Vodcasting, and mobile platforms such as cell phones and PDA’s are becoming as important to Nebraskans as traditional broadcast and cable.

To reach Nebraskans on all current and emerging media platforms, it is necessary to increase public access to the existing media created not only by NET but by other government, educational, and non-profit organizations across the state. To maximize the content produced currently and in the past by NET, it is also necessary to rethink and retool routine production and distribution tasks including capture, logging, editing, transcoding, asset management, administration and archiving content.

A public media Content Management System will optimize the State’s investment in digital technology, creating a more effective repository and distribution system of information important to Nebraska’s civically and culturally-engaged individuals and organizations. The enhanced capabilities will allow “mission-similar” partners interested in adapting the best of their content for widespread distribution across NET’s multicast and broadband services. NET’s broadcast and broadband distribution capacity has the potential to raise the profiles of the presenting organizations and extend the reach of their programs, making them more cost-effective to the presenters and broadening their service to the citizens of Nebraska.

To develop this public media archive and expand its distribution, NET proposes to implement two integrated systems: enterprise content management (ECM), which embraces all the content of an organization, from print documents and images to multimedia and audio and video files; and Web content management (WCM), including all content made available via the Internet, broadband and portable services.

FUNDING SUMMARY

Public Media Archive and Distribution Project		FY07-08	FY08-09	FY09-10	FY10-11	Project Total
Archive	Item					
	Avid Unity ISIS Storage Chassis		\$115,000			
	Avid Interplay graphics hardware and software interface		\$30,000			
	Xiotec Server Storage for AVID Interplay		\$30,205			
	Xiotec Magnitude 3d 3000 e storage			\$78,000		
	Storagetek SL-500 LTO tape archive			\$89,000		
	Catalyst 6500 firewall/switch with blades and supervisor unit			\$100,000		
	Xiotec SATA Raid expansion for radio storage			\$39,000		
	Dell Server Poweredge 6850			\$14,000		
	Cable and Labor			\$36,000		
	ISIS storage expansion				\$239,990	
	Cisco License and Maintenance				\$14,000	
Broadband Distribution	Avid Transcode for multiple media hardware and software		\$75,000			
Production	Ikgami tapeless field acquisition	\$55,000	\$55,000	\$55,000		
Radio Traffic Management	Protrack Software Upgrade	\$16,000				
Web Content Management	VMWare server memory	\$6,000				
	Consultation regarding product specification	\$8,000				
	OS licenses	\$700				
	Web Content Management System (CMS) software	\$125,000				
	Training in use of purchased software	\$12,000				
	Server licenses	\$2,000				
	Consultation regarding migration of existing website	\$25,000				
FY Totals		\$249,700	\$305,205	\$411,000	\$253,990	\$1,219,895

PROJECT SCORE

Section	Reviewer 1	Reviewer 2	Reviewer 3	Mean	Maximum Possible
3: Goals, Objectives, and Projected Outcomes	14	12	13	13.0	15
4: Project Justification / Business Case	23	21	20	21.3	25
5: Technical Impact	18	15	15	16.0	20
6: Preliminary Plan for Implementation	8	6	6	6.7	10
7: Risk Assessment	7	5	5	5.7	10
8: Financial Analysis and Budget	16	15	16	15.7	20
TOTAL				78	100

REVIEWER COMMENTS

Section	Strengths	Weaknesses
3: Goals, Objectives, and Projected Outcomes	<ul style="list-style-type: none"> - Very good "common language" description of what the project is intended to accomplish. Clear statement of goals. - Good description of NET's needs for content management 	<ul style="list-style-type: none"> - No detail on other providers of content and whether they have agreed to this concept/initiative.
4: Project Justification / Business Case	<ul style="list-style-type: none"> - Good review of options considered. - Again, good description of NET's needs to digitize NET content and make it available on demand. Good descriptions of content 	<ul style="list-style-type: none"> - Ideally, more tangible benefit would have been documented. - No detail on non-NET content that would be made available.

Section	Strengths	Weaknesses
5: Technical Impact	- Good explanation of how the technical environment might work. - Good descriptions of "content mgmt". Strong emphasis on standards.	- Not much comment or information on technical requirements or strategies. - Current NET organization has created the need to improve content management. Not sure I see the detailed description of the system.
6: Preliminary Plan for Implementation	- Relatively good identification of milestones. - Good Team definition	- Relatively little information about ongoing staff requirements for support - Little detail, but ok since this is preliminary
7: Risk Assessment		- Information provided seems slow to acknowledge the possibility of risk from undertaking something of this size. - There are more risks than those identified.
8: Financial Analysis and Budget	- Plenty of information regarding equipment and software.	- Costs for possible external assistance and/or consulting seem quite low.

TECHNICAL PANEL COMMENTS

Technical Panel Checklist				Technical Panel Comment
	Yes	No	UNK	
1. The project is technically feasible.	✓			
2. The proposed technology is appropriate for the project.	✓			
3. The technical elements can be accomplished within the proposed timeframe and budget.	✓			

STATE GOVERNMENT COUNCIL COMMENTS

- The State Government Council recommends this project be categorized as [Tier 3].

NITC COMMENTS

- Tier 3 (Other. Significant strategic importance to the agency and/or the state; but, in general, has an overall lower priority than the Tier 1 and Tier 2 projects.)

APPENDIX**AGENCY RESPONSE TO REVIEWER COMMENTS****NET Response to Weaknesses for Public Media Archive NITC Project # 47-02***Section 3 - Goals, Objectives, and Projected Outcomes**Section 4 - Project Justification and Business Case*

"- No detail on other providers of content and whether they have agreed to this concept/initiative."

"- No detail on non-NET content that would be made available."

The reviewer is correct; NET has not signed formal agreements with any potential partners, pending funding. However, we have had discussions with the Nebraska Humanities Council, the Institute of Agricultural and Natural Resources at UNL, the NETCHE post-secondary consortium, and the Office of the Clerk of the Legislature about hosting content.

Section 5 - Technical Impact

"- Not much comment or information on technical requirements or strategies."

"- Current NET organization has created the need to improve content management. Not sure I see the detailed description of the system."

The detailed description of the system and technical requirements was contained in section 4 and should have been repeated in Section 5. The internal NET content will be produced and archived in the enterprise Avid Interplay Content Management system. External content from partners will be digitized to web standards and also housed in the Avid Interplay.

This content will be available to the Web Content Management system from a vendor such as RedDot or Artisia. The web content management system will collect the metadata for each element in the archive, the web ready files and combine them into a dynamically refreshed public website. An example of such a site can be found at <http://www.cetconnect.org/>

Section 6 - Preliminary Plan for Implementation

"- Relatively little information about ongoing staff requirements for support."

NET anticipates no additional staff will be needed to support the Public Media Archive. Support for the IT equipment and infrastructure will be the responsibility of the existing Information Services staff. Operation of the Avid Interplay system will be the responsibility of the existing Production and Network Operations staff. Creation and maintenance of the Public Media website will be the responsibility of the existing Interactive Media Group staff.

Section 7 - Risk Assessment

"- Information provided seems slow to acknowledge the possibility of risk from undertaking something of this size."

"- There are more risks than those identified."

The Public Media Archive represents a new area of service to the State of Nebraska and its citizens. With any new service, there is the risk that the service will not be used. However, experience with similar Archives in Cincinnati and Wisconsin has shown there are both a need and a desire for this service. NET is committed to providing promotional support through its existing media outlets. In addition, partners providing content on the Archive have a vested interest in also promoting this service.

As the management team in Section 6 indicates, NET has several decades of experience in managing large scale technology, integration, and content delivery projects. The scope of this work is well within the capacity of both the staff and the institution of NET.

Section 8 - Financial Analysis and Budget

"- Costs for possible external assistance and/or consulting seem quite low."

Consultation services represent only 2.5% of the total project cost. The reviewer is correct; consultation services for integration project can run as high as 25%. NET believes, however, that the significant experience of its staff in developing, implementing, and managing large scale projects of this nature alleviates the need to invest significant tax dollars in outside consultants.