

Reggae Sunsplash Festival Archival Project

The project will create the following products.

1. The first order of business for the project is to catalog all of the analog tapes in chronological order from 1978 to 1995, there are around 200 individual tapes in Beta format (90%) and U-matic format (10%).
2. From here the next step is to create finding aids for the individual artiste performances each year. In general the festival would run for 5 nights, with 10 artistes a night for around 50 artistes per year, with each artiste doing 3 to 5 songs per set. The NARA grant will allow us to create finding aids for 50% to 75% of all performances.
3. The next and one of most important products will be the digitization of the analog tapes. Digitization will allow us to preserve this material for future generations and arrest deterioration of the archived material. The grant will allow us to digitize 50% of all analog footage. The digitization will include placing a Reggae Sunsplash watermark on the digital footage, this will add authenticity value to the digital archives.
4. Concurrently we will be developing a Reggae Sunsplash Preservation Society server and website. The website will allow us to make available the digitized footage through streaming to the general public and to musicologists, cultural historians and other interested specialists. Streaming will be available for free on condition that those interested register with the society through the website. There will also be an option for those who would like to donate to the preservation society to help cover onward costs after grant funding is ended. The website will also include original graphical material relating to the festival such as promotional materials and festival catalogs, original VHS packaging materials, T-shirt designs and other related material.
5. We will determine from the film catalog which are the 20 most historically relevant performances. These performances will be the first performance to be streamed through the website.
6. By the end of the grant we will make available for streaming 25% of all performances.
7. After the first year of the grant St John's University will hold an opening ceremony for the project at the campus museum / exhibition space and will

invite all stakeholders in the project including the Department of Library and Information Sciences (DLIS), the television and film studies program, the college of liberal studies, the student audio-visual association, the college of liberal arts and sciences, Sunsplash performers in the New York area and NARA partners. We will publicize this event in the media, both traditional and social (note from the project plan that we will be engaging a student 10 hours a week for one year to promote the project through social media, once we have the website, streaming, catalog and finding aids online). The exhibit will run for 3 months' time which will allow the publicity to gain site-specific momentum.

8. Also as part of publicity and dissemination for the project we will create three 30 minute television specials on the project including concert footage of some of the most historically-significant performance. These specials will appear on Brooklyn Cable Television, which is available New York City-wide.
9. The final product for the NARA project will be to secure professional, long-term, archival space for the analog Reggae Sunsplash Festival tapes, which we allow us to continue the digitization and streaming availability of these historically significant performance, and as well make the original tapes available to interested researchers.