

# Virtual Tour of the CBC Transformation Office

December 2, 2022 - 1pm  
Canadian Broadcasting Corporation

The Transformation Office is home to CBC's information management experts. In addition to managing CBC's extensive archives, including film, video, image, audio and music content, the Transformation Office also takes a lead role in developing CBC's use of metadata to support content personalization and intelligence.

## Agenda

- **Introduction:** Christine Cadotte, Manager, Metadata Governance
- **Reference Library:** Kate Zieman, Senior Media Librarian
- **Music Library:** Patrick Alexander, Senior Media Librarian
- **Visual and Audio Research:** Zoë Barraclough, Library Coordinator
- **Acquisitions:** Casandra Kubik, Senior Media Librarian, Pam Tyrrell, Library Coordinator
- **Media Management / Content Lifecycle:** Matt Guerin, Supervisor
- **Media Management / Digital Asset Management:** Marcos Armstrong, Senior Media Librarian
- **Content Consolidation:** Russ McMillen, Library Coordinator
- **Semantics and Metadata:** Caitlin Hoy, Senior Media Librarian
- **Mass Digitization:** Bretton Weir, Library Coordinator
- **Indigenous Languages Archive Project:** Lorne J. Shapiro, Project Lead
- **Q&A**

## Key Speakers

### **Kate Zieman, Senior Media Librarian**

In my 15 years with this department I've done all sorts of things -- managing video tape stock, cataloguing news programs from 16mm film, and sourcing photos and footage for production (just to name a few!). For the last several years I've been happily working in the Reference Library, where my team strives to answer a wide range of research questions from CBC journalists across Canada.

### **Patrick Alexander, Senior Media Librarian**

My tenure with the CBC began about 25 years ago in the Radio Archives department. There I specialized in music cataloguing and the handling, preservation and restoration of multiple audio carriers. My current role in the Music Library also bears upon my knowledge of networked digital audio, longtime exposure to a variety of musical genres, and an in-depth understanding of the history and evolution of the modern-day music landscape. I ensure that new music acquisitions are quickly available for producers throughout English Radio and that the accompanying database records are complete and accurate.

**Matt Guerin, Supervisor, Content Lifecycle Operations**

I've been with the CBC for 18 years. During that time, I have worked primarily in the video archives, including as a visual resource librarian, a news cataloguer, and most recently as a media manager. Recently, I was named as Supervisor for the Content Lifecycle Operations department which provides media management assistance to several CBC departments including news and current affairs, sports, arts and entertainment, and communications. Before this, I worked as Library Coordinator for the same department and as Senior Media Librarian for Current Affairs and Long Term Projects video media management.

**Marcos Armstrong, Senior Media Librarian, Content Lifecycle Still Images**

I've worked for the CBC for over 4 years. In my current role, I oversee content management strategies and production workflows for CBC's growing still image photo collection. Previously, I have worked in Acquisitions where I ensured that television and radio content is recorded and archived. In my first role at CBC, I worked as a visual resources librarian helping producers, editors and others find content from our video library to illustrate news and other programming.

**Christine Cadotte, Manager, Metadata Governance**

I've worked for the CBC for 20 years in a number of areas. I began with cataloguing and reference of video fresh out of library school. Since then, I've worked in the sports library, as the coordinator of network cataloguing for audio and video, as the coordinator for our MAM system, and as the project lead for metadata optimization. My current role is Manager of Metadata Governance. In that role I am responsible for the management of the Semantics and Metadata Team, overseeing ongoing governance of our metadata, and providing guidance for a variety of metadata related initiatives.

**Russ McMillen, Library Coordinator**

I have worked in media production and archiving for over 30 years spanning all formats from film to digital. I'm currently coordinating the consolidation of CBC audio and video assets, the digital archive, and services production's daily conversions.

**Caitlin Hoy, Senior Media Librarian**

I've worked at the CBC for a decade now, in various roles in cataloging, Visual Resources, and as an embedded librarian with CBC Kids News. In my current role as Senior Media Librarian with the Semantics and Metadata team I'm mainly involved in improving the CBC-RC taxonomy, and optimizing metadata and metadata fields throughout the corporation's production systems and tools.

**Lorne J. Shapiro, Project Lead, Indigenous Languages Archive Project**

I came to CBC close to 19 years ago, having left a position at McGill University as the Music Scores Cataloguing Librarian. Most of my years at CBC have been in the Music Library, though I have worked in Radio Archives, as well as Visual Resources. Despite thriving in those roles, I was overjoyed when I was the successful candidate for the Senior Media Librarian position on the Indigenous Languages Archive project in 2016, to help develop guidelines for the project and support the cataloguing team. I feel the same thrill, having recently become the Project Lead, and consider myself quite fortunate to be a part of this project and this department.

**Bretton Weir, Library Coordinator - Mass Digitization**

Joining CBC originally in 2017 as a Library Assistant on the Mass Digitization team, I have held various roles and worked on a number of different aspects of this legacy project, including appraising production files, collaborating with LAC during their acquisition of the CBC sheet music collection and leading an in-house CD digitization campaign. It is with pride I now lead the Mass Digi team as we work towards ensuring the CBC's legacy content continues to be preserved and accessible for content creators and storytellers within the organization for years to come.

**Zoë Barraclough, Library Services Coordinator**

I have been working with CBC since 2006, but experience in broadcasting since 2004, and have been working with client services for over 20 years, including public libraries. Since joining CBC, I have done a variety of roles including being embedded in the newsroom and a visual researcher for documentaries, cataloging and legacy work with music archives. I currently oversee the client facing teams who deal with requests from our content creators, and work on continuous improvements for our workflows.

**Pam Tyrrell, Library Coordinator - Acquisitions**

My tenure at CBC began in 2003 working in the hallowed halls of the Film Library. From there I moved into the rotation of Visual Resources doing research, cataloguing, some media management and some work on Olympics, then to the Acquisitions team. In the past 4 years as Coordinator of Acquisitions I've worked with the team as well, colleagues and embedded librarians across the country to modernize and optimize the content retention functions for news acquisitions.

**Cassandra Kubik, Senior Media Librarian - Acquisitions**

I started at CBC in 2016 as a Library Assistant, working on the Mass Digitization team and returned in 2017 to help index regional tape material in the VTR Library. Later that year, I began working with the Acquisitions team, cataloguing and archiving news items, programs, and stock footage. In 2020, I accepted the position of Senior Media Librarian where I now train new and current team members, create training manuals, and ensure metadata and media quality meets our retention standards.