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Newsletter

AUDIOVISUAL AND MULTIMEDIA SECTION

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✧ Libraries beyond libraries ✧

It's time to get ready for the 77th IFLA Conference in San Juan, Puerto Rico. AVMS will be there!

BY
JAMES TURNER

AVMS will be present and active at the 77th IFLA Conference and Assembly, also known as the World Library and Information Congress (WLIC). The event will take place in San Juan, Puerto Rico, August 13-18, 2011. For an overview of AVMS events in San Juan, see page 3 of this issue. On page 4 is the programme for our training workshop, entitled "AV collections for non-specialist librarians". On page 5 is the programme for our

joint session with Preservation and Conservation, entitled "The media is the message", in which 8 papers discuss the convergence of media in rapidly changing societies, as well as the demand for preservation, as the digital revolution proceeds apace. Of course, there will also be two AVMS meetings during the WLIC, one on August 13 and the other on August 18. Read on, and you'll see that AVMS will have something going on almost every day of the conference. Enjoy! ☺



20!

The Guidelines for audiovisual and multimedia materials in libraries are now available in 20 languages. Here is the list of them. Just click on the link.

- [English](#)
- [Afrikaans](#)
- [العربية](#)
- [Bahasa Melayu](#)
- [Català](#)
- [中國](#)
- [Hrvatski](#)

- [بالعربية](#)
- [Italiano](#)
- [Français](#)
- [Deutsch](#)
- [Kiswahili](#)
- [한국어](#)
- [Latviešu Valoda](#)

- [Norsk](#)
- [Português](#)
- [Română](#)
- [Русский](#)
- [Српски](#)
- [језик](#)
- [Español](#)



From the chair

We'll be Livin' la Vida Loca!, as we gear up to the WLIC in Puerto Rico, a place that brought us Ricky Martin, Jennifer Lopez, and Marc Anthony.

BY
TROND VALBERG



Trond Valberg, chair of AVMS.

This year the 77th IFLA World Library and Information Congress will be held in Puerto Rico, one of the beautiful islands of the Caribbean. For me Puerto Rico is probably best known as the home country of the talented pop singer Ricky Martin - and the married couple Jennifer Lopez and Marc Anthony, both successful singers and actors that have Puerto Rican parents. As a first time visitor, I am quite sure that various Latin cultures will colour both our days and our nights in the capital of San Juan. If we are lucky, we may even catch a glimpse of some of the big Latin stars.

“The media is the message,” a paraphrase of McLuhan’s famous aphorism, was chosen as this year’s theme for the extended open session in cooperation with the Preservation and Conservation Section. The phrase coined by Marshall McLuhan may have several interpretations, but it clearly states that there is a relationship between the medium itself and how the message is perceived. This certainly also applies to convergence of various media formats. The most striking example today is probably the rapidly increasing number of e-books available, which also reflects use of new technology and multimedia. Regarding digital media content, one may argue that *everything* becomes audiovisual when using any kind of display or any kind of audio reproduction. The impacts of new media on our lives are remarkable; just imagine the introduction of television and the widespread use of Internet services. Of course, this is only the very beginning of a new digital era, which also influences the way libraries and archives will function in the future. In

the area of preservation, there are several challenges, not only related to digitization. It is worth remembering McLuhan’s words. We also have to preserve the original or analogue material!

In addition to the open session program, we also organized a training workshop this year, based on valuable experience gained from the successful workshop in Milan two years ago. Most libraries around the world also hold audiovisual collections. Because of this, we believe that training is important to improve the basic skills of librarians or anyone else who has access to audiovisual materials. Two of our top experts in this field, Howard Besser and James Turner, will share their knowledge in Puerto Rico. And, being two of our most active members of the Standing Committee for 8 years, I would also like to thank you both for your outstanding contributions! In the preparations for the workshop and the conference program, special thanks also go to George Abbott, Marwa El Sahn, Eila Rämö, and not least to Charlotte Ahlgren from the Preservation and Conservation Section. All have put great effort into this work.

This is my last term as chair of the section, and I really have enjoyed working together with all of you. However, this is not the end, and I am happy to continue being a Standing Committee member for another 4-year period. Furthermore, I am confident that the elections in San Juan will provide a new chair for the very best of the section. I look forward to seeing you soon, and remembering Ricky Martin’s words: We should have some fun, too! ☺

AVMS at IFLA San Juan

Here, at a glance, is the calendar of AVMS activities at IFLA San Juan, with programmes for the workshop and the joint session.

Session 35 — SC I Audiovisual and Multimedia

13 August 2011 12:00 - 14:30 | Room: 102a

Session 120a — One-day training workshop: AV Collections for Non-Specialist Librarians

16 August 2011 09:00 - 18:00 | Universidad del Sagrado Corazón, Madre María Teresa Guevara Library, Ground floor

Session 161 — *"The media is the message!" The convergence of media in rapidly changing societies from a user perspective as well as the demand for preservation* — Audiovisual and Multimedia Section with Preservation and Conservation

17 August 2011 09:30 - 12:45 | Room: Grand Salon A | SI

Session 192 — SC II Audiovisual and Multimedia

18 August 2011 08:00 - 09:30 | Room: 102b

If these activities interest you,
why not become a member
of AVMS?
We'd loooove it! So would you!

Workshop

AV Collections for Non-Specialist Librarians **An IFLA Audiovisual and Multimedia Section workshop** One day training workshop, San Juan, Puerto Rico, 16th August 2011

Objective

This workshop will provide a basic introduction to all aspects of audiovisual collections management and preservation, in response to a felt need to equip the "forgotten people" of audiovisual archiving who are charged with caring for collections about which they have limited professional expertise. The session is intended to open the gateway to networks of contacts and sources of knowledge which the individual can pursue after the conference at their own pace.

Audience

The workshop is for librarians in organizations where preservation of, and provision of access to, audiovisual materials is not the main preoccupation, but who need to understand and apply basic principles in limited circumstances.

Speakers

To ensure an effective event, there will be no more than 30 participants, who will be trained by top experts in the field, including:

- Howard Besser** (Professor of Cinema Studies at New York University)
- James Turner** (Professeur titulaire, EBSI, Université de Montréal)
- Staff from the University of the Sacred Heart** (San Juan, Puerto Rico)
Sonia Diaz Latorre (Directora Biblioteca); **Carlos A. Pérez** (Library – AV collection); **José Millet** (Communication Center); **José Rodríguez** (Radio activa)

Schedule – 16th August 2011

- 09:00 - 09:30 Welcome & introduction to the workshop objectives
- 09:30 - 10:00 *Types of collections and their specific needs.*
- 10:00 - 10:30 *Film: Identification and Risk Assessment. How it works. Gauges and supports. Deterioration.*
- 10:30 - 11:00 Coffee break
- 11:00 - 12:00 *Sound and Video: Identification and Risk Assessment. How it works. Format identification.*
- 12:00 - 13:00 Lunch in the cafeteria of the university
- 13:00 - 14:30 *Film: Preservation and Conservation Storage conditions and life expectancy. Care and handling.*
Sound and Video: Preservation and Conservation. Storage conditions for mechanical carriers, magnetic tape, optical carriers. Care and handling
- 14:30 - 16:00 A tour of Radio Activa (a digital radio station), the Communication Center (a production facility for videos, recording and phonographs), a visit to the Library AV collection and coffee break
- 16:00 - 18:00 *Transfer and reformatting film, video and sound. Born digital materials. Access: on site, on line. Metadata, access formats, rights. Case studies.*

Location

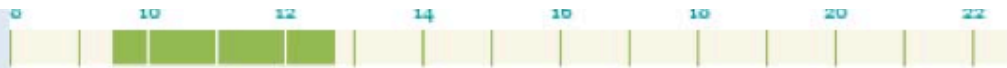
The workshop will be held in Sala de Conferencias in the Madre María Teresa Guevara Library, ground floor, at Universidad del Sagrado Corazón (University of the Sacred Heart), San Juan, Puerto Rico. Transportation for participants will be provided.

Registration

Registration is limited to 30 participants. There is no registration fee but registration is required. Please register via email (including name, affiliation and email address) to George Abbott glabbott@syr.edu no later than 1st August 2011.

This Workshop is organised by the IFLA Audiovisual and Multimedia Section in collaboration with the Universidad del Sagrado Corazón, Puerto Rico and the New York University Moving Image Archiving & Preservation Program with financial support from the National Library of Sweden and the National Library of Norway.

Joint session with Preservation and Conservation



Session 161 — *"The media is the message!" The convergence of media in rapidly changing societies from a user perspective as well as the demand for preservation* — Audiovisual and Multimedia Section with Preservation and Conservation

17 August 2011 09:30 - 12:45 | Room: Grand Salon A | SI

Congress track 5: Ideas, innovations, anticipating the new.

- **IconoTag, empirical support for automatic multilingual picture indexing**
Translations: [\[Français\]](#)
CLAIRE NIGAY and JAMES M. TURNER (École de bibliothéconomie et des sciences de l'information Université de Montréal, Montréal, Québec, Canada) and KARINE LESPINASSE-SABOURAULT (Alliance française de Shanghai, Université Paris 8, Paris, France)
- **Public performance rights management in academic libraries**
LAURA JENEMANN (George Mason University Libraries, Fairfax, VA, USA)
- **Integration of university libraries in Bulgaria for utilization of world information resources**
Translations: [\[Français\]](#)
ELENA PAVLOVSKA (University of Library Studies and Information Technologies, Sofia, Bulgaria)
- **Media services in North American academic libraries**
MICHAEL J. MILLER (Queens College, New York, NY, USA)
- **Drawing a fine line between promoting use and preserving access to new media**
MARY S. LASKOWSKI and THOMAS H. TEPER (University of Illinois at Urbana-Champaign, Urbana-Champaign, IL, USA)
- **Preservation of audiovisual collections at the National Diet Library**
AKIKO OKAHASHI (National Diet Library, Tokyo, Japan)
- **The medium and the message: convergence and the ends of photographic collections**
ARTHUR TENNÖE (National Library of Norway, Oslo, Norway)
- **Digital AV Media and long-term preservation**
IRMHILD SCHÄFER (Bavarian State Library, Munich, Germany)

We were together

A feeling of togetherness prevailed as colleagues worked up to the World Day for Audiovisual Heritage. Now, months later, the feeling lingers.

BY
MAY YU

When Trond mentioned a report about promoting of the celebration of the UNESCO World Day for Audiovisual Heritage, I asked myself: should I write one? The answer I gave myself was: No, it should be someone with better writing skills, or somebody who has done a lot for the World Day. But then an e-mail from James made me want to share the feeling that I had when I thought about our colleagues working up to the World Day: October 27, 2010.

I felt that all audiovisual colleagues around the world were thinking, trying new ideas, or working in some other way on the World Day. It seemed that on October 27, we breathed together, looked at the same theme, smiled to the visitors at the same time, enjoyed the same proud feeling for what we have done... on the same day. We were together!

E-mails from all over the world that I received around October 27, brought thoughts, excitement, challenges, and often, lots of emotion. I was moved by

the care and effort our colleagues were putting into this event.

Looking at the CCAA web site for the World Day, I saw that there are more than 30 links contributed from many different countries. I remembered that these resources were made by our hardworking colleagues, independently of whether their institution has a large,

medium or even a small budget, or whether their country is large or small.

I know that there are also many World Day celebration activities not showing on the web site. Hopefully, we will catch more of them in the future. For me, the important thing is that we have gotten this far already, and that we did it together.

IFLA AVMS is working on a brochure for the

World Day to put into the official IFLA languages. This helps contribute to the feeling that we are still together for the World Day, and that we will continue to be together for the next World Day. ☺



The library at Alcorn State University, Mississippi, USA was one of the institutions that celebrated the World Day for Audiovisual Heritage.

Rare photos saved from destruction

An initiative at the Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS) in Canberra will preserve five photographic collections that are almost 100 years old.

FROM A MEDIA RELEASE
CONTRIBUTED BY
DAVID JEFFERY

Over 7000 'at risk' photographic images taken in the 1920s of Aboriginal and Torres Strait Islander communities and missions have been saved from further deterioration and added to the world's most extensive Indigenous photographic archive. The images were part of five precious photographic collections recently digitised by the Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS) in Canberra.

According to the Chairperson of AIATSIS, Professor Mick Dodson, the collections of fragile Aboriginal photographic material were in danger of being lost and destroyed forever. "Each of the collections was created in finite and fragile formats such as glass plates and nitrate negatives and unless carefully preserved and digitised would have been lost to future generations of Australians," he said. "Over 7000 images documenting the day-to-day lives, ceremonies, customs and people of these communities have been saved for posterity" Dodson added.

David Jeffery, the Collection Manager of AIATSIS' Audiovisual Archive, said the work to safeguard the collections was difficult and time-consuming, taking almost 10 months to complete. "It's a process that can't be hurried but must be done if we want these collections to be preserved. AIATSIS manages the world's most extensive collection of printed, audio and visual material on Aboriginal and Torres Strait Islander culture, history and societies."

The five collections that have been digitised are:

- **The Herbert Read Collection**, which comprises over 1000 photographs taken at mission of Raukkun and also South Goulburn Island in the 1920s, covering the day-to-day lives and ceremonial practices of the Ngarrindjeri and Maung peoples respectively;

- **The J.W. Schomberg Collection**, a donated collection of over 500 photographs, constitutes an outstanding pictorial record of the people of the Moa (Banks) and Badu (Mulgrave) Islands in the Torres Strait and their activities in the 1920's and 1930s;

- **The Ronald Rose Collection**, a vast collection of original negatives of photographs taken among the Pitjanjatjara, Arrernte, Bundjalung and Githabul peoples;

- **The Walter Geisler Collection**, a collection purchased at auction by AIATSIS many years ago, is an outstanding collection of original photographs taken by German geographer Dr Walter Geisler between 1925 and

1927 when he journeyed from Adelaide to Darwin. Of particular note are his observations on the activities of the Arrernte and Loritja peoples of the NT;

- **The John David McCaffrey Photographic Collection**, which was originally held in the United States, is a collection of nearly 5000 original negatives and prints recorded at the Mowanjium community in



AIATSIS

AUSTRALIAN INSTITUTE OF
ABORIGINAL AND TORRES STRAIT
ISLANDER STUDIES

the Kimberley Region of WA and donated to the Institute by his widow, Winifred McCaffrey.

Jeffery said transferring such material onto digital format was acknowledged as the best way forward. "These are priceless collections and are part of our Audiovisual Archive which holds almost one million items," he added.

AIATSIS is Australia's leading national centre for quality, community-based research on Aboriginal and Torres Strait Islander cultures, histories and lifestyles – past and present – and its audiovisual collection comprises 6 ½ million feet (2000 km!) of motion picture footage; 45,000 hours of recorded sound; 620,000 photographic images; over 8000 video titles as well as a collection in excess of 1000 artefacts and works of art. ☞

AVMS midterm meeting

The meeting was held 24 November 2010, in Brussels.

Photos contributed by Marwa El Sahn. Our thanks to Jacques Hellemans from the Université libre de Bruxelles (ULB) for organising the meeting in the university library.



Hard work doesn't stop AVMS officers from enjoying themselves.



The work continues as AVMS officers and their host settle down to dinner. From left to right, Secretary/Treasurer Eila Rämö, Information Coordinator/Web Editor Marwa El Sahn, host Jacques Hellemans and Chair of AVMS Trond Valberg.

Innovative search engine

Here's an interesting way to search for film, television, and radio content. You can give it a try!

CONTRIBUTED BY
BRUCE ROYAN

The British Universities Film & Video Council (BUFVC) has launched a pioneering federated search environment.

An innovative 'all-in-one' search engine allowing users to access nine online databases, containing more than 13 million records via a single entry point, was put on line recently by the BUFVC and Royal Holloway, University of London.

The federated search environment will allow users to easily view and filter collated results relating to film, television and radio content. The interactive online research tools offer:

- 'human-friendly' result filters
- intelligently generated 'related records and searches'
- user-friendly icons
- a detailed user history
- an export function



The search environment will replace the need for researchers to locate databases and collections through multiple channels, thus enabling creative discovery of content.

According to John Ellis, Professor of Media Arts, Royal Holloway, University of London, "This unified search of all BUFVC's existing databases... [provides] a thoroughly tested user-friendly interface with many novel features. It not only finds unexpected material but also tells the user how close they are to obtaining the footage or radio material."

You can give the system a try by clicking [here](#). ☞

We can't wait
to catch up with you
in San Juan!



The banner features a dark blue background with a white and blue circular graphic on the right containing film strips and the text "Submit your entry now! Deadline: 16 September '11". The top left has a clapperboard logo for "medes awards" and the year "2011". The text "en fr de it pl es" is visible in the top right. The main content area is titled "MEDEA Awards 2011" and includes a call to action: "Calling out to all creative minds who produce educational media: be sure to participate in the MEDEA Awards! Submit your entry [online](#) before 16 September 2011 to have a chance to win in one of the award categories:". Below this are five award categories, each with a silhouette icon and a description:

MEDEA Award	MEDEA Award	Special Award	Special Award	Special Award
User-Generated Educational Media	Professionally Produced Educational Media	European Collaboration Educational Media	Educational Media Promoting Volunteering	MEDEA Jury Special Award

At the bottom right of the banner is an image of a silver award trophy. A sidebar on the left contains navigation links: Home, About MEDEA, Participate!, Media Gallery, Past Awards, Press & Publications, Organisation, MEDEA2020, MEDEA:EU, Contact, and Search. It also includes social media icons for YouTube and RSS, and logos for "MEDIA & LEARNING BRUSSELS 2011" and "Community of Practice".

Welcome to 2 new members

We are very pleased to welcome these new members to AVMS:

Margret Plank (German National Library of Science and Technology)

Harriet Sonne de Torrens (University of Toronto)

The Audiovisual and Multimedia Section (AVMS) is the international forum for persons working with non book media in every kind of library and information service.