



AVMS Standing Committee Meetings in Durban 2007

As usual, the Standing Committee met twice during the IFLA Conference:

Saturday 18 August 2007 - 11:30-14:20 – Room 2bg

Friday 24 August 2007 – 8:30-10:50 – Room 11a

Participants:

Bruce Royan (outgoing Chair, incoming Secretary/Treasurer, Scotland), Trond Valberg (incoming Chair, Norway), Marwa El Sahn (Information officer, Egypt), James Turner (Canada), Marita Turpeinen (Finland), Howard Besser (USA),
1st meeting only

May Yu (observer, USA), Shawkey Salem (observer, Egypt), Janice McFarlane (GENLOC representative, Scotland)

2nd meeting only:

Maria Ines Cordeiro (Portugal), Sanja Vukasovic-Rogac (Croatia), Lubi Nolaba (observer, South Africa), Margaretta Eriksson (observer, Sweden), Mogie Rajkoonar (observer, South Africa)

1. Welcome

Chair welcomed the Standing Committee members and observers. There was a “tour de table” at which all those present introduced themselves. It was agreed to run through the whole agenda at each of the two SC meetings, and to produce a single consolidated set of minutes for them both.

2. Election of Officers

Bruce Royan stood down as Chair. The Chair elected for 2007-2009 is Trond Valberg. Gregory Miura had already resigned the post of Secretary/Treasurer. The Secretary/Treasurer elected for 2007/2009 is Bruce Royan. Marwa el Sahn agreed to stay on as Information Officer. James Turner agreed to assume the role of Newsletter Editor.

3. Attendant Package Documents

All meeting attendees were handed a set of working documents introduced by Bruce.

- Minutes of AVMS Seoul meetings in 2006
- Annual report
- Financial report
- Strategic plan 2005-2006
- IFLA's Professional Structure Review Committee Report

4. Approval of the minutes of Seoul meetings

The minutes of the Seoul meetings were approved with one amendment: the Montreal business session of the MIC project had run for 5 days, not 3 as shown on Page 3.

5. Approval of Annual Report

The Section now has 51 members, but only 9 Standing Committee members for the period beyond 2007. It was agreed that this meant AVMS was not under immediate danger of being disbanded, but had an urgent need to grow. Essentially we had 2

<http://www.ifla.org/VII/s35/index.htm>

years to improve the section's marketing and start recruiting new members, concentrating, for example, on corresponding members and individuals who attend AVMS sessions. The current web pages were very flat and "texty" for a section devoted to media: while IFLA would not permit the AVMS site to be hosted outside IFLANET, there was nothing to prevent links from within it to more compelling content hosted elsewhere: Howard offered to host such content, on behalf of the Section. The Annual Report was approved.

6. Approval of financial report

The Financial Report was approved. It was agreed that the outgoing Treasurer should not have to pay for the unexpected bank charges on the MIC Project funds out of his own pocket. The new Secretary/Treasurer would sort this out with IFLA HQ. The Chair and Secretary plan to use 2007 admin funds towards the organisation of one mid-term meeting, in Scotland or Norway.

7. Reports from the Professional Board and Division Meetings

A series of reminders from PB and CB were reported by the Secretary:

- IFLA journal is looking for papers presented in our session. Since our Division has a limit on the number of papers it can put forward, and since (though all the papers were good) there was no really outstanding paper this year, we agreed to submit a null return.
- Attention of IFLA conference newcomers was drawn to the special session organised for them.
- Special attention to security in Durban was advised. One person present at the first meeting had already been mugged.

8. Durban Conference – facts and plans

Section members exchanged information about events and sessions during the conference. Janice McFarlane from GENLOC discussed arrangements for the joint double session and the all day study tour. The Section dinner was arranged for Sunday 19th August, at 18:30, in the Hilton Hotel.

9. IFLA Future Professional Structure

It was gratifying to note that several of the points raised in the AMVS response to last year's discussion paper, had been taken on board in producing this year's report. The hearing on the morning of 19 August gave further opportunities for the AVMS stance to be expressed, and the result is a more logical categorisation of Sections, plus an agreement that the threshold below which a Section would have to consider disbanding, should be reduced to 40 Members (though 10 is still the minimum number of SC members).

Nevertheless, it was agreed that a membership campaign should be launched. The target number of Standing Committee Members should be 12-15. This could be achieved by focussing on the Institutions which are already members of the Section, but which never nominate Standing Committee members (note that an SC member does NOT need to work for the nominating institution). It was also important to identify and recruit Institutions which were major players in the AVM world, but which had never joined AVMS (the British Library was an example). The cost to such an institution of purchasing an extra Section membership is only EUR 50 per annum.

Inez had talked to some TV companies, but they view IFLA AVMS as too generalist for their needs: to attract members from this group would require specific new activities. Howard said he would canvass for interest at the upcoming FIAT meeting in Lisbon, and Trond would do the same at the IASA meeting in Riga. The aim would be, by the Toronto meeting, to have a list of qualified prospects for recruitment. At that point, one member of the SC should take responsibility for chasing up the listed institutions.

10. UNESCO World Day for Audiovisual Heritage survey

The World Day will be inaugurated on 27th October this year. With sponsorship from IFLA, Bruce Royan, Marwa el Sahn and Gregory Miura will be speaking at an International Expert Meeting on "Audiovisual Material and Heritage", hosted by the City Library of Zagreb, Croatia, on 26 October. A number of other events are taking place, notably a conference on Sound Archives, 24-25 October in Stavanger, Norway, with which Trond is involved.

11. Projects

- ISBD Review

The Consolidated International Standard Bibliographic description had now been published. It was expected that doing away with separate descriptions for different types of media would lead to some discrepancies, and an ISBD Review Group is working on improving the ISBD, in particular by clarifying the use of General Material Designators (gmd) and by assembling a range of examples of the use of ISBD in different situations. Carmen Velazquez, though unable to attend Durban, had agreed to be the contact person for the ISBD Review group in order to bring forward accurate examples of the treatment of non book material. Bruce would contact all Section members to solicit submissions to Carmen.

- Survey on the legal deposit of Audiovisual and Multimedia materials

Little progress had been made on this survey. Bruce would try to obtain what work if any had been completed by Gregory Miura, and James, Howard and Marwa would work this up into a draft set of questions in time for the Quebec conference.

It was agreed that it would be good to have next year's conference session on The Legal Deposit of Multimedia Materials. The questionnaire could be introduced and explained, and feedback obtained as to how it could be improved, as well as hopefully some commitment to completing the questionnaire when launched.

Other papers in the session could include preliminary overviews of the state of play in Europe (Trond), North America (James), the Middle East (Marwa) etc. Bruce would canvass other sections for support for such a session (eg National Libraries, Copyright and other Legal Matters, Bibliography etc).

Bruce also undertook to circulate the other members of CCAAA, to see what they were doing on this issue, with the possibility of a future joint project.

- Extending AMIA/Library of Congress MIC (Moving Image Collections) beyond North America to cover developing countries:

James reported on this project on behalf of Marwa and Samira Sambaïno of Uruguay. The project has successfully completed all its work: developing a toolkit for

localising some 21 pages of the MIC website into any language other than English, and then testing the toolkit by localising those pages into French, Spanish and Arabic. All this material has been fully tested and handed over to Jane Johnson, MIC Project Manager at the Library of Congress, to be mounted on the MIC server when the opportunity arises.

- *Guidelines for Audiovisual and Multimedia Services in Libraries and Other Institutions*

The guidelines are now available in Afrikaans, Arabic, Bahasa Melayu, Catalan, Chinese, Croatian, English, Farsi, French, German, Italian, Korean, Latvian, Norwegian, Portuguese, Romanian, Russian and Spanish, and are currently being translated into Armenian, Urdu and Zulu. It was agreed that the Guidelines ought to be revised every few years, and Bruce was asked to maintain a list of potential amendments (eg as a result of the new consolidated ISBD) with a view to running a Workshop on the topic in 2009.

- *Future projects*

It was agreed that the Section had enough active projects that it did not immediately wish to start any more. However, some ideas were raised for consideration at future SC meetings:

- Publication of "how to" brochures, eg preservation of AV materials
- Revision of the UNESCO State of the Art report, which is now 17 years old
- Working towards a world bibliography of Audiovisual Heritage, listing 4 or 5 items to represent each country

12. Evaluation of the Durban Conference

With an attendance estimated at between 180 and 240 people, Audiovisual and Multimedia's joint session with Genealogy and Local History was very well received. Similarly, the full day Study tour went very smoothly and was extremely informative. A number of points were made on the overall conference:

- Excellent venue: large enough to house all conference sessions, as well as the exhibition
- Provision of free WiFi at the venue was generous and welcome
- Fairly poor signage: an overall plan of the venue would have been hugely useful
- Widespread availability of free iced drinking water was very much appreciated
- Reasonable food and refreshments were available at the venue
- Major problem with security: personal security of delegates needs to be a major factor in the selection of future congress venues
- Security problem was in part alleviated by the excellence of the bus services between hotels and venues
- The social programme was well-organised, but the cancellation of the advertised Gala Dinner was a big disappointment. This made the accompanying persons package particularly poor value this year
- IFLA Express continues to deteriorate in quality: apart from adverts for the Sponsors, it was virtually content-free this year

13. Quebec Conference – suggestions and plans

It was agreed that the topic should be Legal Deposit, as discussed in Section 11 above. The possibility of a study tour in Montreal was raised.

14. Strategic Plan 2007-2009

The previous strategic plan will be updated with the actions decided during the Durban meeting, also taking into account the statements produced for the IFLA review process, and the new Presidential theme of "Libraries on the Agenda". The resulting draft will be circulated by the end of the year.