



## **AUDIOVISUAL AND MULTIMEDIA SECTION**

### **Annual Report, August 2003 – July 2004**

#### **Mission**

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. In this regard AVMS:

- concerns itself extensively with all issues relating to sound, still and moving images and multimedia documents, including collection development, cataloguing, access and conservation, as well as services based upon them, such as children's libraries, language centres, and multimedia digital libraries delivered via the Internet.
- promotes the development of specialist expertise regarding: sources and methods of acquisition; technical issues for carriers and equipment, whether current or historic; legal issues affecting the collection, transfer and delivery of documents; and media-specific rules and formats for cataloguing.
- maintains relationships with relevant IFLA Sections and Core Activities, and other professional organizations for audiovisual archives.

#### **Membership**

The section now has 51 members from 33 countries all over the world (52 members in 2003).

#### **Standing Committee**

The Standing Committee members as of July 2004 are:

- George Abbott, Syracuse University Library, USA
- Livia Borghetti, Discoteca di Stato e Museo dell'Audiovisivo, Italy
- Monika Cremer, SUB Göttingen, Germany
- Hong Taek Chung, Korean Film Archive, Republic of Korea
- Nieves Iglesias Martínez, Biblioteca Nacional de España, Spain
- Gregory Miura, Bibliothèque Nationale de France, France

- Carmen Velazquez, Biblioteca Nacional, Spain
- Sanja Vukasovic-Rogac, City Library of Zagreb, Croatia
- Prof. Bruce Royan, Concurrent Computing, United Kingdom
- Kirsten Rydland, National Library of Norway
- James Turner, EBSI, University of Montreal, Canada
- Marita Turpeinen, University of Art and Design Library, Finland.

The corresponding members are:

- Marwa El Sahn, Bibliotheca Alexandrina, Egypt
- Horst Ernestus, Germany
- Ms Isabelle Giannattasio, France
- Ms Anna-Maria Kylberg, Sweden
- Ms. J.L. de Vries, Netherlands

## Officers

Chair:

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## Strategic plan 2004-2005

**1. Promotion of the use of Audiovisual and Multimedia in Libraries and other cultural institutions. Discussion and exchange of information between librarians in charge of audiovisual and multimedia collections and services, in relation to users' needs.**

*(Professional priorities: (a) Supporting the role of libraries in society; (b) Defending the principle of freedom of information; (d) Providing unrestricted access to information; (f) Promoting resource sharing)*

### Actions

1.1 Incorporation of feedback from the Berlin Consultation Workshop, into a new edition of the "IFLA Guidelines for Audiovisual and Multimedia Materials in Libraries".

1.2 IFLA Program in Buenos Aires 2004 together with the Preservation and Conservation Section (working title: Sights and Sounds: Preserving the New Media).

1.3 Section Newsletter.

1.4 IFLA program for Oslo (under development)

**2. Development of heritage collections: by voluntary deposit or by the extension of legal deposit to include Audiovisual and Multimedia, in both public and private archives.**

*(Professional priorities: (g) Preserving our intellectual heritage)*

**Actions**

2.1 Information and cooperation with other institutions in the Co-ordinating Council of Audiovisual Archives Associations.

2.2 Survey about legal deposit of AVM.

2.3 IFLA program in Buenos Aires 2004 together with the Preservation and Conservation Section (working title: Sights and Sounds: Preserving the New Media). Emphasis on preservation of heritage collections.

**3. Develop legal expertise in relation to acquisition and access questions, and for preservation requirements.**

*(Professional priorities: (b) Defending the principle of freedom of information; (d) Providing unrestricted access to information; (e) Balancing the intellectual property rights of authors with the needs of users)*

**Actions**

3.1 Cooperation with the Co-ordinating Council of Audiovisual Archives Associations, EBLIDA and other institutions.

3.2 IFLA program in Buenos Aires 2004 together with the Preservation and Conservation Section (working title: Sights and Sounds: Preserving the New Media).

**4. Monitor technical knowledge regarding historical, present and future carriers and related equipments, in order to preserve heritage collections; monitor the use of technological developments to copy and to deliver collections to the public, including via the Internet.**

*(Professional priorities: (g) Preserving our intellectual heritage; (k) Representing libraries in the technological marketplace)*

**Actions**

4.1 Joint Technical Symposium, Toronto 2004: Preserving the Audiovisual Heritage - Transition and Access

**5. Promote adaptation of cataloguing rules and formats for audiovisual and multimedia documents. Promote adaptation of indexing languages and classification. Encourage National Bibliographies to include sound and image records and multimedia. Encourage development of expertise in enriching catalogues with sound and images. Promote adaptation of Information Retrieval systems to images and sounds on the Internet.**

*(Professional priorities: (i) Promoting standards, guidelines and best practice)*

**Actions**

5.1. IFLA Project: New edition of "Guidelines for Audiovisual and Multimedia Services in Libraries" (Publication early 2004).

5.2. Translation of "Guidelines" into Spanish, French, German and Russian (Publication end 2004).

5.3. Research to investigate the possibilities for extending the AMIA/Library of Congress MIC (Moving Image Collections) Project beyond North America to cover developing countries.

## Meetings

The Standing Committee met twice during the Berlin Conference (Saturday, 17 August, Friday, 23 August). Besides programme discussions for the annual conferences 2004 and 2005, the most important issues for the meetings were: membership matters and projects. The chair and secretary also took part of the Coordinating Board Meetings for Division VI.

## Projects

The largest current project is:

“Guidelines for Audiovisual and Multimedia Services in Libraries and Other Institutions”

After extensive consultation, the final English draft was completed in early 2004. Translations into Spanish, German, Russian and French have recently been completed and are awaiting publication.

Two smaller projects are under way:

“Research to investigate the possibilities for extending the AMIA/Library of Congress MIC (Moving Image Collections) Project beyond North America to cover developing countries.”

“Survey on the legal deposit of AudioVisual and Multimedia materials “

## Publications

Annual Newsletter no. 5 (2004), edited by Bruce Royan (in publication).

## Conference Programme in Berlin, August 2003

During the Berlin conference the section, in collaboration with Education and Training, offered an open session entitled:

*Audiovisual and Multimedia as part of the Curricula in Library Schools and Continuing Education – Visions and Realities*

Shaping Oceania’s libraries: library training as an agent for change

PAULA H JONES (Fiji Islands)

Teaching the use of publicly-available formats for multimedia as part of a library school curriculum: the vision and the reality

JAMES M TURNER (Montréal, Canada)

The UNESCO Chair on New Information Technologies: Empowering Library

LOURDES FERIA B. (Colima, Mexico )

Audiovisual and Multimedia in the curricula of Library Information Science at the University of Leon

BLANCO RODRIGUEZ BRAVO and ANGELA DIEZ DIEZ (León, Spain)

Beyond ECDL: basic and advanced IT skills for the new library professional

ALAN POULTER and DAVID McMENEMY (Glasgow, UK)

Technology and training - using video-presentation technique and communication skills

JASMINA NINKOV (Belgrade, Serbia)

CALIS (Computer-assisted learning for information searching)

VÉRONIQUE HADENGUE (Geneva, Switzerland)

Report on a results of a global web-based survey of continuing education and training needs of library staff  
PHYLLIS B. SPIES (Dublin, USA)

AVMS also offered a *workshop on the draft of the "Guidelines for Audiovisual and Multimedia Materials in Libraries"*. The consultation session was lead by Bruce Royan and Monika Cremer.

### **Conference Programme in Buenos Aires, August 2004**

During the Buenos Aires Conference, in collaboration with the Preservation and Conservation Section we will offer a double length programme entitled:

#### *Sights and Sounds: Preserving the New Media*

Opening remarks: Why Audio Visual Resources are Important and Necessary to Preserve

AMERICO CASTILLA (Patrimony and Museums at the Secretariat of Culture, Argentina)

Conservación y memoria de los Medios de Comunicación: la experiencia de la Red Globo de Televisión (Memory and conservation: the experience of Globo Network Television)

SILVIA REGINA DE ALMEIDA FIUZA (Manager of Memory Preservation Department of Globo Organizations, Rio de Janeiro, Brazil)

An environmental overview of North America

PAUL MESSIER (Paul Messier Conservation of Photographs and Works of Art on Paper, Boston, USA)

Los Archivos Sonoros y Audiovisuales de Chile

ANTONIETA PALMA (National Library of Chile, Santiago, Chile)

La preservación de las películas cinematográficas del Archivo Nacional de Brazil (Film preservation at the National Archives of Brazil)

ADIRANA COX HOLLOS and CLOVIS MOLINARI Jr. (National Archives of Brazil, Rio de Janeiro, Brazil)

Imágenes y sonidos en Uruguay

SAMIRA SAMBAÍNO (Escuela Universitaria de Bibliotecología y Ciencias Afines, Montevideo, Uruguay)

Preservation of audio collections at the Villa-Lobos Museum

MARIA CRISTINA MENDES and TURIBIO SANTOS (Villa-Lobos Museum, Rio de Janeiro, Brazil)

### **Relationship with other bodies**

#### *- Co-ordinating Council Of Audiovisual Archives Associations*

The CCAAA annual meeting took place in Toronto at the end of March. IFLA was represented by Bruce Royan. CCAAA members gave a report on their annual activities and conferences and exchanged information on audiovisual matters. A fuller summary of this meeting can be found in the Section's Newsletter 2004.

#### *- Joint Technical Symposium*

The Joint Technical Symposium on Audio Visual Preservation (JTS) is a long-standing biennial activity, responsibility for which has been taken over by the CCAAA. JTS2004 was hosted on behalf of CCAAA by AMIA at the end of June in Toronto,

with the theme *“Preserving the AudioVisual Heritage – Transition and Access”*. IFLA was represented by Bruce Royan, both on the Programme Committee and at the Conference itself.

At this symposium, International experts on the documentation, restoration and conservation of moving images and related resources, including representatives of interested NGOs compared experience from different points of view. A fuller summary of this meeting can be found in the Section’s Newsletter 2004.