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Newsletter

AUDIOVISUAL AND MULTIMEDIA SECTION

Contents

- Buongiorno Milano! 1
- Internships 2
- One-day training workshop 3
- Herding cats in a dust-storm 4
- Welcome 5
- Meet and greet 6
- JTS announced 9
- Search for a logo 10
- AVMS at IFLA Milan 11



✧ Buongiorno Milano! ✧

The Chair of AVMS invites you to participate in the activities of the Audiovisual and Multimedia Section at the 75th IFLA General Conference and Council.

BY
TROND VALBERG

As the summer moves on, the 75th IFLA Conference is just around the corner. This year we would like to draw your attention to our Workshop as well as the AVMS shared session on bibliographic control entitled "Herding cats in a dust-storm". The organization of the Workshop is due first and foremost to the successful collaboration with IASA and CCAAA. In the previous edition of the Newsletter, I stressed the importance of bibliographic control, also related to selection policies. As professional librarians or archivists, we should play a more



active role in the wider perspective of a collection policy (and if your institution doesn't have a policy document on this, you'd better try to

do something about it!). Developing sophisticated tools for digitising the collections may be less demanding than advanced bibliographic control and retrieval of the digital files. Furthermore, within the scope of deselection material, this task may be even more challenging, but it is nevertheless necessary.

At a meeting in Helsinki I was attending a few weeks ago, one of the speakers clearly stated that "we can't collect everything" -- and may I add that we can't digitise everything,

19!

The Guidelines for audiovisual and multimedia materials in libraries are now available in 19 languages. Here is the list of them. Just click on the link.

[Afrikaans](#)

[Arabic](#)

[Bahasa Melayu](#)

[Catalan](#)

[Chinese](#)

[Croatian](#)

[English](#)

[Farsi](#)

[French](#)

[German](#)

[Italian](#)

[Korean](#)

[Latvian](#)

[Norwegian](#)

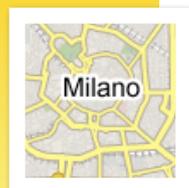
[Portuguese](#)

[Romanian](#)

[Russian](#)

[Serbian](#)

[Spanish](#)



either. The topic discussed was harvesting from the web. Generally, I think such downloads are more relevant for text material than for audiovisual material. However, the documentary function can be related in essential ways, for example to social conflicts, unrest, and so on.

The increasing distribution of film, video, audio and music on the internet is a fact of life. However, for various reasons, collecting such material should preferably be based on legal deposit rather than occasional web harvesting. As previously discussed, the rapid increase of digital archive files is a challenge in itself, not the least in the context of bibliographic control. We don't want to end up looking for the proverbial needle in the haystack!

In many ways, such dilemmas are far from the situation and needs in many other parts of the world. The lack of funding is an obvious problem in the developing world, but there is also a need for better education and

specialised training of people who work with audiovisual materials. The Workshop, which will cover the basic principles of audiovisual archiving, will also aim at librarians and archivists in developing countries. Indeed, there has been tremendous response from colleagues in Africa and elsewhere in applying for travel grants. This supports the purpose of the Workshop, and based on experience from the event, AVMS should perhaps initiate similar programmes in the future, more specifically aimed at these archivists. Such activities would fit in with the overall Mission and Core Values of IFLA. Furthermore, preserving our world heritage is a responsibility that should apply to any professional archivist regardless of citizenship, language or geographical location.

I would like to welcome all members of our Section, and especially the new SC members that have been nominated earlier this year. Strengthening the Section is needed

not only in order to secure the existence of the AVMS. Extending the Standing Committee is of fundamental importance in developing and finalising various task forces. I would love to see all members more involved in the Section's work, and this topic will be discussed in conjunction with the elections in Milan.

Finally, let me express my thanks to our Secretary, Bruce Royan, for his outstanding support during the years since I was elected Chair. As is typical of his commitment, during the last several months he has played a key role in organizing the Workshop. Of course, his work in the Section goes much further back in time. We will miss you, Bruce, but I am glad you will still actively take part in the work of IFLA. And we hope to see you back in AVMS some day! To each and everyone: Have a wonderful summer and I look forward to seeing you in Milan! ☺

Internships at the British Library Sound Archive

The British Library recognises the growing need for specialised training in sound archiving and has organised an internship programme aimed at developing the practical skills of archivists and technicians. The internship programme started in September 2007 in the Centre for Conservation at the British Library's flagship site in London.

Since the end of the 19th century, sound recordings have documented some of the most significant events in culture, science and history. Custodians of important audiovisual collections are faced with the challenge of ensuring that this priceless audiovisual heritage is kept accessible, but with so many formats, from wax cylinders to the latest Blu-Ray digital disc, there is a risk that obsolete and fragile formats may be lost.

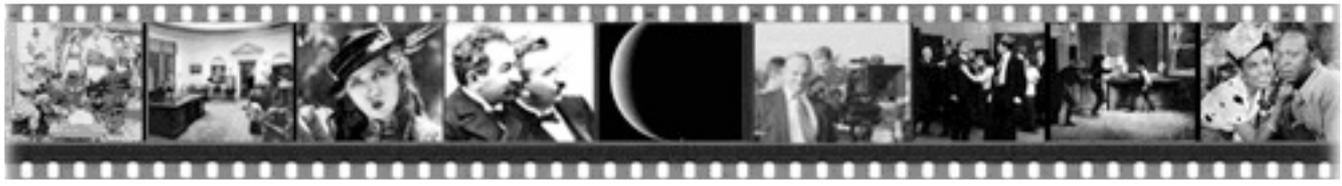
Six internships, each of 10 weeks duration, will be available in the 2009 -2010 academic year to individuals working within institutions with responsibility for archival audio collections. Applications are now sought for the first two internships to take place in the autumn of 2009.

These will be supported with bursaries of £2,500 each. Please note that the British Library are only able to offer these two internships to those who have the right to live and work in the UK.

Further details on the programme and application process can be obtained from:

Alison Faraday
Sound Archiving Internships
Centre for Conservation
The British Library
96 Euston Road
London
NW1 2DB
United Kingdom

Tel: +44 (0)20 7412 7776
Fax: + 44 (0)20 7412 7777
Email: alison.faraday@bl.uk



AV collections for non-specialist librarians

*AVMS and CCAAA have teamed up to organise
a one-day training workshop in Milan.*

BY
BRUCE ROYAN

AVMS and CCAAA have teamed up to organise a one-day workshop to take place on August 24, 2009, in Milan. The 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.

The workshop is for professional 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.

To ensure an effective event, there will be no more than 50 delegates, who will be trained by top experts in the field, including:

- **Pio Michele Pellizzari** (Chair of the IASA Training & Education Committee, and Director, Swiss National Sound Archives)
- **Kurt Deggeler** (Convenor of CCAAA, and Director, Memoriav --Association for the preservation of the audiovisual heritage of Switzerland)

- **Howard Besser** (Professor and Director, Moving Image Archiving & Preservation, New York University)

This intensive event will run on Monday 24th August 2009 (09:00-19:00) at the Studios of Radiotelevisione Italiana (RAI), Corso Sempione 27.

Registration is free of charge for delegates already registered for the IFLA Conference at: <<http://www.ifla.org/annual-conference/ifla75/registration-en.htm>>.

A day registration is available from the above URL at €140 for those who do not wish to attend the whole IFLA Conference.

To register, please send your name, job title, institution and country, plus your IFLA Conference Booking Confirmation Number, to: info@memoriav.ch with Subject "IFLA AV Workshop".

This Workshop is organised by the IFLA Audiovisual and Multimedia Section, in collaboration with the Coordinating Council of Audiovisual Archives Associations (CCAAA), and with the generous sponsorship of Memnon Archiving Services SA, the National Library of Norway, and UNESCO ☸.



Herding cats in a dust-storm: bibliographic control of audiovisual and multimedia materials in time of rapid change

Summaries of the papers to be presented in session 180, organised by the sections on Audiovisual and Multimedia and Bibliographic Control, on Wednesday August 26, from 13:45 to 15:45.

Do you speak multimedia metadata? Multi-format cataloguing at the University of New Mexico

Rebecca L. Lubas, *Director, Cataloging & Discovery Services, University of New Mexico Libraries, Albuquerque*

This paper chronicles how the University of New Mexico Libraries' Cataloging and Discovery Services Department is journeying from a print-centric library cataloguing operation to one that could take on large AV metadata projects. This is illustrated through the use of specific examples. By increasing its knowledge base of standards and technologies, and by improving its flexibility, the UNM Cataloging and Discovery Services are creating the ability to deploy new, rapidly adaptive workflows.

The development of an automatic mapping engine for biomedical image descriptors

Sujin Kim, *Assistant Professor, School of Library and Information Science and Department of Pathology and Laboratory Medicine, University of Kentucky, Lexington*; **Aswathnarayanan Sadagopan**, *Graduate Research Assistant, Department of Computer Science, University of Kentucky, Lexington*

This pilot study developed an automatic image indexing engine that generates topical descriptors for digitised microscopic images available on the Web. The system also uses a mapping module that transfers the indexing terms to controlled vocabularies through the MetaMap Transfer (MMTx) algorithm developed by the Unified Medical Language System (UMLS) at the National Library of Medicine, USA. The web-based image search engine provides the ability to map indexing terms to the UMLS Metathesaurus. Pilot tests found that the keywords from caption are useful in identifying granular information for image description. The MMTx semantic scores for individual search terms also proved helpful in ranking indexing terms.

Organizational structure of handling selection, acquisition, processing and cataloguing of physical and digital collections

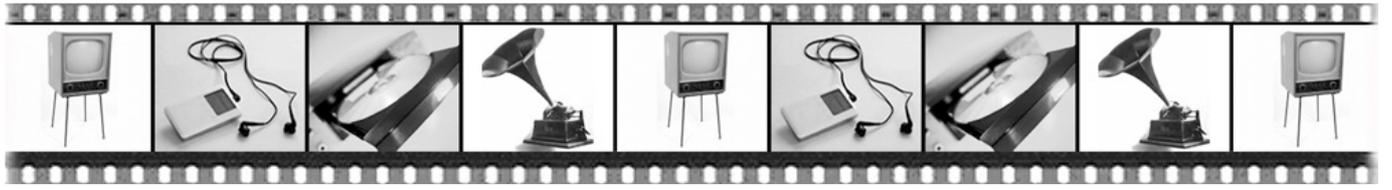
Mun-Kew Leong, *Chief Technical Officer, National Library Board, Singapore*; **Keat-Fong Tan**, *Deputy Director, Professional & International Relations, National Library Board, Singapore*; **Wee-Seng Teo**, *Director, Personnel Management and Development, National Library Board, Singapore*

The National Library Board (NLB) of Singapore has distinct departments handling the selection, acquisition, processing and cataloguing of library content. One department handles print content, while another handles digital content. Current trends prompted the NLB to study the issues and recommend an approach suitable for NLB. A survey asked libraries worldwide about their current structure, policies and practices in dealing with digital and traditional content. The survey was sent to 20 national libraries, 10 academic libraries, and a large number of public libraries. This paper reports the results of the survey and the recommendations that were made.

Dealing with AV media and digital files in the Swedish Media Database

Olle Johansson, *Cataloguing Expert, Audiovisual Media, National Library of Sweden, Stockholm*

The Audiovisual Department within the National Library of Sweden receives a constant stream of material under the Legal Deposit Act. Most of this material demands extensive description of the content. In addition, the department receives all the editions and versions of these materials. Ongoing digitisation projects add further copies. In all, the archive has about 2 million hours of recordings in digital format. A number of metadata issues have created new work. In order to deal with this, the Swedish Media Database (= *Svensk Mediedatabas*) was created. It is a cataloguing system based on the Functional Requirements for Bibliographic Records (FRBR). It is also compatible with the MARC21 format, fostering information exchange with others. The system offers content records and carrier records, enabling users to navigate the system more easily, as well as providing for the description of parts of documents. ☞



Welcome

A warm welcome to all 47 members of AVMS.

BY
BRUCE ROYAN

I'd like to extend a warm welcome to all the 47 members who have just joined, or renewed their subscriptions to, the IFLA Audiovisual and Multimedia Section -- and especially to the 10 new members of our Standing Committee:

George L. Abbott
Librarian Emeritus
Syracuse University Library
United States

Vesna Aleksandrovic
Head of Audiovisual and Printed Music
Department
National Library of Serbia

Anne Louise Anglim
Senior Officer- Young People's Library Service
West Dunbartonshire Council
United Kingdom

Danka Hajsig
Cataloger
Zagreb City Libraries
Croatia

David Jeffery
Collections Manager
Australian Institute of Aboriginal and Torres Strait
Islander Studies (AIATSIS)
Australia

Göran Konstenius
Head of Department
National Library of Sweden

Alicia Garcia Medina
Librarian, Audiovisual Section
National Library of Spain

Michael J. Miller
Assistant Professor and Coordinator of Access
Services
Queens College
New York, NY 10034
United States

Eila Rämö
Deputy Director
University of Art and Design. Library
Helsinki
Finland

May Huang Yu
Instructional Media Librarian
Alcorn State University J.D. Boyd Library
United States

One of our SC Members has been re-elected for a second term:

Marwa El Sahn
Head of Arts & Multimedia Library
Bibliotheca Alexandrina
Egypt

And finally, we will be saying goodbye to 3 SC members in Milan:

Maria Inês Cordeiro
Standing Committee Member of IFLA
AVMEDIA Section
Deputy Director General
Biblioteca Nacional de Portugal

Ralf Stockmann
Head of Digitization Department
Niedersächsische Staats- und Universitätsbibliothek
Goettingen
Germany

...and **myself!**



Meet and greet

Portraits of some of the new members of the Standing Committee.

Alicia García Medina

Alicia García Medina started her professional career working for the Spanish National Library, first at the collections' control service and then in the catalogue service. She was director of the Spanish Historic Heritage Institute's Library, where she automated the catalogue



and digitised documents to make them accessible on the library's web site. She was a pioneer in the integration of virtual resources into the library's catalogue, as attested in her article *The New Hybrid Library* in *Building Collections*, no.3 of 2006. She currently manages the audiovisual service of the Spanish National Library, with a focus on new recovery and information integration possibilities through the

use of audiovisual document registers. From 2005 to 2009, she was a member of the Art Libraries SC of IFLA, and has worked as an exhibition curator. In addition, she has published many technical articles.

Anne Louise Anglim

Anne Louise Anglim's career in libraries began in the pioneering Yoker Youth Library and she currently leads West Dunbartonshire Council's library services to children and young



people. She is a professional librarian with over 20 years experience in developing public library services in Scotland, and has seen rapid changes in libraries through web 2.0 & 3.0 technologies as well as huge advances in AV and academic e-books. She has been chair of MMIT Scotland for a period of 8 years, during which

time she has presented the most recent innovations in these fields to colleagues at regular training events. She has particular expertise in the fields of engaging children and teenagers in public library services using innovative and interactive audio-visual IT projects, and providing vibrant community library services in areas of social and economic exclusion. She is active in a number of professional organisations.

Danka Hajsig

Danka Hajsig was born in Zagreb. She graduated in Information Sciences and English language and literature from the Faculty of Philosophy in Zagreb in



1997. Since then, she has been employed at City Library of Zagreb as an information specialist in the the Multimedia department of the Children's library. From 2002 to 2004, she was a lecturer at the

Center for Continuing Professional Education of Librarians. At present, she works as a cataloguer of AV materials.

David Jeffery

David Jeffery commenced work with the Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS) in 1994 as a curatorial assistant. Since then, he has had a number of roles within the organisation but primarily working with the photographic collection (over 600,000 images from the late 1800s to the present day). While maintaining curatorial responsibility for the photographic collection, his current role as Collections Manager, Audiovisual



Archive involves overseeing the activities of the Collection Management Unit. This unit is responsible for the registration, accessioning and cataloguing of all incoming audiovisual collections offered for deposit or donation with AIATSIS. These collections fall into four categories: photographs, audio recordings, moving image materials, and artworks and material culture items. Prior to 1994, he worked at 20th Century

Fox Films in Sydney, the Australian Taxation Office, and the Department of Veterans' Affairs. He undertook university studies, which culminated in a postgraduate qualification in librarianship. He then spent a number of years working in various capacities, on and off-air, with a public radio station in Hobart before moving to Canberra where AIATSIS is located.

Göran Konstenius

Göran Konstenius is the head of the Audiovisual Department at the



National library of Sweden. Between 2004-2008, he was head of the Acquisition and Documentation Department in the National Archive of Sound and Moving Images. Recently, he became a member of the Media Management Commission in FIAT/IFTA (International Federation of Television Archives). He also works in the managerial body of the Swedish ABM-centrum, a coordinating office for archives, libraries and museums. He is also a member of a resource group to a study by the Ministry of Education and Research looking into the possibility of a legal deposit law that includes the web. In addition, he has solid experience working in library and archive organisations moving from an analogue environment to a digital one. His

educational background is in cultural and behavioural sciences.

May Yu

May Yu is from a family of educators, and she believes in



education. She earned her MLS from the State University of New York at Albany, she became an academic librarian in 1996. In the fall of 2000, she was assigned to establish a new instructional media centre in a largely expanded academic library. Meanwhile, she joined IFLA and became a member of AVMS. She is a tenured Assistant Professor and Instructional Media Librarian at the J.D. Boyd Library at Alcorn State University in the United States, and greatly enjoys her work running the Instructional Media Center there. Every year, the Center services a number of patrons twice or three times that of the entire student population of the university. The faculty call it "one of the best running units on campus." ☞

Digitized Zagreb Heritage

A former member of AVMS leads a project to put sound recordings on line.

BY
DANKA HAJSIG

A former member of AVMS, **Sanja Vukasović-Rogač**, is leading a project to build a collection of electronic editions of sound recordings from the protected collections of the Zagreb City Library's Music Department. The department is a valuable source of information for understanding the musical tradition of Zagreb.

The project is a part of a larger project called Digitized Zagreb heritage, which brings together digital reproductions of invaluable and rare materials of the City Library collections. You can have a look at the project on the web site of the Zagreb City Libraries, at <http://kgzdz.arhivpro.hr/eng/>. Click on "Sound recordings" to start your visit to the electronic editions of sound recordings. ☞

AVMS paper to be published

A paper given at the legal deposit section session on legal deposit will be published in Alexandria.

BY
BRUCE ROYAN

We are pleased to announce that "The case of the National Library of Jamaica in implementing and administering the legal deposit of audiovisual and multimedia materials," a paper given by Valerie Francis and Maureen Webster-Prince at our 2008 conference session in Quebec City, has been selected for publication in *Alexandria: the*



journal of national and international library and information issues.

Alexandria is moving from Ashgate Publishing to Manchester University Press, and the article will be published in the next issue, vol. 21 no.1, during the next few months. ☞



JTS 2010 announced



The Klingenberg Kino in Oslo.

Under the theme of “Digital challenges and digital opportunities in audiovisual archiving, the Joint Technical Symposium will be held in Oslo from May 3 to 5, 2010. The Call for Papers indicates the following:

“We welcome presentation proposals on any aspect of media archiving. Please send abstract of approximately 1/2 page to the program committee, to thomasc@dfi.dk or info@jts2010.org.”

“The preliminary deadline is Dec. 1st 2009, and the final one on Feb. 1st 2010. This means that a preliminary program will be presented late 2009.

“The JTS will be held in the Klingenberg Kino in Oslo, which we expect to be equipped with 70mm and 35mm projection, as well as digital 4K projection. Presentations in high resolution are therefore welcome. If it is decided to publish proceedings in printed form, speakers should be ready to supply their presentation in article format by the time of the symposium.

“The symposium will offer simultaneous translation in English, French and Spanish.”

You can get more information from the JTS 2010 website at <http://jts2010.org/> ☞

Two things

1

Our World day Project is mentioned on page 13 of the IFLA Annual Report. Just click on the URL to have a look: <http://www.ifla.org/files/hq/annual-reports/2008.pdf>.

2

We would be **absolutely enchanted** if you decided to become a member of AVMS.

Search for a logo

Here's a chance to win fame and fortune, and US\$2000.

SUBMITTED BY
MARWA EL SAHN

October 27 has been declared by UNESCO as World Day for AV Heritage.

The audiovisual heritage comprises all forms of moving images and recorded sounds, separately or together, whether or not intended for public distribution, and regardless of the means of creation, preservation or delivery, or the personal or organizational nature of the custodian. It further includes associated information, documents, objects, artefacts and technology, and graphical material selected in its own right. They express a nation as a place and people. Considered to be the documents most characteristic of the 20th and 21st centuries, the cultural influence and informational content of these documents are immense, and rapidly increasing. Transcending language and cultural boundaries, appealing immediately to the eye and the ear, to the literate and illiterate alike, they have transformed



society by becoming a permanent complement to the traditional written record. Their content cannot be reduced to written form, and its integrity is closely tied to the format of its carrier – be it film, magnetic or optical media. Because of its fragility, much has been lost and will continue to be lost if no action is undertaken .

In 2005, the UNESCO General Assembly approved October 27 as the World Day for AV Heritage to raise awareness of the importance of AV documents as integral part of national identities and draw attention to the urgent need to protect them.

Since then the World observes this day every year by organizing activities around a theme agreed upon by the Coordinating Council of Audio-visual Archive Associations (CCAAA) - the UNESCO designated body to oversee its yearly celebration. For this year, the theme will be “Fading Heritage: We Can Save It.”

For greater impact, both UNESCO and the CCAA

have recognized the need to come up with a logo to give the celebration its own identifiable brand.

Logo Parameters

Content

The logo should symbolize and represent the global audiovisual heritage and its permanent cultural value in the fullest sense. It may also suggest its fragility and vulnerability, the sense of urgency attached to its preservation and the importance of accessibility.

Design

The logo should be:

- Simple – the simpler the better
- Monochrome
- A graphical design which works:
 - independently of language (the logo itself must not contain any letters or text)
 - independent of time
 - in different cultural settings
 - in all anticipated usage environments (e.g. internet sites, e-mailings, hard copy, projected image)
 - in different sizes, from miniscule to enlarged applications
- Suitable for systematic use (as a secondary logo) together with the UNESCO emblem or accompanied by the words “UNESCO World Day for Audiovisual Heritage”, or equivalent in other languages (for requirements for secondary logos, go to http://portal.unesco.org/ci/en/ev.php-URL_ID=28318&URL_DO=DO_TOPIC&URL_SECTION=201.html).

Entries will be selected on the following criteria:

- Ability to impart the message or the meaning of the symbols
- Attractiveness, recognizability and memorability for audiences in the archival, library, museum and documentation profession; and the mass media and the general public potentially.
- Distinctiveness from other popular logos of institutions and corporations using similar stylized AV imagery of film strips, video screens, phonographs, projectors, sound waves, digital pixels, reel, discs, etc.

Submission of Entries

Entries should consist of the following:

- a) Original Artwork (softcopy)
 - preferred format: JPG
 - resolution: minimum 300 dpi
 - width: minimum 800 pixels
- b) Thumbnail version
 - format: JPG
 - resolution: 96 dpi
 - width: 300 pixels
- c) Summary description or explanation of the logo symbolism

A brief write-up on the logo designer will be expected as well. Deadline for Submission: No later than 15 August 2009. Submit entries and requests for information to:

Ms. Joie Springer
Senior Programme Specialist
Information Society Division

UNESCO
1, rue Miollis
75732 Paris Cedex 15
email: <j.springer@unesco.org>

Specific questions concerning the graphic charter of UNESCO should be sent to:

Philipp Müller-Wirth
Chief, Promotion, Partnerships and Branding Unit
Bureau of Public Information
UNESCO
e-mail: <p.muller-wirth@unesco.org>

Recognition

The winning entry will be announced and presented on October 27, 2009 at the CCAA and UNESCO websites, together with an explanation of the symbolism inherent in the design. The winner will receive from UNESCO a monetary reward of US\$2000 and will be featured in the website as well. ☞

AVMS at IFLA Milan

COMPILED BY
BRUCE ROYAN

The full details of a number of activities of interest to AV people are now available in the Programme particulars at <<http://www.ifla.org/annual-conference/ifla75/programme2009-cn.php>>. Event numbers are in **bold type**.

23 August 2009 (Sunday)

84 13:45-15:45 AVMS SCI Meeting

24 August 2008 (Monday)

86a (Off-site, at RAI) Training Workshop: AV Collections for non-specialist librarians

84 09.30-12.45 Libraries promoting twenty-first century literacies

99 13.45-15.45 Digital preservation and the new website (IFLA-CDNL Alliance for Digital Strategies (ICADS))

104 16.00-18.00 Libraries and mass digitisation: Intellectual property challenges

25 August 2008 (Tuesday)

116 (Off-site, invitation only) Digital Libraries Workshop

124 09.45-11.15 AVMS SC II

26 August 2008 (Wednesday)

09:30-11:30 Mediateca Santa Teresa (Library Visit 1b)

180 13.45-15.45 Herding cats in a dust-storm:

bibliographic control of audiovisual and multimedia materials in time of rapid change

27 August 2008 (Thursday)

183 08.30-10.30 New repositories: architectures, interoperability and data exchange (includes a presentation on Video active -- European television heritage online)

Do encourage any colleagues who need basic training in AV matters, to register asap for our Workshop **86a**, as numbers are limited.

You may notice that there are Spanish translations of all the papers in our main session **180**. If you feel you could help with translations into the other official IFLA languages: Arabic, Chinese, French, German, and Russian, please email me (<bruce.royan@concurrentcomputing.co.uk>) right away!

There are two slots available for a visit to the Mediateca Santa Teresa, a multimedia library in an ancient former church. The first of these, starting at 09:30 on Wednesday, will leave plenty of time to return to the Conference Room for our main session **180**, and I recommend AVMS members to all book for this slot! See you in Milano!! ☞