



International Federation of
Library Associations and Institutions

AUDIOVISUAL AND MULTIMEDIA SECTION

Annual Report, August 2008 – December 2009

About AVMS

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

Change of the period covered by the annual report

This report includes excerpts of the conference programmes both from Quebec City and Milan. From next time on, however, the report will cover the calendar year including the latest conference programme only.

Membership

The section now has 52 members (36 institutions, 1 international association, 8 national associations, 5 personal affiliates, 2 complimentary affiliates) from 32 countries all over the world (Australia, Botswana, Canada, China, Croatia, Cuba, Egypt, El Salvador, Finland, France, Germany, Greece, India, Iran, Italy, Jamaica, Kenya, South-Korea, Netherlands, Norway, Peru, Portugal, Romania, South Africa, Serbia, Spain, Sweden, Switzerland, Turkey, United Kingdom, United States, and Uruguay).

Standing Committee

There are 16 members of the Standing Committee (SC) as of the end of August 2009. This is a significant increase of SC members compared to the past.

- George L. Abbott, Syracuse University Library, USA, 2009-2013
- Vesna Aleksandrovic, National Library of Serbia, 2009-2013
- Anne Louise Anglim, West Dumbartonshire Council, UK, 2009-2013
- Howard Besser, NYU's Tisch School of the Arts, USA, 2007-2011
- Pascal Cordereix, Bibliothèque nationale de France, 2007-2011
- Marwa El Sahn, Bibliotheca Alexandrina, Egypt, 2005-2009, 2009-2013
- Danka Hajsig, Zagreb City Libraries, Croatia, 2009-2013
- David Jeffery, Australian Institute of Aboriginal and Torres Strait Islander Studies, Australia, 2009-2013
- Göran Konstenius, National Library of Sweden, 2009-2013
- Alicia Garcia Medina, National Library of Spain, 2009-2013
- Michael J. Miller, Queens College, New York, USA, 2009-2013
- Eila Rämö, Aalto University School of Art and Design Library, Finland, 2009-2013
- James M. Turner, Université de Montréal, Canada, 2003-2007, 2007-2011
- Trond Valberg, National Library of Norway, 2007-2011
- Carmen Velázquez, Biblioteca Nacional, Spain, 2003-2007, 2007-2011
- May Huang Yu, Alcorn State University, USA, 2009-2013

There are four corresponding members:

- Horst Ernestus, Germany
- Ms Isabelle Giannattasio, France
- Ms Anna-Maria Kylberg, Sweden
- Ms J.L. de Vries, the Netherlands

Officers

The results of the Election of Officers in Milan:

- Chair: Trond Valberg (re-elected)
- Secretary/Treasurer: Eila Rämö

Appointment of other roles

- Information Coordinator/Web Editor: Marwa El Sahn
- IFLA Representative of the CCAAA: Trond Valberg
- IFLA World Day Representative: May Huang Yu
- Newsletter Editor/English Proofreader: James M. Turner
- Translations Coordinator: David Jeffery (assisted by Alicia Garcia Medina)
- Project Manager of the Legal Deposit Survey: Howard Besser
- Conference Programme Planner (2009-2010): Trond Valberg
- JTS Programme Committee Representative: George L. Abbott

Meetings

The Standing Committee met twice during the Milan Conference (Sunday, 23 August and Tuesday, 25 August 2009). Besides programme discussions for the annual conferences 2009 and 2010, the most important issues for the meetings were:

- Election of officers and other roles
- The training workshop
- The Legal Deposit Survey

The outgoing secretary, Bruce Royan, also took part in the final meeting of the Coordinating Board, of which the secretary also serves as secretary here. The Chair participated in the first meeting of the new Leadership Forum of Division III.

In addition, three midterm meetings were held, 15 October 2008 in Mo i Rana, 31 July 2009 in Edinburgh, and 15 October 2009 in London. The chair and the secretary discussed matters such as various IFLA reports, agenda for section meetings, programme for the Milan conference, and membership issues. Both the outgoing and the recently elected Secretary attended the latter meeting in London, to provide the best continuation of the Section's work.

Projects

The largest current project is: "Survey on the legal deposit of Audiovisual and Multimedia materials." It was discussed both in Milan and at the midterm in London how to achieve the best results. The deadline for incoming questionnaires has been extended from December 2009 until February 2010.

Workshop

The AVMS organised an off-site workshop (Monday, 24 August 2009) for non-specialist librarians who need to understand the basic principles of AV archiving. The Workshop was organised by the IFLA Audiovisual and Multimedia Section, in collaboration with the Coordinating Council of Audiovisual Archives Associations (CCAAA) and the International Association of Sound and Audiovisual Archives (IASA), and with the generous sponsorship of Memnon Archiving Services SA, the National Library of Norway, and UNESCO. 8 delegates out of nearly 200 applicants from developing countries were given sponsorship to attend. About 50 people were given training by Pio Pellizzari, Kurt Deggeller and Howard Besser. There were delegates from 29 countries : Argentina, Australia, Barbados, Belgium, Cambodia, Canada, Egypt, Ethiopia, Finland, France, Germany, India, Iran, Italy, Kenya, Lebanon, Luxembourg, Mauritius, Nigeria, Norway, Pakistan, Serbia, Slovenia, South Africa, Sweden, Switzerland, UK, USA, and Zimbabwe.

The positive response to the training workshop was followed by a discussion of whether it should be repeated. At one point there were plans for a similar workshop in Glasgow 2010, but it has been decided not to arrange such an IFLA workshop in 2010.

Publications

“Guidelines for Audiovisual and Multimedia Services in Libraries and Other Institutions” are now available in 20 languages: Afrikaans, Arabic, Bahasa Melayu, Catalan, Chinese, Croatian, English, Farsi, French, German, Italian, Korean, Latvian, Norwegian, Portuguese, Romanian, Russian, Serbian, Spanish, and the most recent in Swahili.

Three issues of the Section Newsletter have been published: No. 9 in December 2008, no. 10 in July 2009, and no. 11 in December 2009 (17 pages!).

Conference Programme in Quebec City, August 2008

The half day joint session was held in collaboration with the Committee on Copyright and other Legal Matters and the National Libraries and Bibliography Sections. The session entitled “The legal deposit of audiovisual and multimedia materials – practice around the world” was chaired by Bruce Royan with these speakers:

- Kathryn Husband and Richard Green (Canada): Legal deposit of audiovisual materials at Library and Archives Canada
- Hesham Azmi (Qatar): Egypt’s audiovisual heritage: current status and future prospects
- Valerie Francis and Maureen Webster-Prince (Jamaica): The case of the National Library of Jamaica in implementing and administering the legal deposit of audiovisual and multimedia materials
- Pascal Cordereix (France): Le dépôt légal des documents audiovisuels et multimédia en France: l'exemple du département de l'Audiovisuel de la Bibliothèque nationale de France
- Samira Sambaino (Uruguay): Depósito legal de materiales audiovisuales: la situación latinoamericana
- Trond Valberg (Norway): Legal deposit of audiovisual and multimedia materials in Scandinavia
- James M. Turner (Canada): The Legal Deposit Questionnaire - a step toward gathering information about the situation worldwide

All the papers with translations are available at:
<http://archive.ifla.org/IV/ifla74/Programme2008.htm>

The Section also arranged a full day study tour to Montreal, taking in the National Film Board's Cinérobthèque, the Phonothèque and the Grande Bibliothèque. And, we organised a showing of "The Hollywood Librarian", a full length documentary film comparing the reality of library and information work today, with how it is portrayed in the movies. Howard Besser commented the film in a theoretical view after the screening.

Unesco World Day for Audiovisual Heritage (27 October)

Bruce Royan was a speaker at a miniseminar entitled "Libraries and the World Day for Audiovisual Heritage", in Mo i Rana, Norway on 15th October 2008.

There were a number of events in 2009 too, e.g. the selection described in the Newsletter of December 2009.

Conference Programme in Milan, August 2009

As previously mentioned AVMS organised an off-site workshop. The joint session with Bibliographic Control was entitled "Herding cats in a dust-storm – bibliographic control of audiovisual and multimedia materials in time of rapid change". The session was chaired by Bruce Royan with these speakers:

- Rebecca L. Lubas (USA): Do you speak Multimedia Metadata? Multi-format Cataloging at the University of New Mexico
- Sujin Kim and Aswathnarayanan Sadagopan (USA): Organizational Structure of Handling Selection, Acquisition, Processing and Cataloguing of Physical and Digital Collections
- Olle Johansson (Sweden): Dealing with AV media and digital files in the Swedish Media Database

All the papers are available at <http://www.ifla.org/annual-conference/ifla75/programme2009-en.php>

Lubas paper has been published by the International Cataloguing and Bibliographic Control (ICBC) too.

Relationship with other bodies

Co-ordinating Council of Audiovisual Archives Associations

The CCAAA annual meeting took place in The Hague on 12-13 March, 2009. IFLA was represented by Bruce Royan who also chaired the meeting. CCAAA members gave a report on their annual activities and conferences, and exchanged information on audiovisual matters. The main issues discussed were collaboration on training for audiovisual archiving, and the future role of CCAAA. There was also a presentation on the International Committee for the Blue Shield.

The chair attended the IASA Nordic Branch meeting in Helsinki, 1-2 Juni, 2009.

Trond Valberg
Updated February 2010