



International Federation of
Library Associations and Institutions

Audiovisual and Multimedia Section

STRATEGIC PLAN

2009-2011

Mission

The Audiovisual and Multimedia Section (AVMS) is the international forum for persons working with audiovisual 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 digital libraries delivered on 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

Goals

1. Promote the use of Audiovisual and Multimedia in Libraries and other cultural institutions. Discuss and exchange information between information specialists 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 (non restricted) information; (f) Promoting resource sharing. **IFLA Pillars:** Society; Profession; Members. **Presidential Themes:** 'Libraries on the Agenda' and 'Libraries driving access to knowledge')

Actions

1.1 Update the "IFLA Guidelines for Audiovisual and Multimedia Materials in Libraries" with a view to print publication in all 5 IFLA languages in the IFLA Professional Reports series, and in as many other languages as possible, on IFLANet.

1.2 Training workshop in 2009 (with the Co-ordinating Council of Audiovisual Archives Associations [CCAAA] and the International Association of Sound and Audiovisual Archives [IASA]) on "AVM collections for non-specialist librarians".

1.3 IFLA programme for Milano 2009 on "Herding cats in a dust-storm: bibliographic control of audiovisual and multimedia materials in time of rapid change".

1.4 IFLA programme for Gothenburg 2010 on "Open access – on the horns of a dilemma between piracy and legality?"

1.5 IFLA programme for 2011 on AVM topics.

1.6 Contribution to the organisation of UNESCO World Day for Audiovisual Heritage, with events in October 2009, 2010 and 2011.

1.7 Produce Section Newsletters with audiovisual and multimedia content, with a target of two issues per year.

1.8 Ongoing review of the effectiveness of the Section.

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. **IFLA Pillars:** Society; Profession; Members. **Presidential Themes:** 'Libraries on the Agenda' and 'Libraries driving access to knowledge')

Actions

2.1 Information-sharing and cooperation with other institutions in CCAAA.

2.2 Worldwide survey on the legal deposit of Audiovisual and Multimedia Materials.

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 (non restricted) information; (e) Balancing the intellectual property rights of authors with the needs of users. **IFLA Pillars:** Profession. **Presidential Theme:** Libraries on the Agenda)

Actions

3.1 Cooperation on relevant legal matters with the CCAAA, the European Bureau of Library, Information and Documentation Associations [EBLIDA], and other institutions.

3.2 Worldwide survey on the legal deposit of Audiovisual and Multimedia Materials.

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 give access to collections to the public, including via the Internet.

(**Professional priorities:** (g) Preserving our intellectual heritage; (k) Representing libraries in the technological marketplace. **IFLA Pillars:** Society; Profession. **Presidential Theme:** 'Libraries driving access to knowledge')

Actions

4.1 International Joint Technical Symposium in Oslo, May 2010 (with CCAAA and the Fédération Internationale des Archives du Film [FIAF]).

4.2 IFLA programme for Gothenburg 2010.

5. Promote adaptation of cataloguing rules for audiovisual and multimedia documents. Promote adaptation of indexing languages and classification. Encourage National Bibliographies to include AVM records. Promote adaptation of Information Retrieval systems to AVM content on the Internet.

(**Professional priorities:** (i) Promoting standards, guidelines and best practice. **IFLA Pillars:** Profession; Members. **Presidential Themes:** 'Libraries on the Agenda' and 'Libraries driving access to knowledge')

Actions

5.1 Update the "IFLA Guidelines for Audiovisual and Multimedia Materials in Libraries" with a view to print publication in all 5 IFLA languages in the IFLA Professional Reports series, and in as many other languages as possible, on IFLANet.

5.2 Mounting of an international localisation toolkit plus versions in French, Spanish and Arabic, onto the AMIA/Library of Congress MIC (Moving Image Collections) website.

5.3 Coordinate AVM input into revision of the International Standard Bibliographic Description (ISBD).

5.4 IFLA Programme for Milano 2009 on "Herding cats in a dust-storm: bibliographic control of audiovisual and multimedia materials in time of rapid change".

5.5 IFLA programme for Gothenburg 2010 on "Open access – on the horns of a dilemma between piracy and legality?"

Trond Valberg, updated February 2010