



Audiovisual and Multimedia Section

AVMS Standing Committee Mid-year Mtg., March 2014 – Berlin
Sat. 08, 17.20-20.00, Sun.09, 10.00- 19.00, & Mon. 10, 13.15-14.45
Minutes

Present:			
Howard Besser	SC Member	United States	
Marwa El Sahn	SC Corresponding Member	Egypt	
Mikael Johansson	SC Member	Sweden	
Joan Links	SC Member	Canada	
Michael J. Miller	SC Chair	United States	
Margret Plank	SC Communication / Web Officer	Germany	
Harriet Sonne de Torrens	SC Member	Canada	
Trond Valberg	SC Member	Norway	

1. Welcome and greetings

Dinner was held Saturday evening and new members (Links and Johansson) welcomed. Miller explained Garcia-Medina absence and proceeded to take minutes.

2. Agenda

Approved

3. Minutes of Singapore Meeting

Reviewed and corrected. They will be shared in advance as a “final draft” for a vote in Lyon.

4. Financial Report

Miller reported that Section funds could only be used for mid-year meeting “snacks,” speaker tokens allotments and other minor categories. They could not be used for SC member travel. The group agreed to have mid-year meeting snacks be covered. <http://www.ifla.org/node/8376>

5. Membership Report

Miller reported that, after intensive efforts in the autumn and winter, that enough new members had been recruited to the SC so as to enable the Section to maintain Section status and not be downgraded to a Special Interest Group. Special thanks to Margret Plank for her extraordinary energies for this effort and also to all who helped in this very large effort.

ALERT!!! Further recruitment efforts will need to continue to keep the Section in good standing. Miller will share the updated Institutional Membership list as SCI in Lyon. From that we should follow-up with those institutions, follow up with the “incomplete,” persons from autumn of 2013, and also begin to establish additional institutional members and designees.

6. Report of Division Leadership Forum

Miller reported that the Division held an online meeting in January of 2014 and that he submitted an Annual Report to the Division rep., Russell Lynch in mid-February. (See URL: <http://www.ifla.org/files/assets/library-collections/annual-report/2013.pdf>) He related that he petitioned the Division coordinator to have IFLA develop an official “landing page,” for mid-year meeting announcements so that participants can utilize the output for attendance proof and financial support vis-a-vis “official documentation.”

7. Lyon – Overview of Preparations

Final Schedule:

AVMS -

Standing Committee, I - 16 August 2014 12:30 - 15:00 | Room: Salle Rhône 4
Program - 19 August 2014 13:45 - 15:45 | Room: Amphithéâtre | SI
“User and Interface Challenges Related to Audiovisual and Multimedia Access”

Training Session - 20 August 2014 09:30 - 17:30 | Off-site
“Managing Audio-Visual Collections Across the Life-Cycle” {To be offered in French!}

Standing Committee Social - 20 August 2014 19:00 - TBD
Standing Committee, II - 21 August 2014 13:15 - 14:45 | Room: Salle Bellecour 2

OTHER -

Officers Training Session - 16 August 2014 08:00 - 09:30 | Room: Forum 1
French Speaking Participants Caucus- 16 August 2014 18:45 - 19:45 | Room: Forum 1
Division II Leadership Forum - 17 August 2014 08:30 - 10:00 | Room: Salle Tête d'Or 2
Opening Session - 17 August 2014 10:30 - 12:00 | Room: Amphithéâtre | SI
IFLA Market – Unit Success - 17 August 2014 12:15 - 13:30 | Rm: Salle Gratte-Ciel 1-3
Officers Reception - 17 August 2014 19:00 - 22:00 | Room: TBA
Plenary Session - 18 August 2014 08:30 - 09:15 | Room: Amphithéâtre | SI

Poster Session -	18 August 2014 12:00 - 14:00 Room: Exhibition Hall
Plenary Session -	19 August 2014 08:30 - 09:15 Room: Amphithéâtre SI
Poster Session -	19 August 2014 12:00 - 14:00 Room: Exhibition Hall
Cultural Evening -	19 August 2014 19:00 - 23:00
Plenary Session -	20 August 2014 08:30 - 09:15 Room: Amphithéâtre SI
Closing Session -	21 August 2014 16:15 - 17:30 Room: Amphithéâtre SI

Open Session - Garcia-Medina and Balnaves (I.T. Section) completing vetting process for speakers/papers.

AV Preservation Training - Besser delivering training with El Sahn and she will be following up the advertising and registrations in concert with George Abbott.

8. Cape Town Planning Commences

Open session ideas for program theme were vetted. “Born Digital Media” was selected over “maker spaces.” Plank and Besser will reach out to other sections for co-sponsorship. They will contact “Cataloguing, Classification, and Indexing,” “Preservation and Conservation,” “Information Technology,” and the “Acquisition and Collection Development” Sections.

Plank developed the following scope statement for the open session:

Managing Born digital media collections across the lifecycle

Libraries and archives increasingly need to manage media content in born-digital form. The amount of content is steadily increasing, and the sense of urgency for tools, workflows and strategies is huge. In this open session we would like to see use cases, examples of acquisition, ingest, management, distribution, access and preservation of born-digital content. The examples should illustrate reasonably achievable processes for institutions with preferably user driven, non-mass produced collections and resources with a focus on Audio-Visual or Multimedia.

Topics can range from:

- strategies for management and preservation of born digital collections
- preferred standards and file formats for ingest of born digital material
- issues of longevity, integrity, and access of born-digital material

The group discussed the possibility of a satellite conference and rejected the idea.

Miller will reach out to other Sections for Lyon discussions about partnering/co-sponsoring.

9. IFLA/CCAAA Memorandum of Understanding – Cont.

Miller shared about a recent notice from the CCAAA group that a non-AVMS representative from IFLA HQ would be attending the CCAAA meeting in Paris (later Feb. 2014). Ellen Broad is the IFLA HQ Mgr. of Digital Projects and Policy. The group recommended that a request be drafted for her to present an annual update and discuss additional listed items. Valberg and Miller drafted the report and memo to be sent to Broad in time for the 17/18 March meeting of CCAAA. It was hoped that she would contact Miller before the Paris engagement in order to clarify what the additional items were. This would at least benefit our ongoing knowledge of the content of the IFLA/CCAAA interactions and related points of interest. Miller heard back from CCAAA Secretary General Catherine Lacken that Broad did attend the Paris venue but made no AVMS update. She only presented on an IFLA Key Initiative, (Cultural Heritage Disaster Reconstruction Program). No communications were received from Broad since the Paris meeting. Miller shared the update report with Lacken directly via e-mail for inclusion in the CCAAA minutes of their March meeting.

Lacken has indicated recently tht IFLA has not paid CCAAA dues since 2009, also that two years were in arrears before official IFLA notice of 2012 withdrawal. When will arrears be paid? Why did Broad attend if IFLA is no longer member? Were IFLA funds used to support Broad attendance? Representation is suffering and communications from IFLA HQ (Julia Brung and Ellen Broad) is confusing.

ACTION ITEM (?) – Draft another request for meeting in Lyon?

Next CCAAA meeting proposed for 9-10 or 16-17 March 2015 in Hilversun, Nederland at Nederland Inst. for Sound and Vision.

10. UNESCO World Day for AV Heritage

The 27 October 2014 Day “theme” has been declared. See URL: <http://en.unesco.org/events/world-day-audiovisual-heritage-2014>

“Archives at Risk – Much more to do.”

ACTION ITEM – Need volunteer to lead IFLA AVMS publicity and collaboration for entries to the UNESCO site.

11. UNESCO International Jazz Day on 30 April

12. Projects

Review of past projects:

Besser gave overview of stalled **Legal Deposit** project citing difficulties with reaching lead in-country persons. Another project is currently under way and being led by Richard Ranff of the British Library(???) Valberg indicated some interest in continuing work on the Legal Deposit project.

Plank mentioned interest in developing a **“Guidelines for Media Fragment Citations.”** She discussed the possibility of developing a CFP or paper for the Mellon Foundation and then hosting a meeting around the resulting work.

Sonne de Torrens spoke about the development of a **directory or registry of still images collections** and indicated that she will present a proposal at the Lyon congress.

Sonne de Torrens wants to develop a Collection of possible **platforms for the distribution of metadata/films** (e.g. EUROPEANA, World Digital Library) with workflows of “HOW TO’s,” to be shared on the AVMS Website.

The group discussed the need to improve Section public relations efforts and would like to develop PR materials in the form of **post cards and tote bags**. Miller will investigate how this can be funded and report back at Lyon.

13. Mid-Year Meeting 2015

The group discussed the possibility of having another mid-year meeting in 2015. A suggestion was made that it be held in tandem with the CCAA 2015 meeting. (See above). Decision will be made by end of Lyon congress.

14. Section Name Change

Sonne de Torrens provided the group with a re-cap of the online discussion related to updating the Section name. This topic was of interest to the Programme Officer (Joanne Yeomans) and Division Chair (Russell Lynch) when they were consulting with us on our Section standing and membership issues. The group thought that adding the term ‘digital’ would not add clarity going forward.

ACTION ITEM – We will vote on the proposed resulting suggested change at SC I in Lyon. The change proposed as a result of the discussion is:

From the current: Audiovisual and Multimedia Section
To new: Audio-Visual and Multimedia Section

Respectfully Submitted,
M. J. Miller, 09 July 2014