

**IFLA AVMS Mid-Year Meeting  
Hilversum, Netherlands  
Netherlands Institute for Sound and Vision  
14-15 March 2015**

*and*

**CCAAA Annual Meeting  
16-17 March 2015**

*Draft Minutes*

Attending: Howard Besser, Mikael Johannson, Michael Miller, Margret Plank, Marwa El Sahn, Trond Valberg  
Guest/Host: Erwin Verbruggen

**Saturday 14 March**

**11:00 - Meet/travel to Media Park**

**12:30 - Introductions & Thanks to Erwin and Institute.** Miller noted regrets from Harriet and Joan.

**13:00 - Open session planning**

Joseph Hafner coordinated call for proposals with collaboration of reviewers from AVM and ACD Sections.

4 papers were chosen. Group decided to explore options for keynote speakers.

Suggestions - MS research Alex Wade - Internet Archive Brewster Kahle, Richard Prellinger for external candidates.

In order to accommodate an easy addition to the program, the group decided to include Besser and Valberg instead. Howard Besser will present on his April conference, "AV PDA 2015 Conf. Summary" Trond Valberg will present on "Intro to the Questions related to the generation of digital music."

Miller will coordinate with Hafner on notifying presenters and communicating program details to IFLA HQ staff.

**14:00 - Workshop planning for Cape Town**

Verbruggen suggested that the group explore options with Ilsa Assman (Based in Cape Town) for ideas on venue and regional/geographic info. and location. She suggested Contacting CT Film Studio on our behalf.

Details

- Workshop to be offered in English - "Managing AV collections for Non-Specialist Librarians"
- Howard Besser will develop agenda
- Michael - workshop into the IFLA program
- Space - Miller to Schedule IFLA space - full or 1/2 on site and Marwa continues investigate offsite location options via Ilsa
- We will approach George regarding coordinating attendance.
- Miller will manage coordinating schedule final slating - around IT/PACS program and then SCII

**15:00 Tour of Beeld en Geluid (Institute) Marion - Tour Guide**

**16:00 Planning Columbus, 2016 Satellite (grant),**

2016 Satellite

Brainstorming ideas generated:

- Besser recommendation for partnering with Zepheira (OCLC - open resources for AV description);
- Production aspects of Commercially media from music/radio/TV/film - new digital workflows their effects implications on library acquisitions and management;
- Access to MultiM resources;
- AV / Digital aspects of news media - News

Final topic proscribed as:

*"Discoverability of MM Content : transforming raw data into linked information via semantic and standards"*

Miller to submit proposal for IFLA by deadline 15 March 2015 (Done)

Miller to reach out to Zepheira [bibframe] (Done)

Plank to approach co-sponsoring Sections of IFLA including: IFLA Semantic Web SIG, Cataloging, Class. and Indexing , metadata (audio, report, blog) (Done)

Miller to coordinate the satellite if approved

[Must consider results/implications of these various contacts]

18:00 Dinner at Amsterdam "Eye" public theatre space.

**15 March 2015**

**11:00** Mikael Johansson - described the final program of the **co-sponsored satellite** (News Section) as "legal deposit related to AV aspects of news media" deadline extended for the resulting 12 papers, keynote -> evolution of news media

- Title: "IFLA International News Media Conference"
- *"Transformation of the online news media: implications for preservation and access"*
- Date: 14-16 April 2015
- Location: The National Library of Sweden, Stockholm Sweden
- Publicizing and attendance - Per Nilsson

**12:00 Business cont. – Section planning and future** (AVMS as a leader in the global field - Projects / brainstorming)

The group reviewed the areas of relevance for the Section, IFLA Members, and their constituencies: Audio / Visual (moving image & still image), evolution of access, procedures, update guidelines, relationships/partnerships with creators, legal aspects managing, production aspects, production products, still images

The group then moved on to discuss membership - oral history, \$\$\$ Resource pressures, ongoing membership concerns, social networking and presentation

Field - plan, survey institutions?, guidelines

Communications and Outreach, - forum, communication methods the group immediately formed a whatsapp? group acct.

Plank will investigate an IFLA sponsored blog.

Plank will share the draft strategic plan (then finalize and launch),

The group chose to launch an update of the AV Guidelines update (Will George lead effort?),

El Sahn will develop PR fan, sticky for distribution in Cape Town.

Valberg will work with IASA on the Legal Deposit project - together we are re-starting project with collaboration and assistance from Mikael and Danka prep. plan in time for Cape Town.

### **13:00 Columbus planning**

Group considered various theme options. Did not choose AV aspects of Educational Resources but instead settled on "Selection and (De-selection): CD policies in the Digital Era inventories, duplication, local-global factors, coordination El Sahn will explore co-sponsorship with the PAC Section.

### **14:00**

**Group further discussed CCAA participation** and arrived at a consensus on the need for a CCAA generated "counter-offer" since the monetary membership (1/2 vote / lower fee) strategy didn't work.

Need CCAA to request for AVMS rep. from IFLA? Needs to stress the value of AV expertise in the Library world.

### **Membership**

Note on Harriet submission

Need to coordinate organizational outreach for ongoing recruitment. (Volunteer?)

Elections for Chair and Secretary – Miller will stand for election for second term.

16 March 2015

CCAAA Meeting Miller attended and presented request as described above. (Minutes will be forwarded when ready.) AVMS needs two reps for the JTS planning group. AVMS group had networking lunch with CCAAA attendees again met with Ilsa Assman. Miller also further cemented relationship with CCAAA members at dinner.

Respectfully submitted,

Michael Miller