



Audiovisual and Multimedia Section

Minutes from AVMS Standing Committee meetings, Gothenburg 2010, 10th August 11.30-14.20 and 13th August 8.00-9.30.

Present:

Trond Valberg	Chair	Norway	SC I, SC II
Eila Rämö	Secretary/Treasurer	Finland	SC I, SC II
Marwa el Sahn	Information Officer/Web Editor	Egypt	SC I, SC II
James Turner	Newsletter Editor	Canada	SC I, SC II
George Abbott	SC Member	USA	SC I, SC II
Charlotte Ahlgren	Visitor from PAC	Sweden	SC II
Anne Louise Anglim	SC Member	Scotland	SC I, SC II
Howard Besser	SC Member	USA	SC I, SC II
Alicia Garcia Medina	SC Member	Spain	SC I, SC II
Danka Hajsig	SC Member	Croatia	SC I, SC II
David Jeffery	SC Member	Australia	SC I, SC II
Göran Konstenius	SC Member	Sweden	SC I
Ann Okerson	Division II, Chair	USA	SC I
Michael Miller	SC Member	USA	SC I, SC II
May Huang Yu	SC Member	USA	SC I, SC II
L. Diatto	Observer		SC I
Tarja Lehtinen	Observer	Finland	SC I
J. Niowbona	Observer		SC I
M. Pihlajamäki	Observer	Finland	SC I
J. Weitz	Observer		SC I

Apologies: Vesna Aleksandrovic (Serbia), Pascal Cordereix (France) and Carmen Velázquez (Spain)

1 The Agenda

Following a welcome and brief introductions the agenda was approved.

2 CCAAA and SEAPAVAA Reports

Valberg reported on the Coordinating Council of Audiovisual Archives Associations (CCAAA) meeting in Paris, March 2010, and the Southeast Asia-Pacific Audiovisual Archive Association (SEAPAVAA) conference in Bangkok, August 2010:

- The minutes were shared via the IFLA AVMS e-mail distribution before the IFLA 2010 Conference.
- Topics such as CCAAA mission statement and future directions, new convener from 2011, ICCROM-CCAAA relations, future training activities (including AVMS), JTS in Oslo, UNESCO Memory of the World Programme, and UNESCO World Day for Audiovisual Heritage were discussed at the CCAAA meeting.
- The theme for the SEAPAVAA conference was "Community Building for Collaborative Actions". Valberg presented a paper entitled "Who talks with whom? Some reflections on collaborative projects and relations between non-governmental organizations". Ray Edmondson's keynote was entitled "Who are we? The archivist in community", and Adrian Wood made a presentation related to the AVMS Legal Deposit Survey.

3 UNESCO World Day Report

May Yu reported briefly about the UNESCO World Day for Audiovisual Heritage that was on 27 October 2009 with the theme; "Fading Heritage, We Can Save It!". There will be new celebrations this year with the official theme "Save and Savour your Audiovisual Heritage - Now!" (website: <http://www.pia.gov.ph/wdavh2010/?m=1>). May Yu will write about the World Day for our website.

4 JTS Report

Howard Besser told about the Joint Technical Symposium (JTS) (<http://jts2010.org/>) that was held in Oslo in May 2010, scheduled in conjunction with the International Federation of Film Archives (FIAP) 2010 Congress. (<http://www.fiafcongress.org/2010/>).

5 Minutes of Milan meetings and midterm meeting in London

The minutes were approved.

6 Annual Reports

The August 2008-December 2009 report has been approved, and Valberg informed the members that the new cycle of reports will cover the period from January to December annually.

7 Financial Report and report from Division Leadership Forum

Eila Rämö: The AVMS administrative funds consist of €325 since the Section only has 52 members. These funds have been used towards the expenses of the midterm meeting. The administrative funds for 2011 will remain the same.

Ann Okerson (Chair, IFLA Division II) reported from the Division Leadership Forum. She said that administrative funds can be used for such things as travel costs, newsletters, leaflets etc. The funds can also be combined with other Sections' funds towards joint activities. Ann also

reminded the Committee about the availability of project funds. There is €1500 available for Sections to apply for a maximum three-year project. There was also a brief discussion about the difficulties associated with funding from UNESCO as was the case when preparing for the Milan workshop.

8 Gothenburg Conference – Facts and Plans

Marwa el Sahn provided an overview of the Conference schedule and activities. James Turner asked members to send news and images for the Newsletter.

9 Projects

Legal Deposit Survey

Howard Besser provided an overview of the results. Only 55 responses were received and the global coverage was poor with most data representing Europe. If the survey were to be extended, it would have to be amended in terms of a simplified questionnaire in more languages for advertising worldwide. Funding may be needed for a follow-up of the survey and it would be possible to apply for funding from IFLA. A few key points:

- The survey should be translated to Spanish and maybe other IFLA languages as well.
- A second round of the survey could be introduced on the World Heritage Day.
- The Statistics and Evaluation Section should be contacted for revision of the survey. Anne Louise Anglim will follow up on this.
- Also James Turner and Howard Besser could work on a revised version, but Howard emphasized that continuation of the project, i.e. collecting and analyzing more responses would take too much of his time. James will write an article about the survey for the Newsletter and also summarize the current situation and make suggestions for the future.
- The project needs a new leader, maybe a student.
- The project may need support from other NGOs or CCAA.

Moving Image Collections (MIC)

AVMS considers this project to be closed.

Guidelines on AV Materials

George Abbot will go through the AV Guidelines and investigate how well they address the current technology and convergence between media formats. James Turner has started to translate the French "Audiovisual and multimedia guidelines" that Pascal has distributed earlier. It will not be a full translation but an adapted version in terms of an abstract.

No new projects were recommended.

10 Puerto Rico Conference: Libraries beyond libraries – Integration, innovation and information for all

Topic for the joint AVMS-PAC session

Charlotte Ahlgren from Preservation and Conservation Section (PAC) was present at the meeting in order to discuss the joint session in Puerto Rico. It was decided to formulate a broad theme for the session to attract more papers and audience.

Programme Committee

The programme committee should have at least two members from both sections. The

committee has been established shortly following the Gothenburg conference and the members are Per Cullhed, Charlotte Ahlgren, Arthur Tennøe (PAC), and Trond Valberg, David Jeffery and Michael Miller (AVMS).

11 Puerto Rico Training Workshop

Howard Besser will produce a curriculum for the workshop based on the programme in Milan 2009. The training workshop will be adapted to the region. Howard Besser and James Turner have kindly volunteered to teach at the workshop. AVMS will try to invite colleagues from the neighboring countries to participate.

Workshop Committee

Marwa el Sahn, George Abbot, Michael Miller, and Eila Rämö will constitute the Workshop Committee. The first task is to find a regional contact and venue for the workshop. The Chair of the National Committee, Luisa Vigo-Cepeda has already been contacted on this matter.

Marwa will investigate which day could be the best for the off-site workshop and she will also produce an evaluation form for the workshop. Trond and Eila will investigate whether there will be any funds to apply for, and maybe also CCAAA could assist.

12 Evaluation of the Gothenburg Conference

Feedback from the Open Session

Everyone agreed that the open session was very successful both in respect of the speakers and the attendance. There were some 200 participants.

Candidate paper for publication in IFLA Journal

"Genero: A way out of the copyright dilemma" by Pål Lykkja and Øystein Jakobsen (Oslo, Norway) was proposed for the IFLA Journal.

13 Election next year in Puerto Rico

The deadline for nominations for Section Standing Committees is 9 February 2011. SC members who have served the committee for 4 years can be re-elected. Those who have already been SC members 2 x 4 years cannot be re-elected. All members are encouraged to recruit new members both for the SC and for the Section. At Puerto Rico AVMS SC has to elect new Officers, Chair and Secretary/Treasurer.

14 Any other business

No other business was discussed.