



I S S U E N ° 1 2
J U N E 2 0 1 0

Newsletter

AUDIOVISUAL AND MULTIMEDIA SECTION

Contents

- Destination Göteborg 1
- Information technologies and indigenous communities 2
- AVMS at IFLA Göteborg 3
- Mediterranean Memory 4
- AMIA short film and video competition 7



✕ Destination Göteborg ✕

This year the 76th IFLA Conference will take place in Gothenburg, or Göteborg as the Scandinavians prefer to say.

BY
TROND VALBERG

This year the 76th IFLA Conference will take place in Gothenburg, or Göteborg as the Scandinavians prefer to say. Even if the venue of Göteborg is quite a distance from Mo i Rana, for me it feels like just in the neighbourhood. Naturally, this experience is also about our common Scandinavian heritage and the fact that most Scandinavians speak much related languages, Danish, Norwegian or Swedish. Furthermore, there are also several links in history, such as the political unions of Denmark - Norway



(1536-1814), Sweden-Norway (1814-1905), and the Kalmar Union where all three kingdoms were united back in the 15th century. Nowadays, however, Scandinavians are more interested in other things than political history, but the idea of a united Scandinavia may still not prove to be completely dead.

Sometimes you may think of an archivist or a librarian as someone dealing with old material only, e.g. films, recordings or books. But of course it is equally important to preserve our cultural heritage, including that being produced and published currently.

20!

The Guidelines for audiovisual and multimedia materials in libraries are now available in 20 languages. Here is the list of them. Just click on the link.

[English](#)
[Afrikaans](#)
[العربية](#)
[Bahasa Melayu](#)
[Català](#)
[中國](#)
[Hrvatski](#)

[بالعربية](#)
[Italiano](#)
[Français](#)
[Deutsch](#)
[Kiswahili](#)
[한국어](#)
[Latviešu Valoda](#)

[Norsk](#)
[Português](#)
[Română](#)
[Русский](#)
[Српски](#)
[језик](#)
[Español](#)



Fortunately, the Scandinavian countries have implemented legal deposit acts, and these include specific regulations for AV material. Assuming that such legislation provides important tools for preserving a nation's cultural heritage, it may also be of interest to investigate diversities and issues such as copyrights and open access. Results from the Section's survey on legal deposit will be presented at the AVM session on Thursday, 12 August.



Trond Valberg, chair of AVMS.

This year's theme for the congress, "Open access to knowledge", is not only about free access or public domain. The topic also reflects the rapid

changes in society, often related to the digital domain or the internet.

You may think of services such as YouTube, Facebook or Twitter, but you may also focus on the professional user who might also be the professional producer or artist. Furthermore, free access to knowledge and accessibility for everyone is also about the balance between copyright laws and freedom of information. Working with AV materials for the purposes of free access is obviously demanding for several reasons, not the least of which is that a number of right owners

usually are involved. Nevertheless, the archivist also needs to get into the swing of things (quoting a song by the Norwegian pop act a-ha).

The National Library of Norway will open an exhibition on a-ha in October this year, showing 25 years of popular music history. I assure you that the balance between copyrights and open access until now has been the most difficult part of the project. But, if you enjoy Göteborg and want to see more of Scandinavia, you are welcome to Oslo as well. The exhibition including a conference programme aims at an international audience: <<http://www.nb.no/a-ha/>>. See you soon and welcome to Sweden and Scandinavia! ☺

Information technologies and indigenous communities

This symposium will take place in Canberra, July 13-15, 2010, with workshops on July 16.

BY
GRACE KOCH

Information Technology and Indigenous Communities (ITIC) will explore the ever-increasing use of IT to access, create and collate tangible and intangible cultural information and heritage as well as a wealth of additional uses of digital media. The torrent of new media and digitisation provides a host of opportunities and associated challenges.

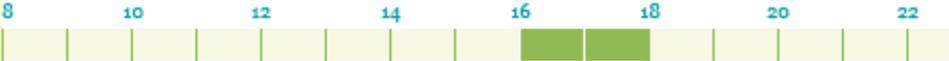
The symposium will bring together community workers, institutions, researchers, technical advisors and IT professionals to discuss current projects, share challenges and solutions; investigate improved digitization options; explore new methods and technologies; and think creatively about future pathways.



Indicating the vibrancy and creativity of the sector, ITIC has presentations which showcase and consider the variety of uses of IT. Sessions include: Cultural and Environmental Mapping; Community Collecting and Museum Outreach; Access to IT and Infrastructure; IT and Education; IT, Language Documentation and Revitalisation; Media Associations and Remote Communities; Voice and Representation; ICT and Creative Solutions; Safeguarding the Virtual World; Placing Culture Online; Managing Knowledge in the Digital World and Digital Media and Cultural Transmission. Information is available <[here](#)>. ☺

AVMS at IFLA Göteborg

Here's a preview of what AVMS will be offering at Göteborg.



— Session 98 — Audiovisual and Multimedia

12 August 2010 16:00 - 18:00 | Room: Hall B | SI

Congress track 1: Open access and digital resources.

*Open access – on the horns of a dilemma between piracy and legality?
The challenge of putting audiovisual and multimedia materials on the internet*

- **Legal Deposit for Audiovisual Material**
HOWARD BESSER and KARA VAN MALSSSEN (New York University, New York, USA)
- **La producción multimedia en bibliotecas públicas colombianas - El uso de Creative Commons en las bibliotecas públicas para enriquecer el contenido multimedia libre**
DAVID RICARDO RAMÍREZ ORDÓÑEZ (Bibliotecología, Pontificia Universidad Javeriana, Bogotá, Colombia)
- **Genero: A way out of the copyright dilemma**
Translations: [Español]
PÅL LYKKJA and ØYSTEIN JAKOBSEN (Oslo, Norway)
- **FADIS the Canadian alternative: collaboration and common practices**
Translations: [Español]
HARRIET SONNE DE TORRENS (University of Toronto Mississauga, Mississauga, Canada)

*Oh, and while you're thinking about AVMS,
please think about becoming a member.
We would just LOVE that!*

Mediterranean Memory

Mediterranean cultural heritage is featured in this three-year project to provide online access to television archives. It's a win-win proposition.

PRESENTED BY
MARWA EL SAHN

MedMem is a three-year project co-funded by the European Union through the Euromed Heritage IV program (www.euromedheritage.net), and is led by the National Audiovisual Institute (INA) in France. The project aims to provide the general public with online access to selected archives of the television partners in the project, featuring Euro-Mediterranean cultural heritage.

The project is part of an effort to encourage archives holders in the Mediterranean region, and especially public television networks, to preserve their audiovisual archives. As AVMS members well know, these archives are a valuable component of the intangible heritage of the region.

History of the MedMem project

Begun in 2007, within the archives group of the Permanent Conference of the Mediterranean Audiovisual Operators (COPEAM), MedMem provides a response to a strongly-felt need of broadcasters from the southern hemisphere to work together for the benefit of audiovisual heritage, a goal shared by all Mediterranean audiovisual and cultural players.

The idea was developed further during the archives seminar held in Alexandria in June 2007.

Early in 2008, INA and COPEAM took advantage of an opportunity launched by the European Commission to broaden the Euromed Heritage IV Programme, dedicated to intangible heritage.

In February 2008, a memorandum describing the MedMem project was sent to the European Commission in order to get funds. In March, at INA headquarters in Paris, another meeting of partners



Participants at the workshop held at the Bibliotheca Alexandrina in October, 2009.

occurred. Here the activities of MedMem were detailed, before sending the final proposal to the European Commission in June 2008.

By the end of 2008, the MedMem project had been selected for funding, and received a grant of 1.5 million euros.

Presentation of the project

The main goal of MedMem is to build a web site offering audiovisual archives from Mediterranean countries to the people of the Mediterranean basin. The existence of such a web site, along with the will to showcase and emphasize this heritage, should encourage archives to develop conservation and preservation policies.

The project is targeting the general public, as well as students, school children, teachers, researchers, audiovisual professionals, and

JRTV (Jordanian television)
SNRT (Société nationale de radiodiffusion et de télévision - Morocco)
MMSH (Maison méditerranéenne des sciences de l'homme)
CMCA (Centre méditerranéen de la communication audiovisuelle)
Alexandria Library (Egypt)
Uninettuno (Università Telematica Internazionale- Italy)
EBU (European Broadcasting Union)
ERTU (Egyptian television)
HRT (Croatian radio & television)
PBC (Palestinian television)
Virtual Library of Palestine (a UNESCO mission)
LJBC (Libyan television & radio)
IBA (Israeli television).



Participants at the COPEAM conference, Paris, 8-11 April 2010.

institutions responsible for preserving intangible heritage.

The support of the Regional Monitoring and Support Unit (RMSU), charged by the European Commission to support projects of the Euromed Heritage 4 programme, will provide the consortium with technical support, training, dissemination, communication, and monitoring.

MedMem partners

Here is a list of MedMem partners:

Ina (France)
COPEAM
Rai (Italian television)
EPTV (Algerian public television)

Training sessions

Work has already begun, and the first tools are in place. Two training sessions have already taken place. The first, held at RAI (Turin) in July 2009, taught technicians coming from partner agencies how to use the digitization workstations provided by the project. The second, held at the Bibliotheca Alexandrina in October 2009, enabled information officers to acquire the documentation techniques that will be required for the MedMem website.

Strategic plan

At the 16th annual conference of COPEAM, held in Cairo from 16 to 19 April 2009, the partners of MedMem attended the archives group meeting and adopted a resolution based on 10 representative projects intended to structure the Mediterranean landscape. These are part of a strategic action plan for the period 2009-2010, including a founding project aimed at “promoting the creation of a body for the regulation and the protection of intellectual property” in order to facilitate circulation of the works within the Euromed zone.

The archives group of COPEAM has already begun work in this area, through a survey concerning tariff practices in audiovisual archives. The aim is to harmonise these practices, in order to foster the exchange of archive materials among the organizations of the region. The first part of the survey involves gathering information on four topics,

using an online questionnaire: ownership of the rights of producers, existing commercial practices, composition of the tariff grids, and how rights holders are remunerated.

At the 17th annual conference of COPEAM, held in Paris from 8 to 11 April 2010, the partners of MedMem attended the archives group meeting, where the following points were discussed: setting up a uniform tariff framework for Mediterranean archives, in conformity with the Cairo resolution of 2009; the progress of the MedMem project, best practices for MedMem, and ways new partners can join the project.

The Mediterranean Channel

In addition, the general assembly of COPEAM unanimously adopted a call for the creation of the Mediterranean channel, which has already gathered broad consensus among representatives of the cultural and media sectors in the entire Mediterranean area. The project involves the creation of a multinational, multilingual Mediterranean television channel, broadcasting throughout the Euro-Mediterranean area. It would include participation of all countries in the area, both north and south.

Such a channel would reflect the Mediterranean identity and diversity. This issue was the highlight of the meeting this year.

A second MedMem meeting was organised during the annual conference of COPEAM. The sessions were held at the French national library (BnF) and at the Pullman hotel.

You can see an online demonstration of the future MedMem web-site, in French with Arabic or English subtitles. You'll find it at <<http://www.medmem.eu/>> or at <<http://www.ina.fr/playlist/art-et-culture/bandes-annonce-medmem.297775.fr.html>>. We invite you to promote the tool within your own network, in order to help everyone better understand the MedMem project and its purpose. ☺



Are you interested in the role **Media** can and does play in **Learning**?
Then here are three important dates for your diary.....

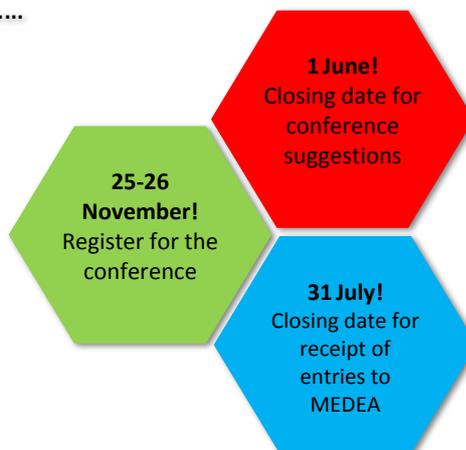


Media & Learning Conference taking place 25-26 November in Brussels organised in collaboration with the Flemish Ministry of Education and the European Commission Directorate-General for Education and Culture

Join practitioners and policy-makers in discussing what it takes to embed media skills and media literacy in European education and training.

Themes: Digital and media skills and competences, Creating media-based resources at all levels of education and training and Use and re-use of existing media resources

Register now for this conference – places are limited: www.media-and-learning.eu



The MEDEA Awards, including the European Collaboration Award, recognising and rewarding excellence in the use of media in education and training

Submit your entry now:
www.medeas-awards.com



Keep up with the latest about the Media & Learning Conference and the MEDEA Awards

Subscribe to the Media in Education Newsletter:
www.media-in-education.net

Preserving The World's Moving Image Heritage

an AMIA Short Film and Video Competition

The challenge?

***To create a film or video that conveys the importance
of preserving the world's moving image heritage.***

The Association of Moving Image Archivists' first short film/video competition will highlight the importance of preserving our moving image heritage. Increasingly, our cultures are reflected through moving images - as news, entertainment, and historical artifact. This year, AMIA celebrates its 20th anniversary as an association of people dedicated to preserving those moving images. This competition will provide an opportunity to emphasize the importance of saving our moving images as important educational, historical, and cultural resources. It's about originality, imagination and the ability to engage the audience in 180 seconds or less.

The competition is open to everyone - so share this information with friends, colleagues, students ... anyone you know with an interest in preserving our moving image heritage.

Prizes

One Grand Prize: In addition to receiving \$2,500(USD) prize, the winning submission will be announced on October 27 as part of the World Day of Audiovisual Heritage celebration, and will be screened at the AMIA 2010 Archival Screening Night, November 5, 2010 in Philadelphia, PA. It will also be featured on the AMIA website.

Runner-up & Finalists: The runner-up will receive \$1,000(USD). The runner up and finalists' productions will be included on the AMIA website.

Submissions will be accepted beginning June 15, 2010 and ending August 30, 2010. The winner and runner-up will be selected by vote of AMIA members from finalist entries posted on the AMIA Website.

**For more information, rules and submission guidelines,
go to:**

www.AMIA2010.org