

**The American Library Association
VIDEO ROUND TABLE
Midwinter Conference Meeting Minutes
Saturday, January 10th, 2004
Monday, January 12th, 2004
San Diego Marriott, Solana**

Saturday, January 10th, 2004

- I. Greetings to membership and call to order – Carleton Jackson, Chair
- II. Introduction to agenda and additions – Carleton Jackson. Additional call today for help with the Gala and program in Orlando. Future conference meetings will be billed as VRT membership meetings rather than VRT Executive Board meetings to encourage participation by all attending VRT members. Lori Stevens also expressed an interest in discussing the impact of the IDEA Act, specifically whether or not academic institutions would be required to provide closed-captioned videos for all classroom showings.
- III. Distribution, corrections and approval of 2003 Annual Minutes – Mary Laskowski, Secretary
 - a. Minutes from ALA Annual VRT meeting distributed. Additions or corrections should be sent to Mary Laskowski via email (mkschnei@uiuc.edu).
- IV. Treasurer's Report – Nell Chenault, Treasurer
 - a. The Gala produced a surplus of \$3,010.03 due to the National Film Board of Canada picking up the tab.
 - b. The balance forward from last year is \$9,881.87.
 - c. Solicitation for VRT now focuses on support for VRT in general rather than the Gala specifically.
 - d. Special thanks to the National Film Board of Canada for all their support and contributions to VRT in Toronto.
 - e. As Nell is the elected Vice-Chair/Chair-Elect, her position as Treasurer needs to be filled this year.
 - f. Our current level of banked savings is not significant enough to warrant concern about ALA intervention.
- V. General Chair/Vice-Chair Reports – Carleton Jackson, Nell Chenault
 - a. Carleton shared his vision for the remaining portion of his tenure as Chair of VRT and hopefully beyond. The main goal is for VRT to increase visibility and growth, with a continued need for outreach and mentorship. Carleton worked with several individuals recently mentoring them in their careers in media services. We also need to increase our publicity in other venues such as *American Libraries*.

- b. A particular interest was expressed in helping people move from one type of institution to another, such as academic to public or vice-versa. Carleton (and VRT) would like to set up a model to help search committees and others interested in designing media positions with best practices. This might include sample job descriptions that reflect VRT's view of appropriate job responsibilities for media professionals.
- c. Media specialization is an area that has the potential to draw new people to the library profession.
- d. There is a need to attractively consolidate/package all the various pre-existing guidelines from other groups with new, current information from VRT.
- e. Programs should regularly include material/subjects appealing to library administrators to help build support for the continued need for media librarians.
- f. VRT should investigate ways to encourage inclusion of media issues in regular library school curriculums.

VI. Reports from Standing Committee Chairs

- a. Executive – Carleton Jackson
 - There is a continued need for expanded interest and participation in all executive board positions.
- b. Membership – Mary Laskowski
 - The current membership report was distributed. As of 11/21/03 VRT has 273 members, a slight decrease from the year before. Concern was expressed about the level of membership as more institutions are limiting ALA attendance in general.
 - The VRT booth will again this year be in the free aisle with other ALA organizations. Carleton Jackson will make booth and appropriate media reservations. The booth will be staffed Friday – Sunday at Annual, and Mary Laskowski will again take care of the online volunteer registration.

As George Abbott will not be present at Monday's meeting he gave a short liaison report as the VRT representative to IFLA. The IFLA Audiovisual and Multimedia Section Guidelines are available at <http://www.ifla.org/VII/s35/pubs/avmg103.htm>.

Meeting adjourned at 11:30

Monday, January 12th, 2004

- I. Greetings to Membership and Call to Order – Carleton Jackson
- II. Introductions and Agenda Revisions – Carleton Jackson
 - a. Carleton noted the addition of several new liaison relationships and his plan for using break out sessions to discuss the Gala, the program, and strategic planning.
- III. Continued Reports from Standing Committee Chairs

- a. Publications – Lisbeth Goldberg
 - Lisbeth will stay on as newsletter editor for the next year.
 - Lisbeth put out a call for new articles for the newsletter.
 - The board approved reducing the newsletter to 2 issues per year plus the ALA Annual Conference Guide, previously 4 issues. The money saved by reduced the number of issues will be reinvested in color, better graphics, etc.
 - Mary Laskowski will work on designing a full-page color recruitment/publicity flyer.
 - Lisbeth would like to start a new initiative to create/publish a brochure of the VRT Notable Videos for Adults and possibly the YALSA award winners. Cecilia has been investigating incorporating clips of the Notables on the VRT website.
- b. Website – Carleton Jackson for Cecilia Hurt
 - Steve Brantley has volunteered to assist with the VRT website while Cecilia is absent. He is the incoming chair of web development for NMRT.
 - One of our goals is to link to all liaison organizations and have them link back to us.
 - We should include links to award-winning videos for children as well as adults.
- c. Notable Videos for Adults – Rue Herbert
 - The Notable Committee will meet this afternoon to finalize the list. The list will be published with annotations in Booklist in March.
 - Danielle Alderson will assist with other publication/announcement of the list following Midwinter
 - Rue Herbert was recognized for her contribution as chair and 4 years work on the committee. This is her last term as chair.
 - Including the chair position, there will be at least 3 openings on the committee for this year.

IV. Liaison Reports

- a. ACRL/OLAC – Mary Konkel
 - It appears as though the ACRL Media Discussion Group is now defunct. Mary will double-check on their status and who now has ownership of the ACRL Guidelines for Media.
 - OLAC continues to provide continuing education for hands-on audiovisual cataloging. The next OLAC conference will be in Montreal in October (olacinc.org). OCLC Passport is being replaced by OCLC Connexion, and OCLC will now allow duplicate records in the database allowing for description of items in native languages.
- b. ACRL ARTS/FABS – Jane Sloan
 - Progress on the Film Literature Index online: will include records from 1973 onward.

- Jane is working on a pilot subject guide for film and broadcast studies website.
- Technology in the Arts group also met and discussed metadata of motion pictures with folks from Getty. Lack of controlled vocabulary seemed to be the biggest issue.
- c. PLA-AV – Adele Bellinger, Mark Sober
 - It appears as though the PLA media discussion group is also defunct. The Orlando program will be A/V 101 and is designed for people new to A/V at public libraries.
- d. RCF/OIF – Carleton Jackson for Ron Sigler
 - Ron Sigler will be absent for at least a year, so Carleton will need to appoint someone as the VRT representative.
- e. RTCA – Nell Chenault
 - RTCA brings together all 15 round tables. Need was expressed for volunteers to represent the round tables on various committees.
 - Nell will represent VRT on the Conference Coordinating Committee.
 - We should include our RT Councilor on our VRT listserv so they are informed of our ongoing issues.
- f. ALCTS Media Resources Committee – Mary Laskowski
 - The Media Resources Committee will now become an interest group with the ability to do programs, publish, etc. A call for participation will go out sometime this spring.
- g. NMM – Monique Threatt
 - The National Media Market will be held in Las Vegas for the last time this fall, Sept. 28 – Oct 3. The NMM will again be jointly sponsored with the National Association of Media Technology. (www.NMM.net)

V. The group divided into three parts for breakout sessions in three areas: Program Planning, Gala Planning, and Strategic Planning.

- a. Program Planning
 - The program for Orlando 2004 will focus on preservation issues: local films in your collection, reformatting, and disaster planning.
 - There will possibly be a handout available on best practices in daily handling (created with PLA-AV?).
 - Various possible names for speakers and program titles were discussed. The apparent popular winner for program title was “Dead Media Walking – Preserve, Protect and Defend.”
- b. Gala Planning
 - Discussion revolved around the need for either the content or the venue or both to be a draw for attendees. A possible venue for Orlando is the Arts Society Theatre, and due to the nature of the city transportation may need to be arranged.

- Hopefully future Gala venues will be identified further in advance.
- c. Strategic Planning
 - A number of possibilities were identified for inclusion in the strategic plan.
 - changing the name of VRT
 - better promotion of a VRT logo for recognition
 - focus education more on continuing education in addition to library school curriculums
 - inclusion of preservation issues in the VRT vision statement
 - development of recommendations for library school curriculum components
 - options for inclusion of media education online such as recommended readings on the website
 - content/best practices relating to the future of the profession
 - sample job descriptions for media librarian recruitment
 - better communication with non-ALA affiliated organizations
 - survey of the membership regarding why they joined VRT
 - better opportunities for virtual membership/participation
 - publicity/inclusion of school library media specialists, archivists, etc.

VI. Other New Business

- a. The new chair of the Notables Committee will be Lori Stevens.
- b. The slate of nominees for the upcoming election was announced but is not yet finalized: Mary Laskowski (Vice-Chair/Chair-Elect), Mary Konkel (Treasurer), Barbara Bergman (Secretary). Kris Brancolini will need to obtain biographical information from all nominees for publication.

Meeting adjourned at 12:45