

Session Title: The Business of Audio-Visual Preservation

Date: Friday, April 27, 2012

Time: 2:15 pm - 3:45 pm

Room: Santa Rosa

Opening Statement and Introduction: Lance Watsky

Lance Watsky is the Program Coordinator for the UCLA Master of Arts program in Moving Image Archive Studies, and an Audio-Visual Preservation Consultant. He is currently serving as the Co-Chair for the Association of Moving Image Archivist Education Committee. Prior to taking his position at UCLA, Lance was the Audio-Visual Preservationist for the Georgia Archives.

Welcome to our session, "The Business of Audio-Visual Preservation", over the next hour we are going to try to help you gain a stronger understanding of some of the methods for preserving and digitizing archival audio-visual material that you may have in your archive, explore ways to establish and build good relations with service providers, and look at some fund-raising approaches

We will also look at how the Mayme A. Clayton Library and Museum is dealing with the challenges of its large and historically important motion picture collection, and learn about the Bay Area Video Coalition and some of its services.

Question #1: How many of you have motion pictures or sound recordings in your archive?

Question #2: How many of you have begun to digitize the content or to make preservation files or new archival elements?

You need to remember to ask yourself a few questions whenever you're faced with a collection of audio-visual material, to better understand the type of funding that you need to seek to deal with preservation or access issues.

- You need to first identify the types of material that is within the collection
- Have you been able to prioritize any of the material either by condition, or uniqueness of the format or content?
- Has the material been inventoried?
- Has the material been cataloged?
- Has the material been stabilized – is it turning to vinegar or is it moldy?
- Are there ownership or rights issues?
- Have you been able to establish relations with a service provider to help you whether the project will be done internally or externally?

- Have you figured out your preservation methodology?
- Have you identified long term storage whether that is for analogue or for digital?

Depending on where you are with answering the questions, will help you understand whether you are ready to start digitizing or creating new elements, or if you need to first do an assessment to gain a stronger understanding of your collection and how to proceed.

Presentation #1: Cornelia Emerson

Presentation Title: Finding Funding

Cornelia has spent her career in arts, cultural and higher education institutions in Southern California. For seventeen years, she was Development Officer at the UCLA Film & Television Archive, where she wrote scores of successful grant proposals to federal agencies such as NEA, NEH, IMLS and the U.S. Department of Education. In addition, she raised funds from private donors and foundations, including the Academy Foundation, the Ford Foundation, the National Film Preservation Foundation and the Rockefeller Foundation among others. Most recently, she has been Chair of the Liberal Arts and Sciences Department at the New York Film Academy (Universal City), playing a critical role in developing the school's new BFA programs in Filmmaking and Acting for Film. She holds a M.A. and Ph.D. degrees in English literature from Yale University, and also studied at the Anderson School of Management at UCLA.

Presentation #2: John Polito, Owner and Chief Engineer, and Bob Sky, Managing Director, Audio Mechanics

Presentation Title: Establishing and Building Vendor Relationships

Audio Mechanics is currently in their 21st year of business. The company built a strong reputation for aesthetic integrity and extreme technical proficiency; they are one of the most sought-after film soundtrack re-mastering studios in the United States. Specializations include audio asset evaluation, cataloging and preservation, sound restoration and re-mastering as well as forensic audio analysis. Audio Mechanics is an award winning leader in the field of sound services for the major Hollywood studios, government and Academic institutions & independent media collections.

The company is currently charged with evaluating and preserving the entire sound track collection of 20th Century Fox feature film library.

Presentation #3: Leah Kerr

Presentation Title: A is for Archives, Audio Visuals and Access

Leah is an author and screenwriter with a background in motion picture and television production. She is an alumnus of UCLA's Moving Image Archive Studies Program. As the Director of Collections at the Mayme A. Clayton Library and Museum, she oversees the collection and protection of, and access to, the facility's unique collection of African American historical treasures including motion pictures, photographs, books, papers, textiles, works of art and ephemera. She is also a consultant for the Smithsonian's National Museum of African American History and Culture, where she is arranging and re-housing and relocating a major collection on early black film.

Presentation #4: Lauren Sorensen

Presentation Title: Non-profit Video Preservation and a Short History of Bay Area Video Coalition's Preservation Program

Lauren is Preservation Specialist at Bay Area Video Coalition, and co-chair of the Association of Moving Image Archivists' Independent Media Committee. Previously she has held positions as Assistant Director at 16mm film distributor Canyon Cinema, research assistant for Preserving Digital Public Television, an initiative of NDIIPP (National Digital Information Infrastructure and Preservation Program), and has acted as preservation consultant for several independent film and video collections. Recently, the American Institute of Conservation's Electronic Media Review published a study she co-authored with Angelo Sacerdote titled "Codec Comparison for the Digital Preservation of Analog Video." Lauren holds a BA from UC Santa Cruz in Film and an MA (2007) from New York University in Moving Image Archiving and Preservation.

Open Discussion / Q&A