

The VIVA Last Copy Video Project

Virginia Library Association (VLA) Annual Conference
October 22, 2015

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About Us



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What We'll Present

1. Background
2. Implementation
3. Results
4. Challenges
5. Questions?

Background: Video at Risk

- VHS and VCR obsolete when project started in 2011. (Emling, 2002; Hitachi, 2005; Wakabayashi, 2012)
- Everything on VHS is not available on a newer format.
- How many of these items are unique and possibly at risk for obsolescence?

VA Video: Background

- 2005 498 PBS streaming films
- 2008-11 Librarians build social network
- 2011 VIVA acquires *American History in Video*
- 2011 Informal meeting of VA A/V librarians

VA Video: Background (cont.)

Spring	2012	Participants provide estimate
Summer	2012	Participants propose Last Copy Video Project to VIVA Director
Dec.	2012	Project officially a VIVA Task Force
2013-present		Collection Analysis Project

Project Goals

- Identify unique and at-risk titles
- Develop a last copy retention plan
- Determine repository libraries
- Develop preservation strategies and standards

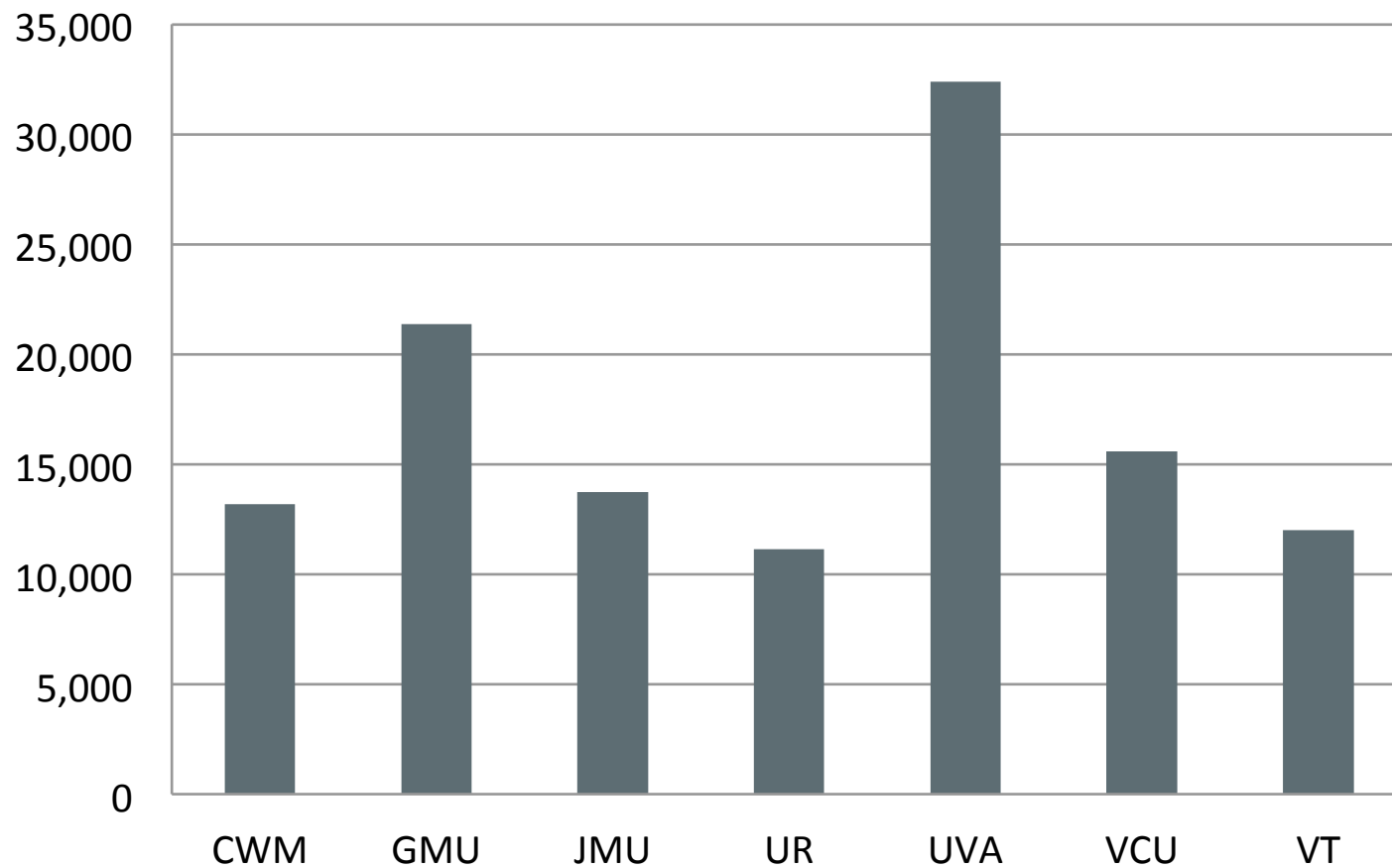
Planning the Project

- Participating institutions:
 - College of William & Mary
 - George Mason University
 - James Madison University
 - University of Richmond
 - University of Virginia
 - Virginia Commonwealth University
 - Virginia Tech
- Four different integrated library systems
- An estimated 130,000 video items in many formats
- Sustainable Collection Services selected as the contractor

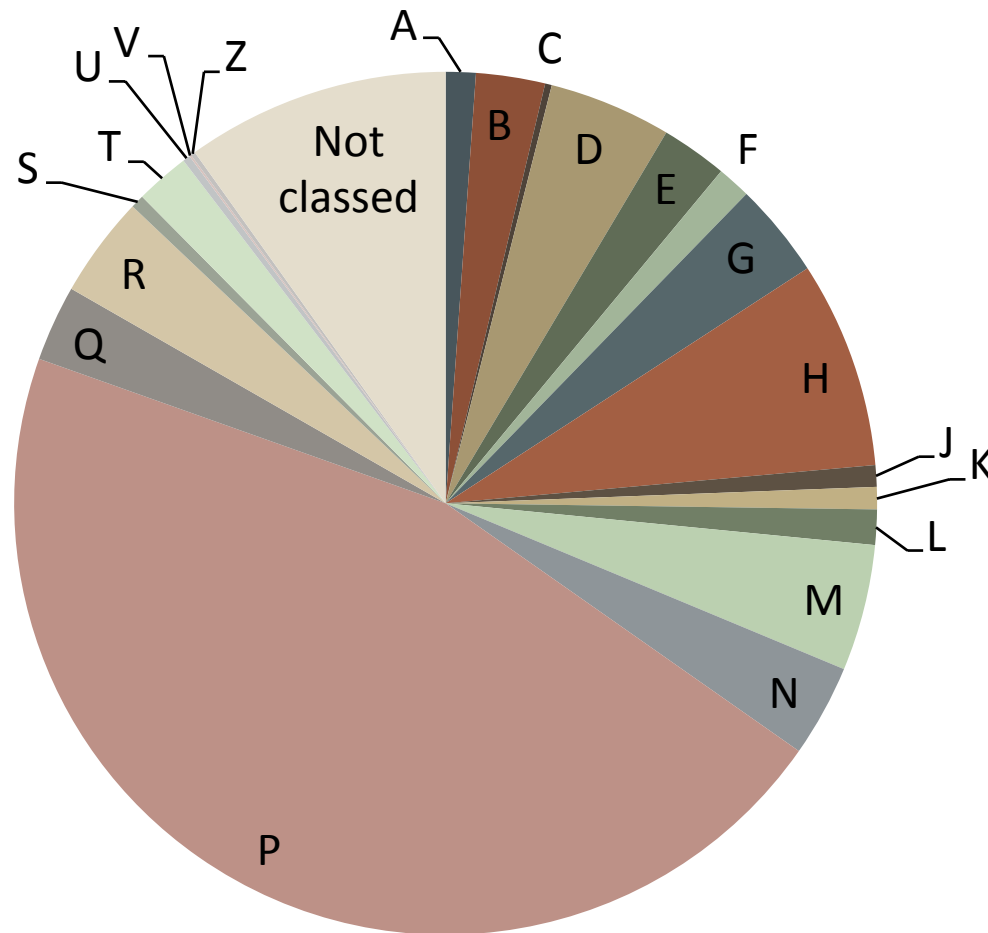
The Process

- The libraries filled out data questionnaires, including such information about circulation/charging practices, classification practices, and ILS details.
- The libraries extracted their records and sent them to SCS.
- SCS validated and cleaned the data files and matched the records against WorldCat.
- Holdings were compared to other US libraries, other Virginia libraries, and the project libraries.

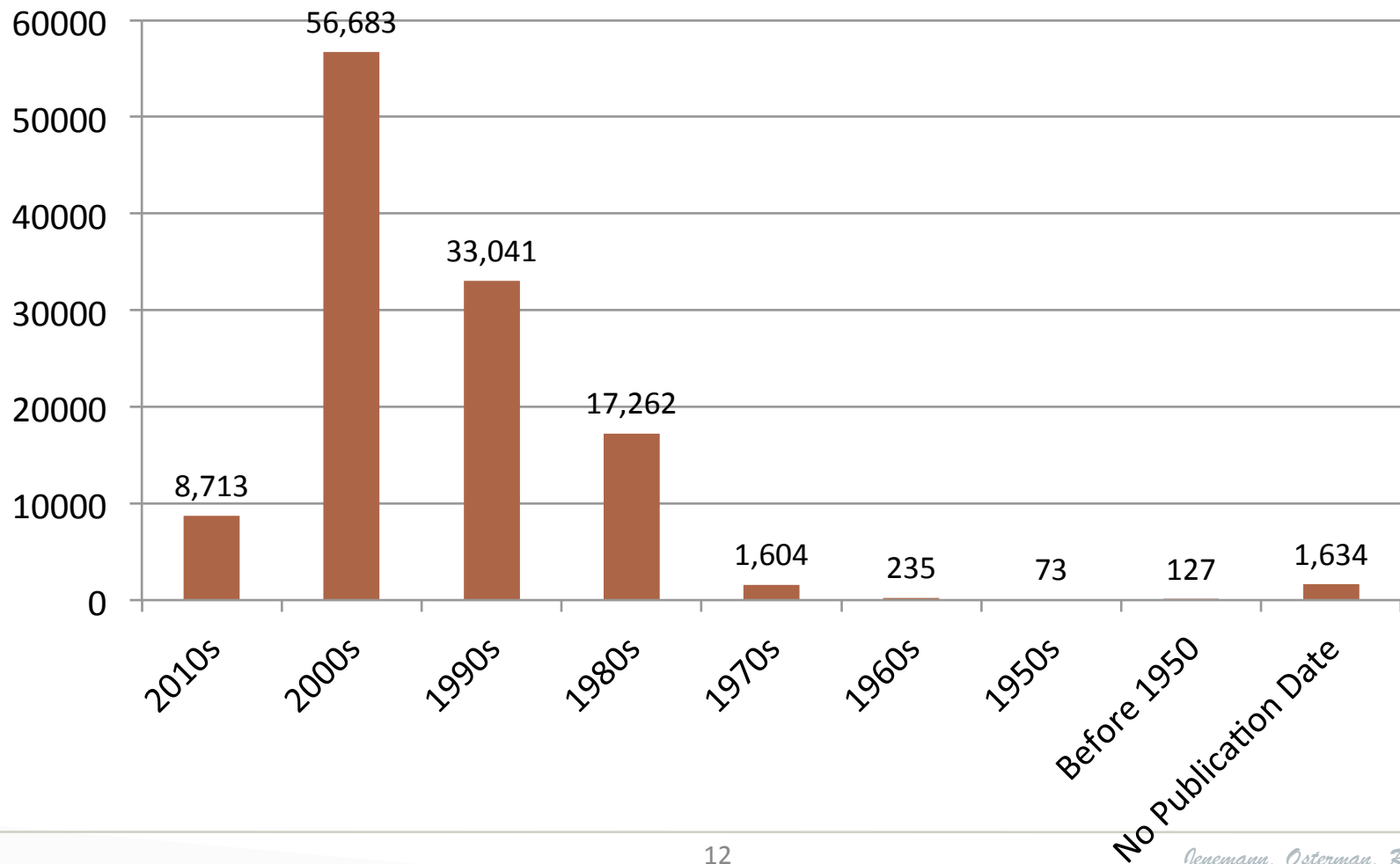
Results: Videos by Institution



Results: Videos by LC Class

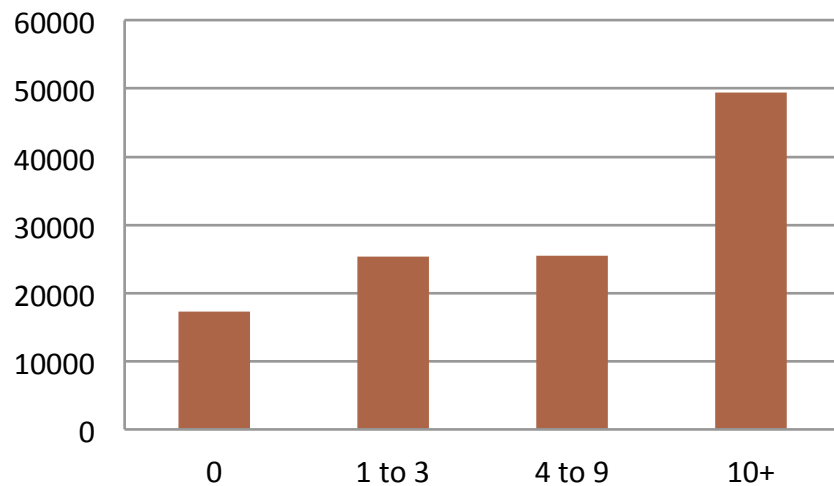


Results: Videos by Publication Date

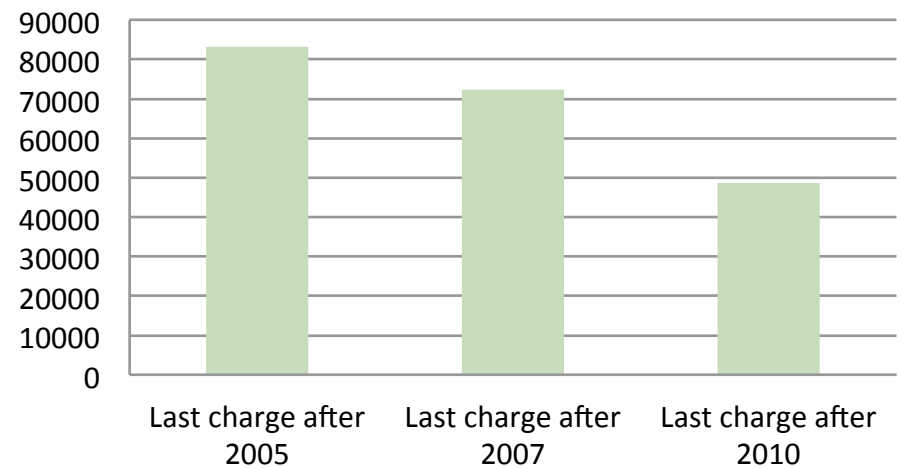


Results: Circulation Patterns

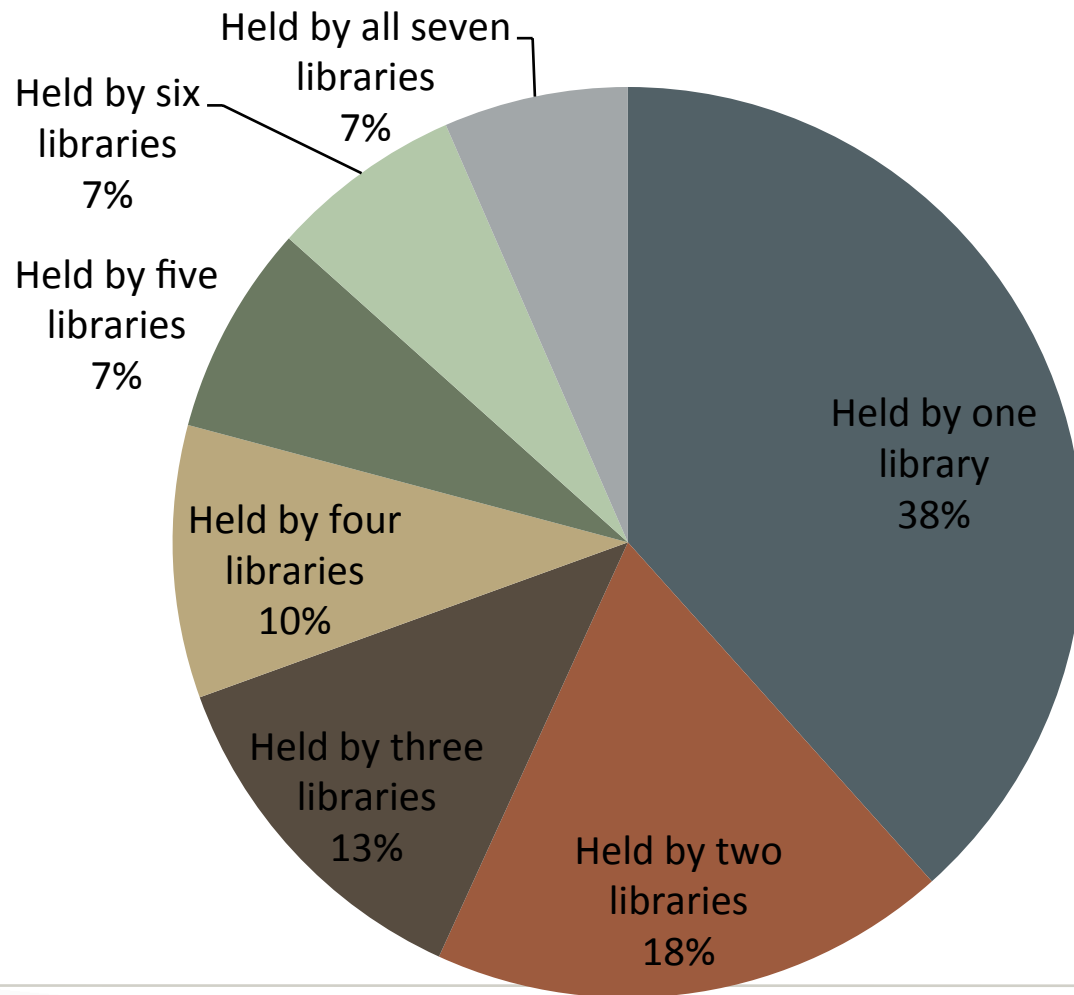
Total Charges



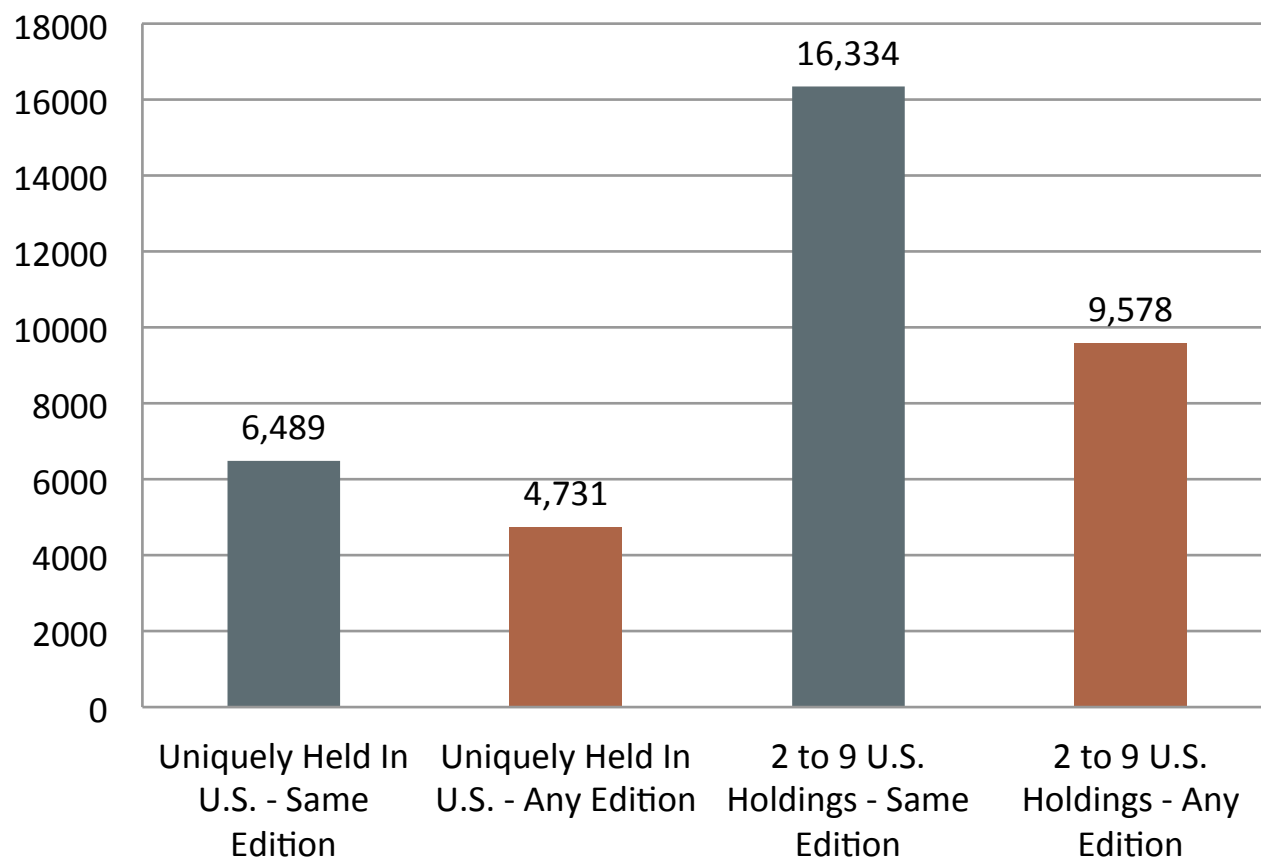
Most Recent Charge



Results: Uniqueness within Group



Results: Uniqueness in the U.S.



Later Goals: Preservation

- The task force decided to focus its preservation efforts on the VHS format titles uniquely held within the United States and held by only 2-9 libraries in the United States.
- Task force members were charged with assessing the titles for their institutions and making a local determination of long term value.
- They discussed using UVA's then-model of preservation, which was to create a circulating DVD, archived LTO5 (a magnetic tape format that is more stable than VHS), and archived digital copy.
- It was acknowledged that preservation and digitization of these videos might require grant funding.

Later Goals: Collection Development

- The task force discussed the potential for this project to inform cooperative streaming purchases.
- They reviewed a list of production companies having a high number of widely held, circulated titles defined as follows:
 - Held by at least three participating institutions
 - Held by at least 15 Virginia institutions
 - Circulated at least once

Collection Development

Producer/Distributor	Count of Titles
Warner	313
Criterion Collection	280
20th Century Fox	209
Universal	198
MGM	166
Paramount	160
Sony Pictures	149
Columbia TriStar	149
PBS	96
HBO	83
Miramax	79
Turner	73
Lionsgate	65
Disney	58
New Line	51
Buena Vista	48
WGBH	44
Docurama	39
Ambrose	37
Touchstone	37
DreamWorks	37
BBC	30

Challenges

- Goals
- Consensus
- Different jobs and institutional capacities
- Communication
- Next steps

Challenges: Goals

- Goals did change over time
 - Original overall goal
 - Questionnaire responses
 - Later, preservation of at-risk materials took precedence
 - What does “at-risk” mean?

Challenges: Goals

- Dataset reworked to meet changing goals

The data set

- started out with all physical video materials
 - » narrowed focus to unique or little held video
 - and then to unique or little held VHS tapes,
 - then just unique VHS,
 - then each school selected from its list of unique tapes.
 - Our data set went from ~130,000 videos to ~3,000.

Challenges: Goals

- Other goals floated
 - Cooperative collection development
 - Talk of consortium for acquiring streaming video
 - Grant
 - Talk of looking for a grant to fund reformatting

Challenges: Consensus

- Building consensus
 - Need general understanding of what preservation entails
 - Need to share copy retention guidelines/assessment criteria

Challenges: Consensus

- Building consensus
 - MOU proposed
 - Minimal requirements for just a few tapes

Challenges: Differences

- Different jobs and institutional capacities
 - subject and academic engagement librarians
 - collections librarians
 - media lab librarians
 - no preservation specialists or conservators brought on despite preservation goals

Challenges: Differences

- Different jobs and institutional capacities
 - Few unique at-risk titles

Institution	# of unique videos
JMU	10
University of Richmond	26
George Mason University	79
William & Mary	125
VCU	298
Va Tech	389
UVa	2,388

Challenges: Communication

- Communication issues
 - Email responsiveness
 - Traveled to meet in person
 - Phone conferences held
 - Ready for next steps

Challenges: Next Steps

- Next steps
 - MOU pending
 - Some of us have moved on to developing Section 108 policies now for our unique VHS tapes using SCS data

Questions and Discussion

- What have we learned?
- Any advice for us?
- Any questions?

Thank You



Illustration from "Reims—Solemnity—Relief..." (1891, September 12). *Punch, or the London Charivari.*, 101, 121. [Project Gutenberg.](#)

Contact Us

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