

The Video Lifecycle

SELECTION AND PROCESSING OF VIDEO COLLECTIONS

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Video Selection

FINDING VIDEOS

VIDEO REVIEWS

VIDEO VENDORS

COPYRIGHT BASICS

STREAMING VIDEO

Video reviews

- ▶ Video Librarian – Print+Plus subscription gives you access to review database
- ▶ Educational Media Reviews Online - free
- ▶ Library Journal
- ▶ Booklist
- ▶ National Media Market
- ▶ Video-related questions: VideoLib listserv

Finding videos

- ▶ It's not in Amazon, now what?
- ▶ Aggregators: Midwest Tapes, Ambassador, Action Library Media Service, DVA Library, School Media Associates
- ▶ Direct distributors: Films for Humanities, Bullfrog Films, etc
- ▶ Exhibitor list from National Media Market: <http://www.nmm.net/exhibit/>

I want to host a film series!

- ▶ Aka When do I need Public Performance Rights?
- ▶ Home use
- ▶ Classroom use
- ▶ Public performance rights
- ▶ Institutional pricing
- ▶ Copyright 101
 - ▶ Fair Use §107
 - ▶ Classroom exemption §110
- ▶ Fair Use vs Copyright vs Licensing

Streaming video

- ▶ Vendor-created databases: Alexander Street Press, Films on Demand, Hoopla
- ▶ Library-selected, vendor-hosted: Kanopy, Docuseek
- ▶ Kaltura or other self-hosted
- ▶ Streaming videos are licensed from vendor
 - ▶ Typical terms is 3 year stream access for cost of DVD purchase (Ex: \$250)
 - ▶ License supersedes copyright fair use
 - ▶ Review and Negotiate before agreeing to terms that don't benefit your patrons

Cataloging

- GENRE AND SUBJECT HEADINGS
- CLASSIFICATION OPTIONS
- LOCAL NOTE FIELDS
- BRIEF OVERVIEW OF DESCRIPTIVE CATALOGING WITH RDA
- ANYTHING ELSE?

Genre and Subject Headings

- ▶ 655 _7 \$a Documentaries. \$2 lcgft
- ▶ Feature films vs. Short films
- ▶ Documentary films vs. Educational films vs. Instructional films
- ▶ Nonfiction television programs vs. Fiction television programs
- ▶ Subtitles vs. Video recordings for the hearing impaired (CC)

Classification Options

- ▶ Dewey
 - ▶ Library of Congress
 - ▶ broad subject categories
 - ▶ local modifications to national standards
 - ▶ throw it all on the shelf in a muddle
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- ▶ should we classify just physical items, or streaming videos too?

Local Note fields

- ▶ 500 – General
- ▶ 508 – Creative Contributors
- ▶ 511 – Cast
- ▶ 520 – Summary
- ▶ 521 – Awards
- ▶ 538 – Technical Information
- ▶ 540 – Public Performance Note
- ▶ 546 – Language

RDA descriptive cataloging in brief

Many of the new fields are setting us up to moving to linked data, not for ILSes

- ▶ 33X fields - content (336), media (337) and carrier (338)
- ▶ 34X fields - like the 538, but more granular: sound (344), video (346), digital encoding (347)
- ▶ 380 - form of work described using controlled vocabulary
 - ▶ e.g. *Motion Picture or Television program*

For more information:

- ▶ Bobby Bothmann's presentation *Cataloging Videos with RDA*, Thursday @ 9:15

We bought it,
now what?

PACKAGING

SHELVING

CIRCULATION

WEEDING

PRESERVATION

Resources

- ▶ [Guidelines for Media Resources in Academic Libraries \(2012\)](#)
- ▶ [Guidelines for the Interlibrary Loan of Audiovisual Formats](#)
- ▶ [The Code of Best Practices in Fair Use for Academic and Research Libraries](#)
- ▶ [Library of Congress Genre/Form Terms for Library and Archival Materials](#)

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