

October 2016

## Feature Topic Interviews: Media Librarianship Q & A with Jane Hutchison

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### Recommended Citation

Kemp, Jessica (2013) "Feature Topic Interviews: Media Librarianship Q & A with Jane Hutchison," *Against the Grain*: Vol. 25: Iss. 5, Article 12.

DOI: <https://doi.org/10.7771/2380-176X.6608>

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have to repurchase the content again? Many of these titles are not available in newer formats and never will be. Until the copyright office liberalizes permission for format transfer or declares VHS obsolete, libraries will not be able to move ahead with format migration.

Further complicating preservation is the total absence of protective dark archives and protocols for streaming video collections. **Portico**, **LOCKSS**, and **CLOCKSS** have been established for print collections, but again, video is off the radar. Who will provide the leadership and funding to replicate these endeavors with our vast media collections?

**Discovery** — Our survey revealed that almost 25 percent of libraries with streaming video do not catalog their streaming videos! Can you imagine that being acceptable for our monograph collections? Those that do provide

catalog records rely heavily on vendor-provided MARC records or metadata. Though vendors have resisted this added expense, the larger companies have seen the value of helping make their content discoverable. But the quality of these records varies widely, and some are subpar for academic libraries. Discovery tools and services have the potential to improve the ability to identify media resources, but so far, in my experience they are ineffective. Discovery tool indexing has relegated media to a lower tier of importance. Discovery precedes usability; you cannot use what you cannot find.

Major database publishers have indexed scholarly publishing for decades. But here again, media is off the radar screen. Why aren't the subject indexes from these library partners providing index information to appropriate content in media format?

**JK:** *Five years from now, what will streaming media's role in the library be?*

**df:** Demand for media will only continue to increase.

While physical collections will continue to coexist, in my opinion, within five years all media acquisitions will be streaming format.

New pricing models will continue to evolve, with subscription and PDA models being dominant. Opening up access to a vast array of content and letting the end user select what s/he wants to use will be the dominant method for providing access to media content.

Libraries invoking Copyright Section 108 preservation rights will choose to migrate videos to streaming servers.

Librarians and/or library staff will need to learn to use the editing tools in larger collections to assist users in customizing playlists.

It is possible that media collections will become largely an outsourced service, with large distributors providing the bulk of the current collections, and third-party services hosting the library's unique content. There is terrific opportunity to share collections via consortia or other arrangements. 🌸

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## Media Librarianship Q & A with Jane Hutchison

Associate Director, Instruction & Research Technology, William Paterson University

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by Jessica Kemp (Director of Marketing and Customer Relations, Alexander Street Press)  
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**Editor's Note:** Jane Hutchison, Associate Director, Instruction and Research Technology at William Paterson University <HutchisonJ@wpunj.edu> and Chair, Digital Media Committee of VALE, is on the video advisory board for Alexander Street Press.

She and Jessica Kemp, Alexander Street's Marketing Director, engaged in an email chat recently. Below is an edited version of their exchange. — KS

**JK:** *How did you get involved in media librarianship?*

**JH:** I majored in history in my undergraduate work at North Carolina State University and also worked as a student assistant in the library. There I was greatly influenced by the power of images, especially after John Berger released his book and subsequent film, *Ways of Seeing*. I became involved in automating the first serials catalog at NC State and realized that technology can be a change-maker in learning.

While at library school at UNC-Greensboro, I was influenced by Dr. Theodore Hines, who published the Elementary School Library Collection with his wife, and I worked with them in keypunching titles that included both print and nonprint materials. It was groundbreaking because in this project, nonprint media held the same importance as the written word. Instructional technology became my passion. I went on to be the coordinator of the Learning Resources Center for the College of Education and Psychology at NC State. I quickly immersed myself in



attending the EFLA and later the AFVA and reviewing 16mm films.

With the advent of computers my dream was to access visual content along with text. I began working on this concept in the '80s and '90s, hosting local videos on our server. I organized a Video Summit in NYC to bring distributors, filmmakers, and buyers together to air concerns and work out models for purchasing and access. During that time, William Paterson University was the principal in obtaining an IMLS grant to develop a video portal for the State of New Jersey. Working with Rutgers and NJEDge.Net (our statewide backbone), we developed a portal called NJVID.net to host content consisting of three collections: local, public domain, and commercial licensing for our member institutions. My dream became a reality. I

continue to serve academic librarians in the state by negotiating licenses to host commercial content. Technology is great, but without content it falls short.

**JK:** *How is the media librarian's role evolving?*

**JH:** The media librarian's role is evolving from one who maintains a physical collection to one who maintains a virtual one. It is similar to the evolving role of reference librarians who once went to print collections for answers to questions and now finds those resources in the cloud. Media librarians still need to review, evaluate, and select content, but accessibility is key. Knowing the curriculum and how it will be used is vital in ensuring that the collection is relevant and easy to access. Media librarians need to work hand-in-hand with IT so that once content is selected, it can be ingested and accessible to the user.

There are many tools that are available to assist users in accessing and using media such as developing playlists, creating learning objects, and annotating. Media librarians need to be able to work with users in developing the skills and knowledge to meet their needs.

All librarians, but especially media librarians, need to know more about copyright than ever before. With these new tools and the ease of transforming content from one format to another, media librarians need to be leaders in interpreting copyright and following best practices. My role at my university has evolved to include that responsibility — that is, working with faculty and students and our IT staff and educating them about copyright.

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**JK:** *What is one thing you're excited about when it comes to media in the academy?*

**JH:** I always look forward to the **National Media Market**, where I can review all the new content that is available. It is so exciting to be able to view firsthand new titles and talk with distributors and filmmakers about what's around the next corner.

Media is certainly taking its place in the academy alongside text, and faculty are realizing the importance of media in today's learning. We are leveraging technology to bring video content any where, any place. Libraries are starting to pay more attention to media and putting streaming media into their budgets. Along with the evolution of eBooks, library administrators realize that these new models do work and video streaming is becoming more mainstream.

**JK:** *And one thing you're concerned about?*

**JH:** I am concerned about the demise of the media librarian and the lack of courses found in library school. So much emphasis is on information literacy and systems, and these are certainly essential. The place of media in the academy, however, is being neglected. Media librarians are becoming a dying breed. deg and I recently conducted a survey, the results of which indicated that media selection is almost always handled by someone other than a media librarian. In many cases, responsibility for media selection is being absorbed by subject librarians, and while that is positive in certain respects, often media is deemed "less important." Subject librarians don't have the time to become knowledgeable about a new format and don't have the experience of locating and selecting appropriate titles for their libraries.

I am also concerned about the demise of small independent media distributors. They seek out alternative viewpoints and bring important perspectives to the academy. It is harder to make a living producing and distributing independent films. Larger distributors

are growing, and hopefully they will purchase independently produced content that is vital to our academy and keep independent filmmakers in business.

**JK:** *Five years from now, what will streaming media's role in the library be?*

**JH:** I believe that streaming media will take over the physical collection and that it will become more readily available to faculty and students. In my institution, use of streaming media now outnumbers the physical collection, and this has happened just in the past two years.

**JK:** *Anything I didn't ask that you'd like to share with *Against the Grain* readers?*

**JH:** From the survey that deg and I conducted, we're finding that there is still a disconnect between the librarian and IT. They are starting to communicate with each other, but there continues to be silos between the two on campus. Through reorganization sometimes this marriage is forced. It is a challenge for the librarian to communicate and to coordinate efforts. 🌱

## Marketing *BrowZine* in Michigan Universities

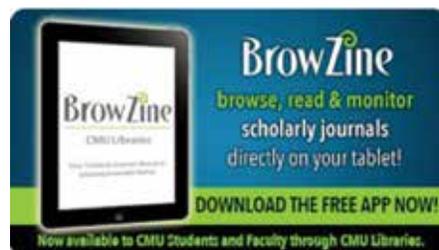
by **Matthew Ismail** (Director of Collection Development, Central Michigan University Libraries) <ismailmd@cmich.edu>

**B**eginning in the Fall Semester of 2013-14, **Central Michigan University Libraries** — among eight other Michigan and Indiana academic libraries — will be working on a project with the **Midwest Collaborative for Library Services (MCLS)**<sup>1</sup> and **Third Iron**, the creator of the tablet-based journal browsing app, *BrowZine*. We hope that the project will provide insights into an area to which **CMU Libraries** have not traditionally directed much attention: marketing of library services.

According to **David Votta**, Community Engagement Librarian at **MCLS**, the origin of this marketing project lies at a meeting at the **Third Iron** booth at **ALA Midwinter** between **MCLS** Executive Director, **Randy Dykhuis** and **Third Iron** CEO, **Kendall Bartsch**.<sup>2</sup> **Dykhuis** was immediately intrigued by the potential of **Third Iron's** *BrowZine* app for use in academic libraries, and since **MCLS** is interested in understanding how academic libraries market themselves and their services, **Dykhuis** and **Bartsch** agreed to collaborate on a pilot project that would allow both organizations to benefit.

The agreed project involves **MCLS** subsidizing the first year costs of *BrowZine* for academic libraries on the condition that they market *BrowZine* to the best of their abilities and report their marketing activities back to **MCLS**. When **Third Iron** receives the marketing data from **MCLS**, they will be able to see if there is any correlation between the dates on which various libraries pushed out messages about *BrowZine* to their users, and usage of the app. These statistics would thus provide decent evidence that our attempts to promote the app had reached our users and resulted in action on their part — or not.

At **CMU**, we've taken this *BrowZine* project to the Libraries' Marketing Committee and tried various approaches. Our graphic designer created an image which was loaded on the libraries' homepage and on the libraries' digital message boards:



The graphic designer also created a landing page for those who clicked on the image on the library homepage:



These images will also be posted to the Libraries' Facebook and Twitter accounts and we are considering creating a *BrowZine* video to be shown on the message boards. The subject librarians have also been active in promoting

*BrowZine* by word of mouth to the faculty in their departments.

Of course, since this all went live (October 1st) we have yet to learn what the result will be, but the process has already been very useful in a variety of ways. Not only did we think quite a bit about marketing the library's services, but the project also forced us to ask ourselves what our strategy for dealing with mobile devices is — not to mention asking how many of us even know how to use iPads and Android tablets! As a result of this process, plans are underway to introduce tablet technology to Libraries employees to further the *BrowZine* initiative and to discover other applications as well.

When I asked **Votta** if **MCLS** plans to undertake more such marketing projects, he said, "Quite possibly. This is a first step. Our goals are to discover what tools academic libraries are actually using, what works, and if our assistance enhances the process. A significant part of this project is simply to find out what works." For **CMU Libraries**, at any rate, this project has already been quite helpful. 🌱

### Endnotes

1. **MCLS** is a "non-profit membership organization comprised of all types of libraries in Indiana and Michigan. **MCLS** provides libraries a convenient, single point of contact for training, group purchasing, and technical support for electronic resources." <http://www.mlcnet.org/cms/sitem.cfm>
2. Some may recall **Bartsch** from his years at **CSA** and **ProQuest**.