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You Gotta Go to School for That?

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Change is scary. Thinking heretical library thoughts by evaluating the library's sacred cow services and resources is even scarier. Many of these items were woven into the fabric of librarian education as librarians pursued their degrees. Ten years ago the thought of eschewing a library catalog for a simpler system would have been difficult to envision. It would have been unthinkable in the 1980s when it seemed the goal of every library was to have an Online Public Access Catalog (OPAC). While technology has made some services and resources outdated it has also provided librarians with opportunities to adapt to those changes. The library's electronic resources have made the library available outside of the walls of the library, enabling librarians and patrons to access them anywhere any time. In the past librarians participating on rounds would have had to scurry back to the library to do the research; now they can pull out their iPad and find the answers within minutes. Electronic medical records provide caregivers with access to patient health information. Librarians working with the electronic medical record teams have been able to set up evidence-based resources within the electronic medical record. This opportunity for providing library resources at the point of care would not have been possible without advances in technology.

Heresy or Evolution?

Heresy can be defined as any belief that is strongly in opposition with established beliefs or customs. Disruptive technology changes society and as a result established beliefs and customs change as well. Therefore, is

it really heresy for librarians to question and examine long-established resources and services, or is it evolution brought on by technology? While rethinking the validity and usage of library resources and services may be considered heresy to some, it is actually evolution. All professions must evolve with society and technology. Librarians are no exception. Accountants use computers and financial programs to conduct business; they are not using an abacus. Librar-



ians must think of disruptive technologies as opportunities. They provide librarians the opportunity to shape their destiny by providing tools and services that are now possible due to technology.

Evolution is not perfect. Not every change brings about a positive result. Mistakes will be made. However, "Failure is not fatal, but failure to change might be." – **John Wooden**, former UCLA basketball coach. 🐼

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You Gotta Go to School for That? — The National Media Market: Screening Films on a Real/Reel Screen

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Just prior to being swept into the glory that is the **Charleston Conference** this year, I attended the **National Media Market** in Charleston, South Carolina on November 3 - 7. The NMM actually overlapped the **Charleston Conference** by a few days, thus further complicating my decision about which conference's interesting and gala events to attend.

The **National Media Market** is in its 35th year of bringing together educational film producers and distributors to connect with librarians and media professionals. Other technology-related companies attend as well, including media management and captioning and description services. This is not a film festival. As **Ursula Schwarz**, executive of the **National Media Market** says, "This is a film screening and buying event." As the **Charleston Conference** brings together librarians and

publishers to engage and exchange ideas on a level playing field in a stimulating atmosphere, so the **National Media Market** does for librarians and other media buyers and vendors in the film production and distribution industry. This year **Schwarz** coordinated with executive director **Katina Strauch** of the **Charleston Conference** to bring the NMM to Charleston just ahead of the **Charleston Conference**.

It is nice to attend a conference and be pleasantly blown away by concepts and ideas. The **Charleston Conference** never disappoints in this regard. However, the NMM was all the more amazing to me because I went to this conference as a bit of a cynic about the whole idea of what (I thought) the **Market** was about. Why, in this era of online **Amazon** ordering,



do distributors and buyers of media even need to gather in one physical location to view and buy media? Why indeed? This **National Media Market** experience showed me how misguided my thinking was.

Unlike a traditional conference one would find in a conference center, the **National Media Market** is held in an all-suite hotel. This allows each exhibitor a space to set up individual, semi-private areas that allow preview stations for on-demand screening of their titles. More importantly, these suites allow spaces for the exhibitors to personally engage librarians and other current and potential users of their ser-

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vices. Thus it was that, after I passed through the registration table at the Embassy Suites Hotel, I looked up into the lobby atrium to see the numerous exhibitors nestled in their suites in the balconies above. Each exhibitor really did have their own nest up there.

These exhibitor “nests” are the heart of this conference experience. For the four-day duration of the conference each exhibitor (there are always a maximum of 55 of them) occupied suites on two floors overlooking the atrium. At any time the suites are being visited by “buyers” — media librarians and representatives from educational institutions — to view videos, talk pricing, learn about services, and generally get to know each other. “Networking” is such an overused term. But, in this relaxing, intimate, and focused atmosphere, the one-on-one personal interaction really does the word practical justice.

As a film buff, going from suite to suite was like being in a candy store (especially when their suites were well baited with real candy). I talked to several exhibitors who supply my library with media. It was refreshing to see and sit down with these people. Say what you will about the power of online networking, but human contact is the true sustaining inspiration. It was powerful to finally meet in person those to whom I had talked on the phone or exchanged emails with for months.

Finally leaving the nests, I ended up in a session: “Video at Risk: Strategies for Preserving Commercial Video Collections in Research Libraries.” Well presented by **Howard Besser** of **New York University** and **Walter Forsberg** of **New York University Libraries**, the presenters discussed their NYU studies that show — as all media librarians already know anecdotally — how a significant number of their libraries video collection contains VHS titles, and most of these are out of print. They outlined how they went about getting the hard data for their findings. But, what to do? So, they unleashed the practical gold. They have published (and made available online) guidelines for dealing with Section 108 of U.S. copyright law. Somebody hold me back, please. How long have we needed that?

Specifically, they deal with the library exemptions in Section 108 that allow a library to make a copy of a work. Issues the guidelines address include when a title is considered “damaged,” when a format is really “obsolete,” what constitutes “replacement,” and “can replacement copies be circulated.” They also address (that media librarian sticky wicket) what qualifies as “reasonable effort.” There are eight specific guidelines including best practices. You can access the guidelines online by searching “Video at Risk NYU.” But, please finish reading this article first.

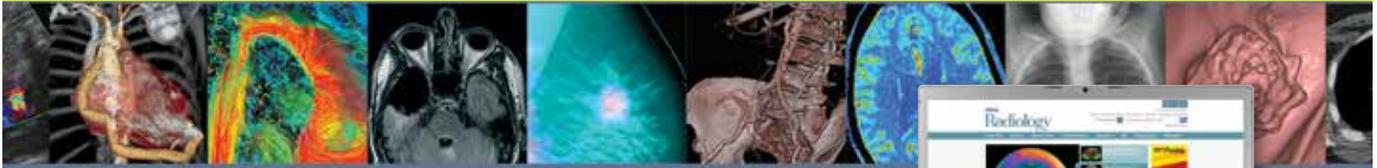
The crowning jewel of the NMM is certainly **Market Mania**. As most experiences go, this one really has to be experienced. But, I shall attempt an explanation. **Market Mania** is

billed as a place for the participating exhibitors to highlight their stuff. Each exhibitor gets seven minutes to showcase their services and newest releases. Though some of the exhibitors did provide a speaker to talk up and explain their (usually new online) services, most of the seven minutes per exhibitor were dedicated to trailers. With 55 exhibitors represented, this session lasted more than six hours, not including time for breaks and lunch. I hear you say incredulously, “trailers?” You bet.

Now, admittedly I am a sucker for watching trailers. In fact, I consider the 20 minutes of trailers shown in most movie theaters prior to the main feature as an essential part of the experience. I was enthralled. These were documentary films for the most part, and nearly every single one was powerful and emotional. Maybe you can chalk it up to watching on the big screen with surround sound, but I was fixated and without a dry eye most of the time. As I sat there being drenched in these emotionally powerful films, I wondered if I would have had the same emotional reaction or attachment, or even interest, if I had been watching at work from my desktop. I was after all just watching trailers. The answer is probably not.

Let me be clear. While I am a raging, sentimental romantic at heart, I am all about practical application and doing “what works” and certainly what is logistically easier. I rarely “screen” titles prior to purchasing for the library anyway. But, I have the ability to do so from my desktop if I want. So, why would

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for **Google**. For intellectual property, not so much. For small- to medium-sized publishers, again, not at all. For discovery of materials, yes and no. Yes, because they can be found; no, because they are likely to be lifted, for free, or you'll get a snooty email asking why you're a stinking, dirty, money-grubbing capitalist. (And for your information, all those billionaires in Silicon Valley *are not* capitalists; they just got rich quick, that's all!)

In a sense, we all work for **Google** now, free of charge. I suppose that fits since we all now attend the "University of Google," right? 🐼

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I want to spend the time and money to travel somewhere just to "screen" films when I can do it from the comfort of my office computer screen? This experience at the **National Media Market** answered that question for me.

I suppose I'm making a case for the film "experience." I'm trying to say that viewing a few seconds of a film from one's desktop is not really "screening" a film. The fact is that randomly reviewing films from my desktop cannot hold a candle to sitting in a screening room with an audience and getting the full film experience. There really is a big difference between watching a film, even a trailer, and ex-

periencing a film in its natural environment on the big screen with a big audience.

Of course we often have to make buying decisions based solely on reviews or the few minutes we can give to online trailers. So, yes, one can get an idea of the worth or appropriateness of a film title by a quick desktop trailer. We have to do that most of the time. But, I posit that we media librarians (dare I say "film" librarians?) cannot fully grasp the medium we cherish, promote, and nourish without being regularly washed in the real/reel thing upon occasion. Just as one cannot live on fast food alone, one should spend at least one week a year savoring a full film meal at the **National Media Market**. Next year it is in Charleston again just ahead of the **Charleston Conference**. Certainly, this is yet another reason to come to Charleston early. 🐼

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Speaking of the **Charleston Conference**, the **Call for Preconferences** at the **2014 Charleston Conference** is out. And the **Call for Papers** opens tomorrow! Get on the stick! Time's a wastin'! <http://www.katina.info/conference/call-2014-preconferences-now-open/> and <http://www.katina.info/participate/call-for-papers/>

The **2014 Charleston Conference** program is shaping up! We can let everybody in on a few things.

First, the fantastic **Anthea C. Stratigos** will be our main keynote speaker. We mentioned **Outsell's End-User Study of Faculty and Students** above in this issue. **Ms. Stratigos** is co-founder and CEO of **Outsell, Inc.** (founded in 1994), a leading research and advisory firm that focuses exclusively on the information and publishing industries,

providing analysis and recommendations for high-level executives regarding markets, trends, benchmarks and best practices. **Anthea** is **Outsell's** primary spokesperson, and chairs **Outsell's Leadership Council**, a member-service for CEOs and senior executives of publishing and information-provider firms. **Ms. Stratigos** holds a B.S. degree in Communication from **Stanford University** (1983) and graduated from the Executive

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