

# FMRT Executive Board Meeting

Monday, June 24, 2019

8:30 AM ET / 7:30 AM CT / 6:30 AM MT / 5:30 AM PT

ALA Annual Conference, Washington, D.C.

**Present:** Regina Aaron, Michael Arden, Andrea Battleground, Johanna Bauman, Debbie Benrubi, Howard Besser, Brian Boling, Charles Cobine, Mark Dahlquist, Heather Darnell, Christy Davis, Ben “Magic Man” Franz, Andy Horbal, Tiffany Hudson, Carleton Jackson, Athina Livanos-Propst, Lowell Lybarger, Lavoris Martin, Michele Mckenzie, Steven Milewski, Erin Miller, Michael Pasqualoni, Danielle Ponton, Scott Spicer, Gisele Tanasse, Laine Thielstrom, Monique Threatt, Lorraine Wochna, Melanie Lorraine Zasky (McCartney)

## Introductions

### Chair’s Report (Lowell L.)

Welcome to those here and to our online participants! I have been involved with FMRT for less than five years, but FMRT has transformed my work and I am grateful. I look back at what Brian, Michele, and Andy have done as chairs, and it was impactful, so I was nervous about being chair and I am really happy for all the help I’ve had, especially from Andy. In the past year, because we changed our name right before my term, I dealt with promoting the new name. We did a website overhaul, redesigned our logo, made handbook modifications, eliminated the old strategic plan (but we can have one again), and we are going to discuss and review our mission statement today. My original goal for my chair candidacy was to reach out to different kinds of libraries like public libraries and small colleges, and we can thank Melanie for the outreach we do with webinars. We now have two webinars a year (thank you also to Danielle), which serve our members who can’t make it to conferences. Our increased membership is due to new student members (it’s free for them). My experience here has been great because I am surrounded by super people.

Lowell attended the ALA Steering Committee on Organizational Effectiveness (SCOE). This committee is trying to streamline things in different ways and to redesign the ALA executive board and council to connect with membership needs without too much bureaucracy.

Danielle says right now we only need 100 members to become a round table, and SCOE is looking into increasing the number of members needed to make a round table to reflect the larger overall ALA membership numbers. Please speak out about increasing the required number of round table members—FMRT wouldn’t meet the mark if it were as high as 1,000 members. They are also looking at bylaws being the same for every round table (she likes this idea to streamline things).

Gisele: At the Round Table Coordinating Assembly, Steve and I shared concerns about oversimplifying round tables--we don’t want to lose what makes them interesting. Of course, we also want to make Danielle’s job easier. We talked about making guides for new round tables. ALA wants the same membership fee for all round tables, which could include students. Round tables are acknowledged by ALA as a catalyst for continued ALA membership, but there is distrust between round tables and ALA management. They are listening to us, though. Steve says round tables are trying to work together as a more of a community.

Danielle understands why ALA wants to streamline round tables because they are all different, and there are other lots of other layers/structures to ALA that can complicate things. Danielle says the elections process is a huge amount of work.

### **Officer/Committee Chair Reports (5-10 min. each)**

- **Vice Chair/Chair-Elect (Gisele T.)**

See Round Table Coordinating Assembly notes above.

There has been recent interest on Videolib about making a document of streaming video guidelines on negotiating with vendors and suggesting standards of play and access for both academic and public libraries. Should we do a discussion group or separate listserv? Look for a call for participation in creating such a document on Videolib.

- **Immediate Past Chair/Nominating Committee (Andy H.)**

Congrats to Lowell for a great year as chair. I'm sorry I can't be there in person,

- **Treasurer (Steven M.)**

Please see Appendix A for the full report.

The FMRT budget is brief. We are at \$30,662, up \$870 from last year at this time. Growth is a little less than usual. Dues are \$2400 in April, up a bit from last year but not gaining as much as before. Please see Appendix A for the full report.

At the ALA Budget and Review Committee, ALA said it's doing better at planning even though the budget is worse—they are rightsizing the budget continually, in favor of SCOE changes. ALA's budget is 15% off projections. This was an investment year, and ALA is a bit more in debt than expected. Audiovisual costs were higher than expected at Midwinter, and publishing isn't doing as well as expected. ALA is also investing in IT, which is a lot of work. The five year plan has been changing—they want a balanced budget by 2025. ALA wants to sell property in Chicago and then lease offices, then use proceeds from the sale and invest it to lower overhead.

Big changes to Midwinter are now happening in 2022. The average fee at Seattle was \$275 per person, but the actual cost was \$474. The fee average at New Orleans was \$338, and the cost was \$472 per person. Conferences are bleeding money. Attendance was down a bit, dues were down a bit, and there were problems with IT invoicing.

ALA is looking at group memberships and considering doing auto-renewal membership. 60% of members are in a division, 18% in a round table, and 16% belong to both.

- **Secretary (Leigh R.)**

No report.

- **Communications Committee (Jenifer C.)**

Jen has no report, but Gisele says thank you to Jen for all her great work.

- **Webmaster (Andrea B.)**

Most of the work this year has been dealing with the name change. The new logo is up, as are mission statement name updates and governance documents edits. The strategic plan was removed, and the FMRT handbook and board member roster were updated. Thanks to Danielle for her great help and getting permissions for me with ALA.

What editing do we want to do next? Add new video? Editing our brochure? Lowell says anyone who wants to help update the video or other aspects of the website (which would be great) should reach out to Andrea.

- **Bylaws & Nomination Committees (Michele M.)**

Lowell says Michele's work with the Now Showing series was outstanding, as was her organization of the chair's program.

There is no bylaws report because no changes were made, but Michele has questions. How many people attended Now Showing and the chair's program? Gisele says there were 30 at chair's program, and Now Showing was well attended. **NUMBERS???**

Michele also brought up the new scholarship. We have proposed the *deg farrelly memorial scholarship* with Alexander Street Press and AMIA. Gisele attended the proposal meeting and says it went well. Michele will follow up with Laura **???** and Dennis **???** and one other person from AMIA also on the committee. It's a \$2000 scholarship for tuition to be rolled out in 2020.

The chair, vice chair, and immediate past chair are usually on the selection committee. Gisele says they advised us to have 3 to 5 people, not an even number. We could have the **communications committee chair, as well as chair and vice chair of FMRT**. Consensus says this is a good plan, and Michele will suggest it to Dennis and Laura and get it posted.

- **GALA Committee (Ben F. & Lavis M.)**

Ben: Thanks to Gisele, Jen, Lorraine, and everyone else. It was a wonderful success and a great presentation thanks to Brigid Maher. We got around \$4000 in sponsors, and our outlay was \$3000. Lowell got an adapter cable at the last minute to save the day.

How many people were there? 39 tickets were sold through ALA registration.

Lorraine's poster was great, and Jen helped promote, too.

Lavis says it shows what you can do as a team. The night was excellent.

- **Membership Committee (Athina L.)**

Membership has had a 10-to-15% increase up to 611 members. 473 are student members, which helped us get on the council. We did a survey and found themes—71% of members are students, but 80% of people who completed the survey work in an academic library and are mainly looking for connection with other film librarians across the country. Listservs are very important, and members want to interact with peers. We wanted to do a mentoring program but there's not enough interest right now. Athina hopes to foster little interest-area groups to build a mentorship program, perhaps. How do we work connections with schools, public libraries, specialized libraries?

63% of respondents have patrons in higher education, 29% work with the general public, and 9% with specialty researchers.

Scott asks what topics people are interested in. Athina says streaming services, documentary films, and how to negotiate streaming with vendors.

Lorraine asks if we are allowed to “social media” a streaming event. Danielle says yes, but Brian notes we need to get clearance from participants to release our webinars. The webinar isn’t up on the website yet, says Andrea.

Gisele asks if executive board members should reach out to people to ask to be their mentor. Athina says that would be great.

Lorraine asked when/how we know when people join FMRT and who they are—Danielle sends the list to Athina, and she sends a welcome. Athina wants to build a form to get people to mentor instead of employing general email inquiry.

- **Notables Committee (Tiffany H.)**

We are trying to fill three open spots. Brian McGeary is the new chair and sent out an invitation to join recently. Last year we had lots of people interested and had to turn them away. (Later, several at the meeting suggested that we contact those turned away.)

It’s a rewarding committee because you get to watch documentaries. It is time consuming because we looked at 63 films. Michael Pasqualoni says it’s educational and a great discussion. It also brings work to light that might not be seen otherwise. I had terrific time.

The chair’s tasks include sending out for nominations, contacting distributors to get screener copies or links and then getting those to committee members. People watch the videos, and usually distributors give us a long time to watch the films.

All Notables members have to attend Midwinter in person.

Lowell says it’s important part of FMRT because it’s very public-facing.

- **Program Committee (Erin M.)**

Surveys were distributed at the chair’s program and Now Showing this year with paper and online responses possible. The surveys also asked what our attendees want from our programs.

Lowell says it’s great to have both paper and online options for surveys.

- **Digital Media Discussion Group (Elliot S. & Samantha M.)**

Elliott and Samantha aren’t present. Lowell wonders if Elliot will continue as chair of the committee.

Scott asks for a summary of the meeting at Midwinter.

Lowell says it was very innovative with surprise topic ideas; it was expansive, outside-the-box thinking about student media and course work. Ben says they had everyone write down a question then had everyone answer a question.

- **Multimedia Discussion Group (Scott S.)**

The online asynchronous discussion didn't happen this year—we did it in person with more than 18 in the room. The challenge of the group is that the different types of librarians who attend mean conversation can go anywhere. Virtual and augmented reality were discussed. Public libraries are doing VR exhibits; academic libraries talked about tools and software for VR; people shared stories of developing programs; and we went over tips for getting support from institutional admin. We talked about makerspaces and 3D printing. We ended with issues of diversity and inclusion and bringing other voices into multimedia services and emerging technologies.

The goal is to have an online forum this year and to reach students. Can the new membership survey have a question about this topic on the production side of multimedia?

Laine asks about LITA activity in this field. Scott doesn't know. Athina says her discussion with LITA people about VR and AR indicates that these subjects are not as trendy with students as they used to be. Lots of public libraries are doing VR and AR.

- **IFLA Liaisons (Debbie B. & Mo T.)**

Monique and Debbie serve as FMRT liaisons to the Standing Committee of IFLA's Audiovisual and Multimedia Section (AVMS). We were nominated to serve on AVMS by ALA. AVMS is planning an open session at the IFLA World Library and Information Congress in August in Athens, Greece. Our theme is sound and visual cultural heritage of local communities. Six papers will be presented. The Standing Committee will be electing new officers and also will be preparing a new action plan in alignment with IFLA's new strategic plan. For more information about AVMS see the website at <https://www.ifla.org/avms>.

Gisele presents a thank you gift (a selection of infused olive oils) to Danielle from FMRT. Thank you for your hard work, Danielle! Danielle says she likes our energy and says we help to make her job easier.

Lorraine: Let's celebrate one of our esteemed members now! Carleton is retiring from the University of Maryland! There's swag from Regina Aaron, pastries from a corporate donor, and coffee and juices courtesy of Lorraine. Lorraine says thank you, Carleton, for being a great friend and FMRT colleague!

Carleton thanks the FMRT for its efforts, especially Danielle. The first incarnation of FMRT happened because ALA cut video from its programs. Carleton edited the first newsletter for the video discussion group, which was the start of FMRT. Sally, Pat, Laura, and Ginny were the dowager empresses of the video group, and then Gary and Carleton started then Video Round Table. It seems like we're always having to prove the value of media and now the difference between truth and lies. Like the last line in The Wild Bunch—we've still got work to do, it's not like it used to be, but it'll do.

**Break**

**Available Committee Membership / Leadership Positions**

Lowell says it's as simple as saying yes right now to taking one of these leadership positions, or even a maybe. Does anyone want to continue as chair of their committee? Scott will continue as chair of the multimedia discussion group.

One important, nonelected chair that's open is the head of the program committee. Laine is interested in serving on this committee in some capacity, as is Lorraine. Even with the webinars we offer, this is less work than it used to be. Now we only have the chair's program to worry about. Every other year, the program committee chair serves on the larger ALA program jury, which reviews lots of submissions. Erin will still be on the program committee, but she won't be chair so she can finish her dissertation (please take her survey on Videolib).

The gala committee is a two year commitment that starts now. It's in Chicago again. We just did a gala there, so Lorraine has notes. Ben wants to re-up!! Anyone who wants to help should get with Ben.

Jen will continue as communications committee chair.

Elections this year are for chair-elect and secretary.

#### **Next FMRT Webinar Open Discussion: Fall 2019**

The open video forum was a huge hit, says Lowell. What Gisele started is great, it's grown, so let's do another one! It's a value-added service from FMRT. Maybe do a members-only webinar? We can focus on academic libraries because we have lots of academic librarian members. Scott's research could be a topic for a webinar. Other ideas? Gisele says we should make streaming video webinar members-only this year. Lowell agrees. Scott and Brian say it'll be good for students to know what's involved. Athina wants to figure out members who are early career, mid-career, etc., so that can inform our programs and webinars.

Monique suggests a webinar about teaching media literacy and fake news. Good topic says consensus of the board.

Lorraine asks if we can have guests. Can we invite someone to webinars? Maybe we can do ALVT as a webinar or the status of NMM? Lowell says that our revised mission statement emphasizes working with groups not officially affiliated with ALA, like AMIA. Also PARS says Scott, and Athina says preservation is one of the top three areas of interest from the survey. Lorraine suggests Archiving 101 and Lowell likes it. We could get top notch people to talk AV archiving and preservation.

We have the platform, website, and mechanism to host and promote the meeting. Webinars can be organized by whomever. Who do we send ideas to? The program committee is ultimately responsible for webinars, and people can work with them to make it happen. Scott also suggests a production webinar. Athina says streaming, preservation, and documentaries are the top three areas of interest. Topic idea: What does it take to make a documentary? We will continue this discussion anon!

#### **Brainstorm II – FMRT Document Revisions: About, Mission, Strategic Plan**

Lowell presents a revision of our mission statement. Why? We changed our name, and I looked at our mission statement, and it didn't seem to work well anymore. This is our face, it's who we are, and these words should be well chosen. The reason for the name change was to better reflect the work we do and what we're about—and the mission statement didn't reflect this anymore. We need precision and rigor in the words that represent us. Lowell explains his rewrite of the statements. He uses the word

audiovisual purposefully instead of video because it's more inclusive and descriptive. Audio means effects, voiceovers, dialogue, music, etc. The born digital distinction is also brought out in the mission statement now. Also it reflects that we work with groups outside of ALA, and we should say so. A new EDI section has been added to the mission statement, and it includes staff—we care about our constituents and librarians and all people who work in libraries.

Howard likes it and has two suggestions: Add to the last mission statement section a second sentence about diversity of content, and incorporate the word streaming more visibly in general. SpringerNature yesterday in a session was talking about offering videos as access only. And they were unaware of many streaming ideas and needs.

Lowell wonders about adding another statement and also changing “network” to streaming. Laine asked about use of language around patrons to make sure we include all.

Lavoris also wants to add more than just patrons and staff; change language to include users and service providers. She likes changing to born digital. Scott suggests born digital is very specific and is future proofing the statement. Keeping “born” in there reaches to Netflix and their lack of making content available. Also use of creation vs production suggests creation is better. Maybe we should say user-generated media creation instead of production.

Gisele likes born digital and wants to add language about reliable, continued access and dedicated ownership.

Carleton: access is important and is part of our remit. The highest level of our mission is leadership related to collections, service programs, and uses—what are all the uses for what we do? How do people use it and consume it?

Steve says streaming should be more prominent because it's what's important now.

Brian says if we change this language, we need to take out the bit about this being in bylaws because it isn't!

Michele wants to add media literacy, creation, promotion, and collection.

Laine asks if media scholarship should be in there. Gisele says this falls under umbrella of creation. Laine asks who the statement is for. Scott seeks to clarify things on this—there are different ways to define media scholarship. Lowell says media is so all encompassing we don't want to overemphasize it.

Tiffany says use of scholarship might turn public libraries off because they don't always do that. Might be too exclusive.

Gisele says that multi-type libraries ??? need to be added. Carleton says we are a round table because we are an umbrella that includes lots of different specialties and we make connections among each other.

Lowell says we can have a sub-committee on revising the mission statement, and he can lead it. We should continue the discussion. Gisele agrees to continue it in her term.

## **New Business**

Gisele says there will be a call on Videolib to help edit a Google doc on our best practices for streaming. There was lots of expressed interest in having this.

Michele announces that Gisele and she are doing an ALCTS e-forum on July 23. It's an email and listserv forum on streaming video, and with Lisa Hopper we will be moderators/leaders. The forum is open to all with registration. Look to Videolib for info.

Michele asks how people feel about conversations with filmmakers at Now Showing? Should we keep doing it? Charles thought it was educational to see how filmmakers make intensive use of archives and how they navigate the process of organizing everything. They use multiple databases to keep track of audio content, video content, and rights permissions. We get to see how complicated creating documentaries about historical topics can be. It isn't just shooting footage; it's layers of activity.

Michele: This programming is important for media librarians to understand the filmmaking process and why films aren't always available and the costs of doing it. Michele proposes that we bring the organization of filmmaker talks into the responsibility of the Notables chair because they have contacts with filmmakers and distributors. Same with Now Showing—can we make it an official part of the program committee? Lowell says we should make it a permanent part of programming, or even have its own subcommittee. Gisele said people came to the gala because they saw it advertised at Now Showing programming.

Thank you to Michele for her inspired work with Now Showing and programming!

## **Visit from ALA Executive Board Liaison Andrew Pace (10 min.)**

It's Andrew's last conference as executive board liaison to round tables. Contact Andrew: Andrewkpace at ALA dot org. See Appendix B for full report.

There is bad news about the budget. In our three-year investment budget, the deficit has grown. However, registration looks to be over 25,000 for this conference. In terms of real estate issues, the conclusion of the sale of Huron Building in Chicago is done and now it's an endowment asset—proceeds of the sale go to endowment. ALA will lease a new space instead; the good news is that ALA staff will be all together.

SCOE meetings will have a July 8 repeat. Give feedback on ALA Connect. The biggest thing is the timeline is too ambitious. Final report will be ready for fall, then we'll have a discussion, then voting next Annual.

Changes to Midwinter will be a soft launch next time, but big changes will be in San Antonio in 2022.

The executive director search is underway. The timeline is on target to get finalists this fall with an announcement hopefully at Midwinter.

Gisele says we're grateful for being heard at SCOE sessions and want to make like easier for Danielle.

Andrew says thanks!

## **Official Transition/Adjournment (Lowell and Gisele)**

Official transition hug ensues between Lowell (outgoing) and Gisele (incoming).