

# Management and Preservation of AV Materials in TV Media of North Eastern Region : A Case Study

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*The management and preservation of AV(AV) materials in TV(TV) media is a less touched area of Library & Information Science. This paper discusses the management and preservation system of AV materials of 9 (Nine) selected TV media libraries of North Eastern Region. The tape formats used, staff strength, accessioning, classification, cataloguing, automation, preservation techniques etc. are discussed. Some problems have been identified and probable suggestions are put forth.*

**Keywords :** AV, TV media, Management, Preservation

## 1. Introduction

TV media Libraries hold the different kinds of documents and generally organize them under one system of information. The current paradigm is that we are living in the age of information and communication. Technological advances in the information and communication industry have changed many other sectors as well. New developments in telecommunications have influenced the distribution of information. The technological advancements in photography, cinematography and sound recording and reproduction have brought out a wide range of documents like photograph, microfilm, microfisch, grammophone records, sound spools, audio tapes, audio cassetts, CD-ROMs, multimedia discs etc.

The diversity of TV companies is reflected in the variety of their documents/ information systems that are managed with quite different techniques, tools and philosophies (Harrison, 1997; Edmondson, 2004)

But the major collections of the TV media libraries are primarily based on video cassettes. They may also have music tapes and cassettes, CDs, DVDs, slides, scripts and press clippings, books and photographs.

The application of computer in a media library provides economy in terms of cost and time as illustrated. Special reference has been made to the computerization of the media libraries attached to the film and TV production organizations. Databases can be designed separately for each category of documents including complete film productions as well as the stock shots within the productions.

## 2. Scope of Study

It is established fact that the influence of the AV medium is the most effective one in the minds of the people. The AV media possessed immense potential for entertaining and informing the masses all over

world. The TV media is highly powerful tool of mass communication by virtue of AV nature. So it is highly important that this medium should be studied comprehensively.

Though the TV media has been maintaining both the Book and Tape library, the nature of the services of the two libraries are different. Both are specialized libraries. A depth study can be carried out in both the libraries under TV media environment but due to the limitation of time and to be more specific only 'Management and Preservation aspects of the tape libraries have been taken into purview.

### **3. Research Methodology**

In order to obtain data relating to my study I have adopted survey method based on questionnaires and physical observation. The questionnaires have been sent to some selected Doordarshan Kendras and private TV companies.

### **4. AV Materials**

#### **4.1 Need**

The major reason for using AV materials is to help speakers get their message effectively communicated to their audience. In addition there are other reasons for using these materials, namely

- The audience's attention is focused more completely. AV aids provide one mechanism to direct and focus attention.
- AV aids make us more persuasive and the message is transmitted more efficiently.
- The receivers retain the message better. Research has clearly shown that people retain more of what they see and hear compared to others.
- Visual materials add variety and emphasis to the presentation. A variety of different teaching methods and techniques, are useful with the help of AV materials.
- Messages are presented both aurally and visually. People process information best by hearing and seeing. With the help of AV aids, people can communicate at best.
- Visuals help us to be concise. We are forced to distil our ideas down to their essence when using visuals force us to order and sequence the ideas to be presented.

#### **4.2 Advantage**

- SPACE SAVING : The AV materials are space saving. A long story can be kept in the form of a drama or any other else in a single video tape. The video tapes are going to be smaller in size day by day.

- **Security** : One copy of the programmes can be kept permanently (Master cassette/record) and on the other hand, one duplicate copy can be used and thereby it can reduce considerably the destruction or loss of vital information.
- **Reproducibility** : The AV tapes can be reproduced in another tapes at nominal cost within a short time and in the studio complex itself.
- **Accessibility and Portability** : The AV materials generally take up little space, very small libraries can provide access to thousands of documents. These documents can easily be transported from one place to another.
- **Economy in Transportation** : If the tapes/records are required to transport from one place to another it is easy to send by official messengers or by speed post of Indian postal Departments. For news items, the messages are transported by "feeding system". Feeding system is that the sender organization transmits the message in air and receiver organization captures the audio and video together in a tape. It is very quick and urgent in transportation of News items.

## 5. Television Media

As the TV is a reflection of social activity and the documentation/ information services in TV are responsible for the safe keeping of what is both a cultural heritage and a business asset, the correct storage of the information, AV documentation need to undergo a series of transformations. With the AV item's intrinsic and extrinsic characteristics, a document record is built up which includes the data needed for the retrieval and reuse of the material.

To create this reference system, each AV document has to be analysed in a series of steps in which the viewing phase is the fundamental element that differentiates the procedure from the document processing applied in other non AV fields.

## 6. TV Media Libraries Under Study

### 6.1 Physical Observation

I have visited the Guwahati based TV centre Doordarshan Kendra (DDK) Guwahati, Programme Production Centre (PPC) NE Guwahati, Positive TV company Pvt. Ltd. (NE TV & NE Hi-Fi), Pride East Entertainment Pvt. Ltd (NEWS LIVE), Brahmaputra Telecom Pvt. Ltd. (DY-365).

## 6.2 Questionnaire Responded

## 6.2.1 Available AV Materials

Table 1: AV materials and No. of Libraries

Sl. No	Type	No. of Libraries
1	DVC pro	2
2	Mini DV	4
3	DV Cam	2
4	Betacam	9
5	U-matic H/b, L/b	7
6	BCN	4
7	CD	9
8	DVD	7
9	Gramophone	3
10	D-9	5
11	Photographs	6

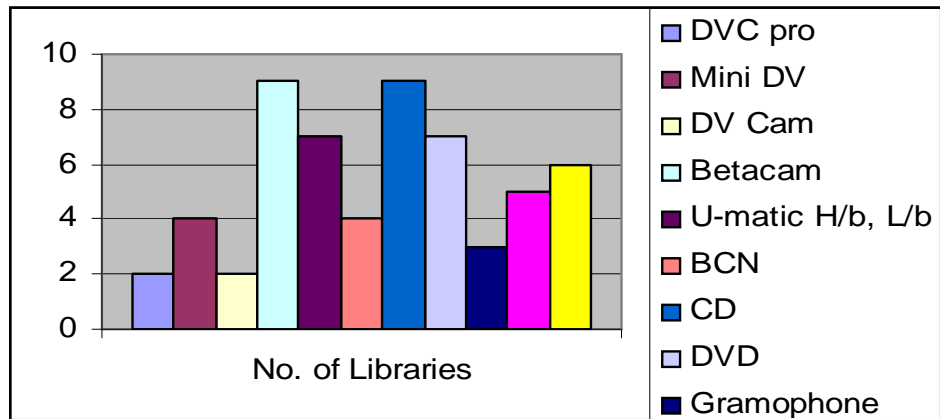


Figure 1: AV materials and No. of Libraries 6.4 LIBRARY STAFF

## 6.2.2 Library Staff

Table- 2: Libraries &amp; staff strength

Sl.n	Name of Library	Professional	Non-professional
1	DDK : Guwahati	1	4
2	PPC(NE) : Doordarshan, Guwahati	1	3
3	DDK : Kohima	0	2
4	DDK : Shillong	0	2

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5	DDK : Itanagar	0	1
6	DDK : Dibrugarh.	0	1
7	Positive TV Pvt. Ltd. (NE TV & NE Hi-Fi) : Guwahati	3	0
8	Pride-East Entertainment (News Live) : Guwahati	3	1
9	Brahmaputra Tele Production Pvt. Ltd. (DY 365) : Guwahati	3	0

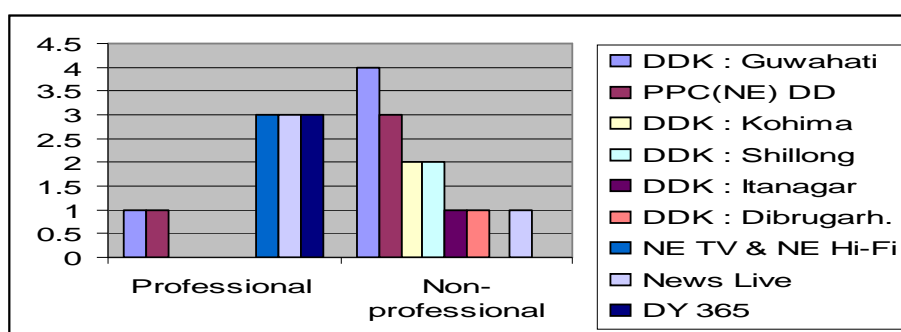


Figure- 2: Libraries & staff strength

### 6.2.3 Accessioning of AV Material

The libraries have put accession no. to each of the tapes. Out of 9 (nine) libraries, 9 (nine) have put accession no. according to types of tapes and 2 (two) nos. of libraries put according to both types of tapes and duration of tapes.

### 6.2.4 Classification of AV Materials

Out of 9 (nine) libraries 1 (one) has classified (according to their own system) their materials and the rest have no classification method.

### 6.2.5 Cataloguing of AV Materials

Out of 9 (nine) libraries 1 (one) has Catalogued their materials and the rest have no Cataloguing system.

### 6.2.6 Arrangement of AV Materials

Table 3: Arrangement of tapes & nos. of libraries

Sl. No.	Arranging order	Nos. of Libraries
1.	According to accession no.	09
2.	According to types of tapes	06
3.	According to classification System	01

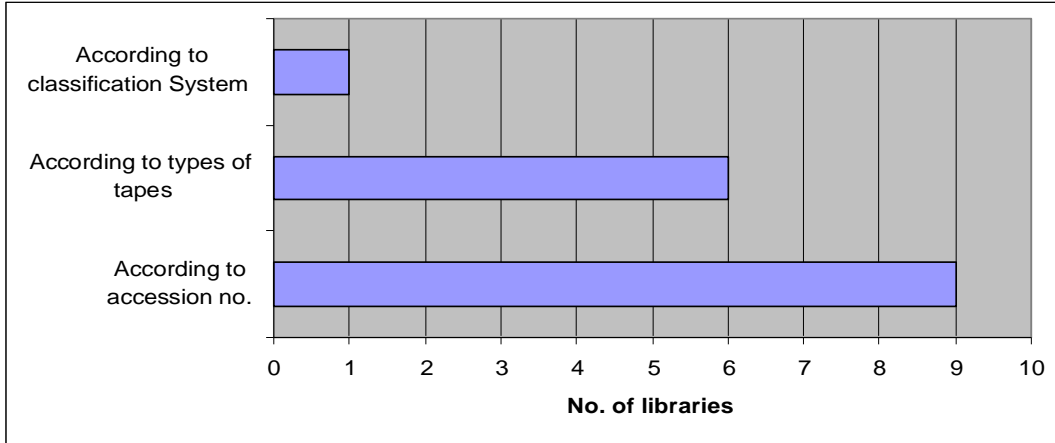


Figure 3: Arrangement of Tapes & Nos. of Libraries

6.2.7 Library Automation

Out of 9 (nine) libraries 3 (three) have partially automated, 2 (two) have automation on progress and 4 (four) have not automated at all.

Table 4 : Automation stage in Libraries

Sl. No.	Automation stage	Nos. of libraries
1.	Fully automated	00
2.	Partially automated	03
3.	Automation on progress	02
4.	Not at all	04

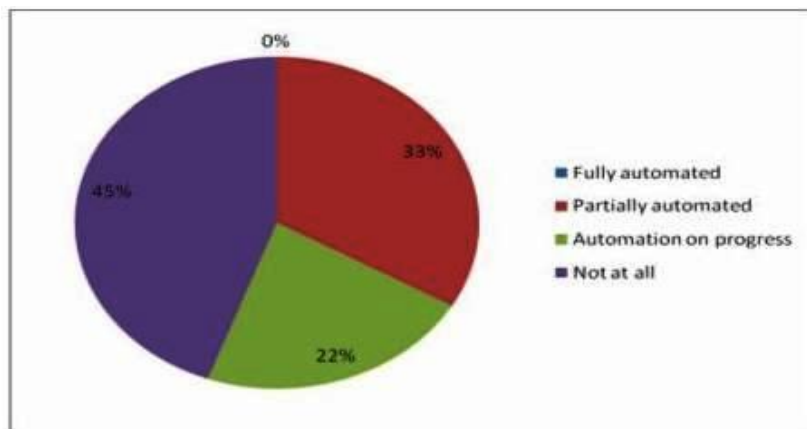


Figure 4: Automation Stage in Libraries

### 6.2.8 Library Software

Out of 9 (nine) Libraries 2 (two) are using ARCLIB software, 3 (three) are using CDS/ISIS and 4 (four) have not used any software

Table - 5, Software used and Nos. of libraries

Sl. No.	Software used	Nos. of libraries
1	ARCLIB	02
2	CDS/ISIS	03
3	No software	04

### 6.2.9 Users' Approach

Table - 6, Users approaches for AV materials

Sl. No.	Approach according to	No. of libraries
1	Tape No.	6
2	Title of the programme	8
3	Subject	4
4	Footage/ Stock shot	5
5	Date of telecast	1

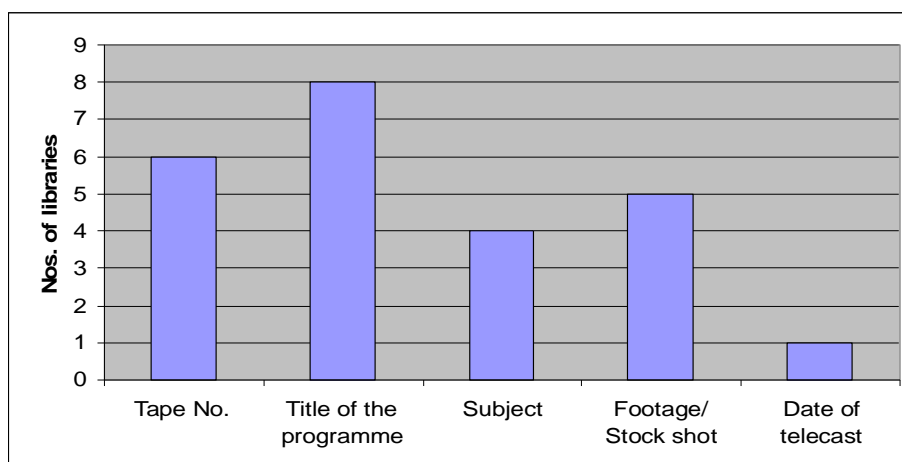


Figure 5 : Users approaches for AV materials

### 6.2.10 Archive Cell

Out of 9 (nine) libraries 5 (five) nos. have Archive cell.

### 6.2.11 Factors For Damage Of AV Materials

The factors for damage of tapes are found fungus, temperature, humidity, dust, mishandling, poor physical facility etc.

Table - 7, Damage factor of AV materials and nos. of libraries

Sl. No.	Damage factor	Nos. of libraries
1	Fungus	8
2	Temperature/ Humidity	6
3	Dust	7
4	Mishandling	3
5	Poor physical facilities	3

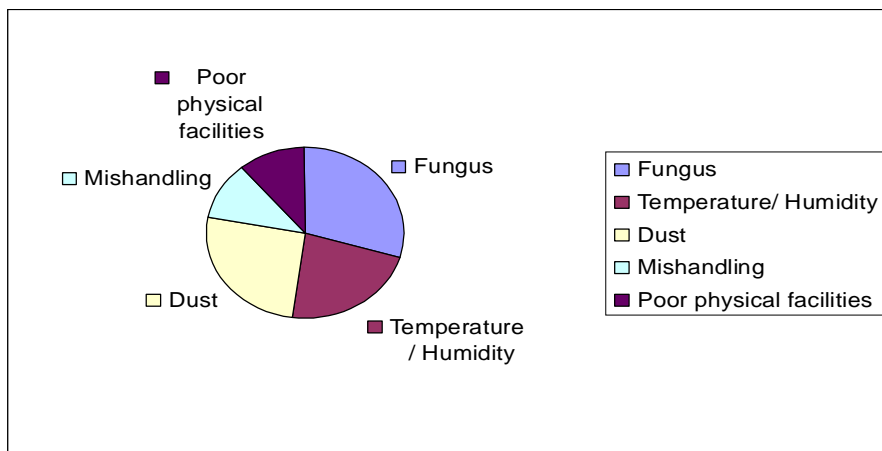


Figure 6: Damage factor of AV materials

### 6.2.12 Preservation of AV Materials

It is seen that the libraries adopted different measures for preservation of AV materials.

Table - 8, Measures for preservation and nos. of libraries

Sl. No.	Measures for preservation	Nos. of libraries
1	Chemicals	2
2	Regular rewind/forward	1
3	Transferring to new tapes	7
4	Dust cleaning	2
5	Maintaining A/C	1



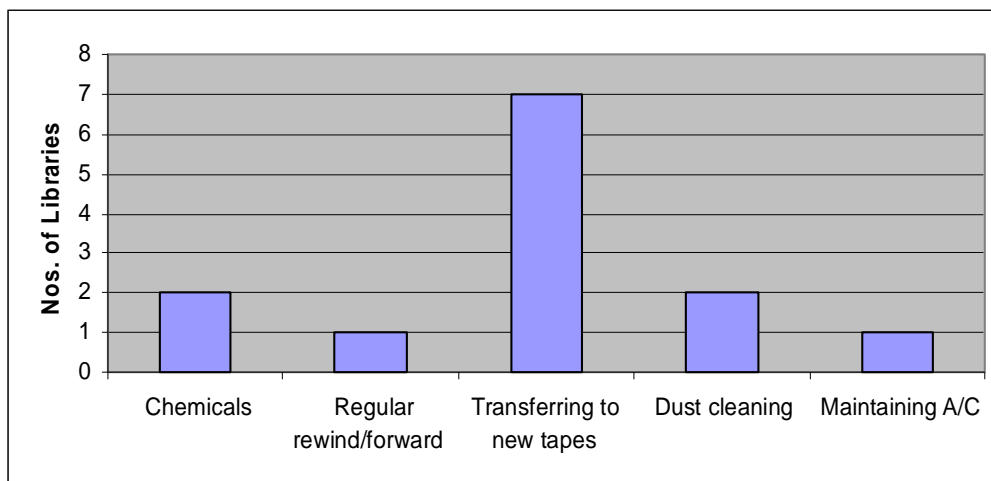


Figure 7: Measures for preservation

## 7. Problems

Some problems have been identified as below-

- In Government sector TV media i.e. the DDK's, the authorities are indifferent to the management and preservation of AV materials.
- Inadequate no of professional staff in DDK's. The North East Region is having 12 (twelve) DDK's of which only 02 (two) kendras are having professionally qualified staff one each and rest 10 (ten) kendras are running by non professional staff.
- Lack of adequate space in all the media organizations.
- Absence of play back equipments.
- Rapid obsolescence of tape formats.
- Lack of practical training specially in IT sectors.
- Librarians are not recognized as supervisory staff and hence they can not take decision or bold step for library development.
- The job of the media librarians are no way lesser than other librarians rather it is more challenging and tough job, but pay parity is not maintained at all.
- Absence of IT and equipments for modernization of libraries.
- There is no standard preservation methods and norms with reference to variation of climatic condition and various types of AV materials.

## 8. Suggestions

The following suggestions are put forth which are likely to be appropriate for effective management and preservation of AV Material in TV media libraries.

1. The authorities should put special attention to the all round development of the libraries and most specially they are to accept the adoption of IT application in libraries.
2. The library professionals also need to accept the changes with the latest developments of IT application in Libraries and should start automation.
3. The pay scale and status of the professionals should be enhanced and should provide equal standards with other institutions/organizations.
4. The library professional should be given freedom for independent work.
5. The authorities should formulate policies for establishing archive cell in each Kendra to preserve cultural heritage.
6. Libraries should be facilitated with Internet connectivity.
7. Library professionals should have ready assistance from computer engineers.
8. Standard preservation norms for the AV materials are to be framed and regular monitoring is very necessary.
9. Each library should have play back equipments.

The AV tape formats are fragile. They are condemned to migrate. So digitization in file format is felt utmost necessary.

## 9. Conclusion

The study shows that the TV media is a highly powerful tool of mass communication by virtue of its AV nature. Its AV appeal is the secret of unprecedented popularity as a mass medium. The libraries are the heart of these TV organizations. Money, Manpower, time all are spent to produce AV programmes for telecast and all the programmes are kept recorded in tape format which are to be maintained in libraries. So the libraries need to manage effectively and preserve the heritage of the nation. It is found very essential to modernize the TV media libraries as it is a age of digital content revolution.

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