



# VIEWS: *The Newsletter of the Visual Materials Section Society of American Archivists*

Volume 19, Number 3

August 2005

## FROM THE CHAIR

Mark E. Martin <mmarti3@lsu.edu>

**Tempus fugit.** Boy howdy! Another year has flown and here we sit on the verge of the annual meeting in New Orleans. Once again the Section has accomplished a great deal, in large part due to the extraordinary efforts of all the VM members who have dedicated a portion of their undoubtedly increasingly scarce time to work on Section projects. My hat is off to all those who have given so generously of their time and expertise for our cause.

We should have another very well-attended Section meeting even though we will be competing with New Orleans itself and with a meeting start time of noon. **Let's all bring a bite to eat!**

Below are a few of the highlights of the meeting to come—a more complete list will be found in the box at the right. Please come and enjoy the company of your fellow Section members.

**Visual Materials Cataloging and Access Roundtable: Thursday, August 18, 4:00 p.m. – 5:30 p.m.**

**Section Dinner: Thursday, August 18, 7:00 p.m.** Mother's, 401 Poydras Street at the corner of Tchoupitoulas, If you haven't eaten here yet you're in for a real taste of New Orleans, both culinary and social. There's nothing like a plate of jambalaya and a cold Dixie beer! We'll meet in the Conference hotel lobby at 7:00 to walk over to Mother's.

## Visual Materials Section:

**Friday, August 19, 12:00 noon – 2:00 p.m.**

### **Draft Meeting Agenda**

Introductions

Report from Council

T-shirt sales

Book fair

Candidate statement and vote for Chair-elect

Speaker: Mark E. Martin, Assistant Curator, LSU Libraries—  
Special Collections, *Views of New Orleans, 1863-67*

Announcement of new Chair-elect

Working group updates

Remaining business

**Office hours: Friday, August 19, 9:00 a.m.-10:00 a.m.**

See you in New Orleans!



## ANNUAL MEETING ACTIVITIES OF INTEREST TO VISUAL-MATERIALS TYPES

### Monday, August 15

#### Workshops

9:00 a.m.-5:00 p.m.

*Becoming a Film-Friendly Archivist* (New course)

*Describing Photographs in the Online Environment* (New course)

### Tuesday, August 16

#### Workshops

9:00 a.m.-5:00 p.m.

*Building Digital Collections*

### Wednesday, August 17

#### Committee Meetings

9:00 a.m.-5:00p.m. Standards Committee/Technical Subcommittee  
on Descriptive Standards

#### Tours

9:00 a.m.-12:00 p.m. Architectural Tour of the French Quarter

#### Roundtables

5:00 p.m.-7:00 p.m.

Architectural Records

Metadata and Digital Object

### Thursday, August 18

#### Sessions

9:45 a.m.-11:15 a.m.

101 *Three Working Models of Digital Archives*

104 *Using Architectural Records in New Orleans*

106 *Archives Unplugged: The Audio-Visual Universe*

12:45 PM-2:15 p.m.

204 *The Curatorial Curse: Understanding, Recognizing, and  
Avoiding Conflicts Between Archival and Curatorial Methods*

2:30 PM-4:00 p.m.

307 *Hidden Treasures: Strategies for Broadening Archival Access  
Via Visual Materials Depicting Women and Minorities*

#### Roundtables

4:00 p.m.-5:30 p.m.

Visual Materials Cataloging and Access

#### 7:00 Section dinner

9:00 Archives in the Movies

### Friday, August 19

#### Section Office Hours

9:00 a.m.-10:00

#### Sessions

12:00-2:00 **Visual Materials Section Meeting** (Bring your lunch)

12:30 p.m.-1:30 p.m. **Visual Materials Office Hours**

#### Sessions

2:15 PM-3:45 p.m.

409 *Cataloging Cultural Objects: Toward a Metadata Content  
Standard for Archives, Libraries, and Museums*

4:15 p.m.-5:45 p.m.

501 *Archivists, Copyright, and Digitization*

### Saturday, August 20

#### Sessions

8:00-9:30 a.m.

604 *A New Rosetta Stone? Seeking Commonalities Among Digital  
Image Databases, Metadata, and Delivery Systems*

606 *Documenting the Middle East: A Look at Photograph  
Collections in the United States*

9:45 a.m.-11:15 a.m.

705 *Archives Unplugged: Digital Asset Management*

## FROM THE VICE CHAIR

**James Eason** <[jeason@library.berkeley.edu](mailto:jeason@library.berkeley.edu)>

Spring has flown by, the steaming swamps of Louisiana beckon, and the time is rapidly approaching that I will be in the hot seat as your Section Chair. Looking forward to SAA's August meeting in New Orleans, I can report that our stalwart leader, Mark Martin, has used his local knowledge to relieve me of one of my tasks as VP and find us some great local flavor for our annual Visual Material Section dinner. He has scoped out "Mother's," which I'm told has great New Orleans cooking at reasonable prices, as well as a charm we aren't likely to find in our local mall food court! So save the evening of Thursday, August 18, for this outing, and keep an eye on the registration area bulletin board for details and a sign-up sheet. I expect we'll leave the hotel sometime around 7:00, toward the end of the Thursday exhibit hall happy hour. In the meantime, you can check out Mother's Web site, menus and, of course, historic images at <<http://www.mothersrestaurant.net/>>.

I am on the *verge* of being confident enough to announce a venue for a 2006 Mid-Winter working meeting. After three wonderful and productive gatherings in the Northeast, we will be taking the show to San Francisco. I am working out details for an inexpensive venue overlooking the bay. It will be rustic and informal, but perhaps not as comfortably homey as our past sites. We may have to ask for a small fee from each attendee to cover the meeting facility, but we will continue the cost-saving and community-building tradition of preparing meals together, keeping it all as inexpensive as possible. So, stay tuned for exact dates, and consider reserving a long weekend in late January or early February to escape your own winter and try ours instead! We'd love to have more members working on Visual Materials committees, carrying on Section work throughout the year.

---

## VISUAL MATERIALS CATALOGING AND ACCESS ROUNDTABLE

**Martha R. Mahard** <[martitag@mac.com](mailto:martitag@mac.com)>

Recent discussions with the chair of the Architectural Records Roundtable (ARR) resulted in our being able once again to schedule non-conflicting meetings for the August annual meeting. VMCAR meeting is currently scheduled for Thursday, August 18, from 4:00 to 5:30 p.m. Those members who valiantly arose and attended the 8:00 session in Boston last summer will be happy to know that we have moved to a more civilized hour. Additionally the ARR will meet the day before, also in a late afternoon slot.

Internet wires are still buzzing with discussion of the Cataloging Cultural Objects guidelines (CCO). Although still in draft form, and we understand that a revised version is due to appear shortly, it has generated much interest and enthusiasm in the VM community. In addition to the new DACS we are looking forward to the release of AACR3, which is expected to have an improved approach to visual materials. VMCAR members may also be interested in taking a look at the recently issued Descriptive Metadata Guidelines for RLG Cultural Materials (RLG-CM). We plan

to have some more in-depth discussion of all these standards and their impact of VM cataloging at the annual meeting in August. Send any questions or comments that you would like to see included in the discussion to Martha Mahard at <[martitag@mac.com](mailto:martitag@mac.com)>.

As Helena Zinkham recently noted in a very thoughtful post on the listserv the revision of AACR has pointed up, yet again, the general dissatisfaction with the GMD "graphic." She has promised to post a summary of the responses to the list so stay tuned.

Another item of possible interest to VMCAR members is the result of the work of the Advanced Workshops Planning Committee. A pre-conference workshop entitled Describing Photographs in the Online Environment will be given for the first time on August 16<sup>th</sup> in New Orleans before the start of the annual meeting. Instructor Martha Mahard will present an in-depth review of the major emerging standards for the online description of photographs (i.e. born photographs not digital images) with an emphasis on data structure standards such as VRA 3.0; content standards such as the new CCO (Cataloging Cultural Objects), DACS, Graphic Materials; and data value standards such as the Art and Architecture Thesaurus, and the Thesaurus for Graphic Materials. Collection-level description, item-level description, and traditional finding aids will be discussed in detail!

---

## ARCHITECTURAL RECORDS ROUNDTABLE

**Beth Bilderback**, <[bilderbk@gwm.sc.edu](mailto:bilderbk@gwm.sc.edu)>

Members, beware! Our annual meeting in New Orleans is on Wednesday, 17 August, from 5-7 p.m. We will be electing officers, discussing old business, developing session proposals, and learning about members' projects and collections. Thursday morning at 9:45, Ardys Kozbial will chair the session *Using Architectural Records in New Orleans*. There are many sessions on digital aspects of general archival collection care and access that members may find of some use for architectural records. Check out the full program on SAA's Web site.

There are several tours of interest on Wednesday. Explore French Quarter architecture in the morning and the Garden District later that afternoon or spend the day looking at Mississippi River plantations.

As always, if you have new collections you want to advertise or upcoming exhibits to promote, please let me know. See you in NOLA!

---

## STANDARDS UPDATE

**Marcy Flynn**, *Silver Image Management*, <[silverim@mindspring.com](mailto:silverim@mindspring.com)>

• This year's annual meeting in New Orleans includes a number of interesting standards-related events. There are several sessions that deal with standards including:

- "PDF-Archive: The Development of a Digital Preservation Standard,"
- "Cataloging Cultural Objects: Toward a Metadata Content Standard for Archives, Libraries and Museums,"

• “The Archivists’ Toolkit: Toward Streamlined Archival Workflow,”

• “Making A Contribution: Archives Catalogers’ Participation in NACO and SACO,” and

• “Encoded Archival Context: A Prototype Standard for Describing Record Creators.”

In addition, the Standards Committee is meeting in New Orleans on Wednesday, August 8<sup>th</sup> from 9:00 am to 5:00 pm for a working meeting to discuss efforts to design an SAA Standards Portal.

Two recently released reports about preservation metadata are notable. The *Report on the Meeting of Experts on Digital Preservation: Metadata Specifications* (available at <http://www.gpoaccess.gov/about/reports/metadata.html>), last updated on May 27, 2005, summarizes the June 2004 meeting held to assist the Government Printing Office (GPO) in developing specifications for their digitization project. This meeting focused on descriptive and preservation metadata. The report discusses necessary resources for metadata package submission, and lists a set of metadata elements under consideration for building digitization projects.

Also in May 2005, the Preservation Metadata: Implementation Strategies (PREMIS) Working Group, a cooperative group sponsored by OCLC and RLG, released its *Data Dictionary for Preservation Metadata: Final Report of the PREMIS Working Group* (available at: <http://www.oclc.org/research/projects/pmwg/>). The document contains the working group’s report, along with the 1.0 version of the data dictionary and examples.

Please let me know if you are familiar with other standards news or announcements to share with section members in upcoming issues of *Views*. See you in New Orleans!

---

## VISUAL MATERIALS SECTION THREE-YEAR PLAN, 2005-2008

Revised February 2005

[**Note:** *Although we continually strive to provide an up-to-date newsletter, sometimes we get caught and so we inadvertently published the 2004-2007 Three-Year Plan in the April issue and herewith offer the actual plan—Ed.*]

### I. Core Activities

A. Continue reorganization of Section as described in 2003 Midwinter meeting and refined in the 2005 Midwinter meeting.

1. Develop leadership from membership in the three primary committees, with more focused working groups reporting via this committee structure.

a. “Administration Committee” to handle bylaws, 3-year plan, annual meeting, midwinter meeting, finance, elections and nominating. The Chair and Vice-Chair lead this committee, with assistance from the immediate past-chair.

b. “Publishing Committee” to handle newsletter, website, bibliography

c. “Education and Special Topics Committee” to handle educational programs, advanced workshops,

standards, and various topics of professional concern.

### B. Newsletter: *Views*

1. Continue publishing in online format

2. Complete indexing back issues, standardize completed indices, and merge in database form.

3. Establish ongoing indexing of each issue as published

4. Continue new expanded member-involvement in production of *Views*, with various section editors

### C. Annual Meeting

1. Continue offering a program or speaker at the VM section meeting

2. Continue inviting members to bring new publications to display

3. Solicit and prepare future VM-related session proposals prior to meeting

4. Formalize proposed-session endorsement process, forming a review group

### D. Website

1. Continue website development in conjunction with VMCAR

2. Develop editors or working groups responsible for different sections of the site

3. Annually review issues related to the move of the website to the SAA domain

4. Position the website to be a frequently used resource for the section

a. links to job and internship listings

b. workshops information

c. FAQ about Section and member involvement

d. lists or summary descriptions of past VM sessions at SAA meetings

5. Encourage VM members to link their own organization website to the VM site

### E. Listserv “VisualMat”

1. Utilize the listserv to discuss session ideas prior to the annual meeting

2. Encourage list members to post questions and new information

3. Create an archive for the listserv, as Majordomo system is replaced in 2005.

### II. Special Projects / New Initiatives

A. Continue T-shirt sales at the annual meeting

B. Establish funds-management procedures with SAA, as approved in principle by Council, with regard to fund-raising

C. Develop visual materials-related workshops in conjunction with SAA to be held at the annual meeting and as part of overall SAA Continuing education program throughout the year

D. Recruit section members to become involved in the section activities via:

1. Newsletter;

2. Web site;

3. Publications;

4. Sessions for the annual meeting.

E. Organize a mid-year meeting no later than March 2006, and seek means of making this a sustainable annual activity, independent of the hospitality of hosting Section Chairs. Site-search is a responsibility of the chair-elect, for the following year.

- F. Pursue on-line Section election ballot capability with SAA Web master, with goal of discontinuing ballot mailing
- G. Solicit, collect, and edit member-authored summaries of VM-related session at the Annual Meeting, for posting to the Section website
- III. Publications
- A. Continue to review visual materials related publications and publish them in *Views*
- B. Include publications reviewed in *Views* in the Photographic Archivists Bibliography
- C. Continue building and expanding bibliography to include printmaking, architectural drawings, and plans
- D. Solicit for new publications on visual issues – not necessarily book length
- E. Investigate methods for establishing Web-based, peer-reviewed, visual materials journal
- F. Compile, edit, and publish a Visual Material reader through SAA
- G. Explore possibility of an all-VM special issue of *American Archivist*
- H. Establish a VM mentor group or readers' board to encourage writing on VM topics, offer informal feedback, and assist in getting them to publication within SAA.

## IN PRINT

In keeping with our pending arrival at New Orleans, our Book Editor offers our readers a smattering of recent publications on the state of Louisiana as well as other new publications of interest—**Ed.**

- Bonnett, Wayne. *Mt. Shasta Camera: The Photographs of Charles Richard Miller*. Sausalito, Calif.: Windgate Press, 2005. 138 p. ISBN: 0-915269-16-3 \$45. Trade cloth. Available from Windgate Press, Local phone: (415) 332-0912.
- Campanella, Richard and Marina Campanella. *New Orleans then and now*. Gretna, La.: Pelican Publishing Co., 1999. 400 p. ISBN 1-56554-347-5 \$39.95. Available from: <<http://www.pelicanpub.com>>.
- Delehanty, Randolph, *Richard Sexton, photographer. New Orleans elegance and decadence*. San Francisco: Chronicle Books. 224 p. ISBN 0-8118-4131-6 Trade cloth. \$40. Available from: <<http://www.chroniclebooks.com/site/catalog/>>.
- Fraiser, Jim, West Freeman, photographer. *The French quarter of New Orleans*. Jackson: University Press of Mississippi, 2003. 248 p. ISBN 1-57806-524-0 Trade cloth, first print run 5000, \$45. Available from: <<http://www.upress.state.ms.us/catalog/>>.
- Friends of the Cabildo Staff. *New Orleans Architecture: The university section, Vol. 8* Pelican Publishing Co., 2000. 232 p. ISBN 1-56554-707-1 Trade paper. \$25. Available from: <<http://www.pelicanpub.com>>.
- Gould, Philip, photographer. *Natchitoches and Louisiana's timeless Cane river*. Baton Rouge: Louisiana State University Press, 2004. 134 p. ISBN 0-8071-2832-5 \$39.95. Trade cloth. Available from: <<http://www.lsu.edu/lisupress/>>.

- Gleason, David King. *Baton Rouge*. Baton Rouge: Louisiana State University Press, 1991. 166 p. ISBN 0-8071-1715-3 \$39.95 Available from: <<http://www.lsu.edu/lisupress/>>.
- Greenough, Sarah. *Irving Penn: platinum prints*. Washington: National Gallery of Art, 2005. ISBN 0-300-10906-7. \$50. Available from: <<http://www.nga.gov/shop>>.
- Rice, Mark. *Through the lens of the city: NEA photography surveys of the 1970s*. Jackson: University Press of Mississippi, 2005. 224 p. ISBN: 1-57806-707-3 \$45 First print run: 1,000. Available from: <<http://www.upress.state.ms.us/catalog/>>.
- Sully, Susan. *New Orleans style: Past and present*. New York, NY: Rizzoli International Publications, 2004. 208 p. ISBN 0-8478-2662-7. Trade cloth. \$50. Available from: Random House Customer Service: 800-733-3000.
- Toledano, Roulhac. *Robin von Breton Derbes, photographer. New Orleans architecture, Vol. 6: Faubourg Tremé and the Bayou Road*, Vol. 6. Gretna, La.: Pelican Publishing Co. 2000. 240 p. ISBN 1-56554-831-0 Trade paper. \$25. Available from: <<http://www.pelicanpub.com>>.
- Wallis, Brian, and Grant Romer. *Young America: The daguerreotypes of Southworth & Hawes*. New York: International Center for Photography, 400 p. ISBN 386521066X \$120. Available from <<http://www.icp.org/>> or <<http://www.eastmanhouse.org/>>.
- Zack, Michelle. *Altadena: between wilderness and city*. Altadena, Calif.: Altadena Historical Society, 2004, 231 p. ISBN: 0974725706 \$34. Available from: <<http://www.mtlowe.net/altadenahistoricalsociety.htm>>.
- NOTE:** Pelican Publishing listings are representative of an eight volume *New Orleans Architecture Series* published by Pelican Publishing Company, covering building styles found in the city. Also available from the publisher are *Mardi Gras Series*, and other titles on New Orleans and its history.

[**Views** welcomes additions to this column documenting visual-material publications. If you know of such additional publications, please send relevant bibliographic information to the In Print editor.—**Ed.**]

## WHAT'S UP

- through Aug. 21: *All the Mighty World: The Photographs of Roger Fenton, 1852-1860*. Metropolitan Museum of Art, <[www.metmuseum.org](http://www.metmuseum.org)>.
- through Aug. 21: *Fabulous Photographic Ephemera*. Minneapolis Institute of Arts, <[www.artsmia.org](http://www.artsmia.org)>.
- through Aug. 24: *Robert Mapplethorpe and the Classical Tradition: Photographs and Mannerist Prints*. Guggenheim New York, <[www.guggenheim.org](http://www.guggenheim.org)>.
- through Aug. 28: *Vanished Kingdoms: The Wulsin Photographs of Tibet, China & Mongolia 1921-1925*. Portland Art Museum, Portland, Oregon, <[www.web.pam.org](http://www.web.pam.org)>.
- through Aug. 29: *Friedlander*. Museum of Modern Art, New York, <[www.moma.org](http://www.moma.org)>.

through Sept. 4: *Forget Me Not: Photography and Remembrance*, <[www.icp.org](http://www.icp.org)>.

through Sept. 4: *Margaret Bourke White. The Photography of Design, 1927-1936*. Frick Art and Historical Center, Pittsburgh, <[frickart.org/programs/exhibitions/detail/74.html](http://frickart.org/programs/exhibitions/detail/74.html)>.

through Sept. 4: *Master Photographs from the Gilman Collection: A Landmark Acquisition*. Metropolitan Museum of Art, New York City, <[www.metmuseum.org](http://www.metmuseum.org)>.

through Sept. 4: *The Brazilian Empire and Its Photographers*. Musée d'Orsay, Paris, <[www.musee-orsay.fr](http://www.musee-orsay.fr)>.

through Sept. 4: *The Open Book: A History of the Photographic Book from 1878 to the Present*. International Center of Photography, <[www.icp.org](http://www.icp.org)>.

through Sept. 4: *Three Roads Taken: The Photographs of Paul Strand*. Getty Museum, Los Angeles, <[www.getty.edu](http://www.getty.edu)>.

through Sept. 4: *Young America. The Daguerreotypes of Southworth & Hawes*. International Center of Photography, <[www.icp.org](http://www.icp.org)>.

through Sept. 5: *Andre Kertesz*. Los Angeles County Museum of Art, <[www.lacma.org](http://www.lacma.org)>.

through Sept. 18: *Snapshot: From Box Brownies to Camera Phones*. Museum of Photographic Arts, San Diego. <[www.mopa.org](http://www.mopa.org)>.

through Sept. 18: *Diane Arbus: Revelations*. Museum Folkwang, Essen, Germany, [www.museum-folkwang.de](http://www.museum-folkwang.de)

through Oct. 2: *Irving Penn: Platinum Prints*. National Gallery of Art, Washington D.C., <[www.nga.gov](http://www.nga.gov)>.

through Oct. 2: *Sports Photography from the MFA Houston*. MFA, Houston. <[www.mfah.org](http://www.mfah.org)>.

through Dec. 31: *Ansel Adams*. Museum of Fine Arts, Boston, <[www.mfa.org](http://www.mfa.org)>.

through Jan. 8, 2006: *First Seen: Portraits of the World's People*. Santa Barbara Museum of Art, <[www.sbmuseart.org](http://www.sbmuseart.org)>.

Sept. 20-Jan. 22, 2006: *Scene of the Crime: Photo by Weegee*. Getty Museum, Los Angeles, <[www.getty.edu](http://www.getty.edu)>.

Sept. 1 - Nov. 30: *Looking at Atget*. Philadelphia Museum of Art, <[www.philamuseum.org](http://www.philamuseum.org)>.

Oct. 27 - Jan. 1, 2006: *The American West 1871-1874: Photographs from the American Geographical Society Library*. Milwaukee Art Museum, <[www.mam.org](http://www.mam.org)>.

[**Views** welcomes additions to this ongoing column documenting visual-materials exhibitions around the world. If your institution is having such an exhibition, please send the relevant information to the *What's Up* editor. To keep this column timely, please remember that **Views** is in print three months after the deadline posted on the last page—Ed.]

## ASSOCIATION OF MOVING IMAGE ARCHIVISTS UPDATE

### Annual Conference

Conference program and registration materials for the Association of Moving Image Archivists (AMIA) annual

conference in Austin, Texas, November 30-December 3 is available on the Conference Web site at <<http://www.AMIAConference.com>>.

The AMIA annual conference provides an opportunity for colleagues and those interested in the field of moving image archives to meet, share information and work together. For newcomers to this vibrant, dynamic and committed community, networking with other AMIA members and industry professionals is invaluable for professional development. AMIA conference registration includes participation in all regular sessions and screenings and some special events.

The 2005 AMIA Conference is open to all, regardless of membership. For more information on joining AMIA or on past events, go to the AMIA Web site or contact the AMIA Office at (323) 463-1500 or <[amia@amianet.org](mailto:amia@amianet.org)>.

### AMIA joins the Leadership Coalition of DO IT.

Last year the AMIA Board voted to join the Leadership Coalition of the Digital Promise Project. For more information, see below, and please visit the Digital Promise website at <<http://www.digitalpromise.org>>. We have now been accepted into the Coalition and will be sending you updates about DO IT's progress as we receive it. Please join us in supporting and participating in this initiative. You can find the latest update and Call To Action on the AMIA Website at: <<http://www.AMIAnet.org> or [www.amianet.org/projects/do-it.html](http://www.amianet.org/projects/do-it.html)>.

The Digital Promise Project recommends creation of the Digital Opportunity Investment Trust (DO IT), a nonprofit, nongovernmental agency designed to meet the urgent need to transform learning in the 21st century. From the Digital Promise home page: "Our emerging knowledge-based economy makes the people's access to knowledge and learning-across-a-lifetime in the sciences and humanities a national imperative. DO IT will do for education what NIH does for health, NSF does for science, and DARPA does for national defense. It is the 21st century counterpart of the 19th century's Land-Grant Colleges Act and the 20th century's GI Bill."

DO IT's charge will be to unlock the potential of the Internet and other new information technologies for education in the broadest sense; to stimulate public and private sector research into the development and use of new learning techniques, and to encourage public and private sector partnerships and alliances in education, science, the humanities, the arts, civic affairs and government. For example, DO IT will commission research and fund the development of models and prototypes to:

- Digitize America's collected memory stored in our nation's universities, libraries, and museums to make these materials available for use at home, school, and work.
- Develop learning models and simulations that invite the learner to explore a virtual solar system, an authentic three-dimensional model of the human body, a realistic trip to Mars, or an historic recreation of Mark Twain's America.
- Create voice sensitive computer programs to teach language to new immigrants as well as fourth graders.

- Create inviting training materials for workforce development, adult learning, skills improvement, and civic engagement.

- Develop programs that measure the learning progress of individual students so teachers can adjust their teaching to the specific needs and abilities of each learner.

- Utilize new technologies to disseminate the best of our arts and culture locally, regionally, nationally, and even globally.

The proposed Trust will be financed by revenues earned from investing \$18 billion received from the mandated FCC auctions of the radio spectrum. This parallels the historic use of revenues from the sale of public lands, which helped finance public education in every new state and created the great system of land-grant colleges voted by Congress and signed by President Lincoln during the darkest days of the Civil War.

In this digital age, libraries, archives, museums, school systems, community colleges, universities, arts and cultural centers, public broadcasting stations, and other such institutions need to make innovative use of advanced information technologies to continue to serve their essential public purposes. DO IT will help make that happen.

Before joining the coalition, AMIA was asked to provide examples of how our field might benefit from DO IT, being as explicit as possible. We cited the following:

- Develop advanced digital rights management strategies that support widespread, equitable access to digital moving images and active privacy for users, allowing the immersion of moving images into the information landscape, in support of education.

- Develop an integrated and comprehensive search system combining phoneme-based search tools for audio streams with metadata, closed captions, transcripts and shot and segment log books to enable end users to identify and compile digital video segments for use in scholarly publications or as learning objects.

- Negotiate and implement access portals that represent a common ground between the needs of educators, the public and commercial entities. For example, create a digital

news portal for journalism studies incorporating applications and resources to improve literacy skills for using digital video resources in education. An understanding of convergences and forces that are shaping television news requires the ability to compare practice and performance across many news sources and over many time periods, and these resources have heretofore been difficult and expensive to access.

- Develop a standards-based cataloging utility that integrates administrative, technical, rights, and descriptive metadata to allow archives of all sizes to create standard but customizable metadata required for effective management of digital information throughout its lifecycle, to meet goals of preservation, access, and educational use.

Please join us in supporting the Digital Promise. You can find the latest update and Call To Action on the AMIA Website at: <<http://www.AMIAnet.org>> or <<http://www.amianet.org/projects/do-it.html>>.

### MIC (Moving Image Collections) Update

**Jane D. Johnson, MIC Project Manager, Library of Congress, <[jjohnson@loc.gov](mailto:jjohnson@loc.gov)>**

For more information about MIC, visit the MIC site at <<http://mic.loc.gov/>>, or contact MIC Project Manager Jane D. Johnson at <[jjohnson@loc.gov](mailto:jjohnson@loc.gov)>.

### ARTFUL DODGING: THINGS HEARD, ENHANCED, AND PASSED ON

Los Angeles, CA. Liz Ruth, has recently taken the leap of faith, and, with her husband, traveled cross-country to California where they are now living. She will continue assisting with the production of *Views*. We wish her well and hope to see her either in New Orleans or at the Mid-Winter meeting in San Francisco.

Chapel Hill, NC. Wedding bells rang for Stephen Fletcher in July. We wish him and the new Mrs. Fletcher (Amy) much happiness.



THE SOCIETY of  
AMERICAN ARCHIVISTS

*Views: The Newsletter of the Visual Materials Section of the Society of American Archivists* is published three times a year by and for the Visual Materials Section. For membership information, call or write the Society of American Archivists, 527 S. Wells St., 5th Floor, Chicago, IL 60607, (312) 922-0140.

**Editor:** Laurie A. Baty, 4425 Underwood Street, University Park, MD 20782-1118; (202) 314-1788, Mon.-Fri. 7:15-4:30; fax 314-7822; e-mail <[lab0254@aol.com](mailto:lab0254@aol.com)>. **Assistant Editor and Book Editor:** Liz Ruth, e-mail <[lizvrj@yahoo.com](mailto:lizvrj@yahoo.com)>. **Exhibition Editor:** Shawn Waldron, Conde Nast Archive, phone (212) 286-4879; e-mail <[Shawn\\_waldron@condenast.com](mailto:Shawn_waldron@condenast.com)>. **Chair and Webmaster:** Mark E. Martin, Assistant Curator, Special Collections, Hill Memorial Library, Louisiana State University Libraries, Baton Rouge, LA 70803-3300, phone (225) 578-6501; fax 578-9425, e-mail: <[mmarti3@lsu.edu](mailto:mmarti3@lsu.edu)>.

Your comments and suggestions for improvements will always receive a cordial hearing. The next deadline is 1 October 2005. Opinions expressed are those of the authors.