



# PreserVision

Newsletter of the AV Preservation Trust

Premiere Edition • Fall 2003

## In Future Issues:

- CCI Symposium Highlights
- Notes from AMIA Annual Meeting
- Trust's AGM held in October
- New PSA focuses attention on preservation

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## News, Information & More in PreserVision



Sandra Macdonald,  
President of the AV  
Preservation Trust

It's my pleasure to welcome you to the first issue of **PreserVision**, the newsletter of the Audio-Visual Preservation Trust. Beyond offering updates and information on our programs and events, this journal provides important news on the four industries we track. We hope you will come to look to **PreserVision**, also

*Cont'd on page 2*

## AV vault study reveals preservation challenges, positive trends

Research commissioned by the AV Trust examining efforts by Canadian organizations to conserve our audiovisual heritage concludes that while we should be optimistic about the future, many vexing and long-term challenges remain.

In his report, Canadian A-V Vault Inventory, media technology consultant René Villeneuve says many films, TV programs, radio and sound recordings are assured safe passage to the future by archives, libraries and museums dedicated to the task of maintaining their technical integrity. However, many facilities have insufficient resources to ensure upkeep of, and access to, their existing inventories, and to buy collections.

In conducting the survey that forms the basis of his report, Villeneuve targeted his questionnaires at organizations whose vaults contained at least 1000 articles and preserve AV materials for 10 years or more in a controlled environment. But many smaller facilities exist, and many collections need to be rescued: during research, Villeneuve says he heard numerous stories about valuable collections that need to be moved from living room armoires, damp basements and other hazardous conditions.

*Cont'd on page 2*



René Villeneuve,  
President, Villeneuve  
Media Technologies

# Apply now for Feature Film Education & Access Program funding

The AV Preservation Trust is currently accepting proposals for funding under its Feature Film Education and Access Program (FFEAP), with a proposal deadline of Sept. 26, 2003. Details of the application procedure, examples of successful projects from past funding rounds, and the actual application form, are available on the Trust's website, [www.avtrust.ca](http://www.avtrust.ca).

As the title implies, FFEAP supports two major categories of activity related to Canada's Feature Films – Education and Access. Therefore, applications for funding will be considered which will accomplish one or more of the following objectives:

- raise public awareness of the importance of Canada's feature film heritage;
- re-awaken interest in seminal Canadian productions;
- draw public attention to successful feature film preservation activities in which preservation activity is a central focus;
- increase public access to specific Canadian feature films which are no longer in commercial distribution, or which represent important components of Canada's feature film heritage; and,
- provide specialized tools for those studying or teaching about Canada's feature film heritage.

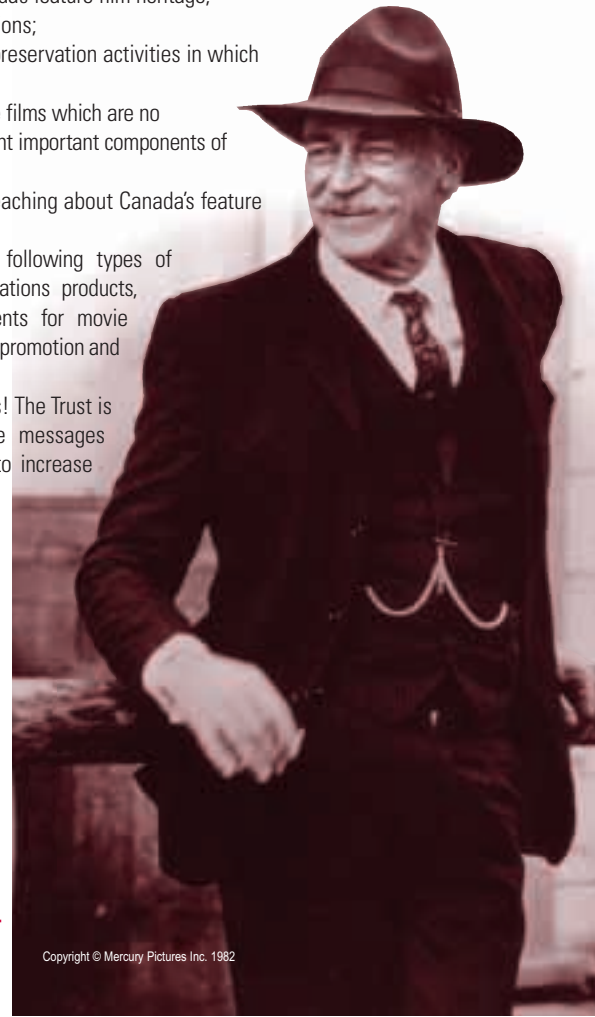
Submissions are invited for, among others, the following types of activities: film screenings, retrospectives, communications products, educational initiatives, Public Service Announcements for movie theatres, panels at film festivals or symposia, and other promotion and marketing projects.

Be innovative! Take advantage of new technologies! The Trust is particularly interested in projects which take the messages outlined above to new audiences, and which help to increase audience size by involving strong partnerships between organizations.

Funds are made available contingent upon eligible applicants' willingness to meet certain conditions. Get the details online – we welcome your interest! If, after consulting our website, you still have questions about the process, feel free to contact the Trust by phone or fax at (613) 564-3232 or by email at [info@avtrust.ca](mailto:info@avtrust.ca).

FFEAP was established in 2000 with funding provided through the Department of Canadian Heritage.

Past projects funded by FFEAP include a study guide produced by Pacific Cinéma-thèque on *The Grey Fox*, Phillip Borsos's 1982 gem, starring Richard Farnsworth.





The songs of Mary Travers-Bolduc, from the 4-CD set "La Bolduc : L'integrale", from Analekta Records, are one of the 2002 Masterworks selections, in the sound recording category. Photographs from the National Library and Mme. Fernande Bolduc.

## Masterworks Celebrates, Preserves Classics

Masterworks - Canada's national celebration of productions from yesteryear. The AV Trust's Masterworks program, launched in 2000, returns to the National Capital in February 2004, after a year-long hiatus. As last year's productions move into collections and memories, the issue of how to preserve these works for future generations becomes the next focus.

Masterworks spotlights efforts to rescue threatened AV productions from the film, TV, radio and sound recording industry archives and is a natural extension of the Trust's goal of preserving, restoring and improving public access to leading Canadian cultural works of audiovisual art. The highlight of each year's program is the awards gala which recognizes 10-12 classics drawn from the production archives of the four industries. Unfortunately, not everything has been saved, but Masterworks provides funding to support preservation of selected titles, and helps build access to works no longer in active distribution.

Visit our website, [www.avtrust.ca](http://www.avtrust.ca), and review the fine fiction, documentary and animated names already gracing the young Masterworks catalogue.

## Trust's Annual Report Online

Our 2001-02 Annual Report is available in html format on our website and includes a valuable discussion of Trust activities, accomplishments, goals, committee work, administration info and so on. The 2002-03 report will be posted later this fall. Go to [www.avtrust.ca](http://www.avtrust.ca), choose your language and then hit the "AV TRUST" button. Follow with the "Activities" hotlink and finally the "reports" hotlink, where the report is listed.



Bruce Parker, Executive Director, AV Preservation Trust

## Meet Bruce Parker, AV Trust Executive Director

Content is King – but throughout more than 20 years in communications and media, Bruce Parker, the new Executive Director of the AV Trust, has seen first-hand what happens if the work that takes so much time and talent to create is not properly preserved.

Parker's personal quest is to help ideas, people, and organizations grow. He joined the Trust, he says, "to help create a greater awareness of its core issues and challenges, and to build the partnerships needed to ensure longevity for Canada's audiovisual heritage."

Originally from Montreal, Bruce's career has taken him from host broadcaster duties at Expo '67 to reshaping the

media, journalism and hospitality schools at Belleville's community college, where he recently spent eight years as academic dean. In between, he worked with CBC in production and promotion, public relations, human resources, information technology and strategic planning.

A graduate of Concordia University, Bruce's academic credentials include a professional CHRP designation in human resources management and specialized programs in business administration and computer systems development.

Feel free to give Bruce a call or send an email: he'd be pleased to hear from you.

"AV vault study..." cont'd from page 1

### Improper storage one issue among many

Improper storage is just one situation considered in this comprehensive review of 64 archiving facilities, representing 50 public and private-sector organizations. Other issues include: the catch-up challenges facing many facilities in "evaluating, documenting and re-formatting (or re-packaging in the case of film elements)" donated audio-visual elements; budget allocations, including monies reserved for restoration and collection acquisitions (only four facilities of 47 answering this question had acquisition funds available); availability of distinct archiving environments for the various recording media; space allocation and requirements; and the expertise and training of younger personnel, especially vis-à-vis older media.

Nevertheless, Villeneuve remains positive. He says some partnerships are evolving to allow sharing of resources and expertise even as other companies add comprehensive vault facilities to their menu of services. To help strengthen partnerships, he recommends that the AV Trust link "the SMI managers around the country to improve 'networking' and information exchange... (to) help in sharing some of the knowledge and training opportunities available in some of the more 'expert' facilities, particularly with technical issues." And there's more good news: many vaults have been, or are scheduled to be, modernized, enlarged and made more environmentally suitable.

### Study data represent "invaluable reference"

The Trust wishes to thank René for his scrupulous and enthusiastic efforts in preparing this report, and the database incorporating the data from the survey questionnaires. "This is invaluable reference information," says Trust Executive Director Bruce Parker. "René's work with these organizations has already generated significant new interest in the status of preservation initiatives across Canada, and in the work of the Trust, as well."

Check out the full text of the report at [www.avtrust.ca](http://www.avtrust.ca).



Films and video cassettes in the vault at the National Film Board of Canada, Montreal.

"News, Information..." cont'd from page 1

available online at [www.preservation.ca](http://www.preservation.ca), to catch up on cultural heritage developments in the areas of film, television, radio and sound recording.

We are now planning the fourth Masterworks gala, to be held in Ottawa next February. On Heritage Day, as Masterworks honours works chosen by our national committees, it is significant to note the dedication and enthusiasm for conserving important works-at-risk that is reflected in the selection process. We expect the Trust's zest for saving and renewing AV gems reflects keen public interest in these choices. That is why, through **PreserVision** and a number of other programs getting under way, the Trust is amplifying its efforts to call attention to the need to identify endangered Canadian AV classics and to work with partners to preserve and protect them.

One of the Trust's main objectives is to restore these creations with a view to enabling broader public education and access and, where copyright allows, re-issue them on modern media such as CDs, DVDs and the Internet. We're delighted to offer in these pages details of the Trust's progress in meeting these objectives.

Sandra Macdonald  
President, AV Preservation Trust

# AV Trust Joins CCI Symposium

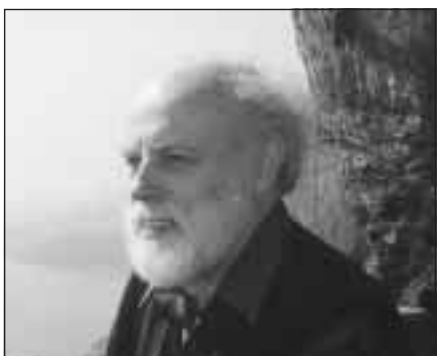
Members of the public and electronic media conservators can meet representatives of the AV Trust and learn about the organization's work in helping to promote preservation at our information kiosk during the opening days of Symposium 2003. The public is invited to come to the Library and Archives of Canada in Ottawa, 395 Wellington St., on Sunday, Sept. 14 to speak with some of Canada's top technical experts as part of a free, interactive forum focussing on how to preserve home movies, CDs, videos and other media.

AV Trust will be on hand Sept. 14 and 15, the opening days of the week-long international symposium. Learn more about our Masterworks gala, receive updates on application deadlines for our various funding initiatives, take a cyber-tour of our web site and hear all the latest news on other activities operated by the Trust and its partners.

The purpose of the main symposium is to build awareness of issues associated with record preservation and to develop practical solutions for small and medium-sized archives, libraries and museums. The conference is featured on the Canadian Conservation Institute website, at [www.cci-icc.gc.ca](http://www.cci-icc.gc.ca), or you can link to it from the Trust site, [www.avtrust.ca](http://www.avtrust.ca).



Look for the AV Trust information kiosk at September's Symposium. Booth exhibit designed by Cummings Mitchell.



Ray Edmondson, Secretary, Australia's Archive Forum.

## New Australian Advocacy Group Supports National Archive

Canada's AV Preservation Trust has a new kindred spirit in Australia. Archive Forum, an independent advocacy group composed of "prominent supporters" of ScreenSound Australia, the national film and sound archive, came into being this spring and is chaired by Melbourne author and former academic Merle Thornton. Ms. Thornton worked on the government committee which developed, in 1985, the vision document for ScreenSound Australia, *Time in Our Hands*.

One of Archive Forum's primary goals, says Ms. Thornton, is to assure ScreenSound a secure legal status, particularly as 2004 marks the archive's 20th anniversary, and given that the Australian parliament has just linked the national collection to the Australian Film Commission.

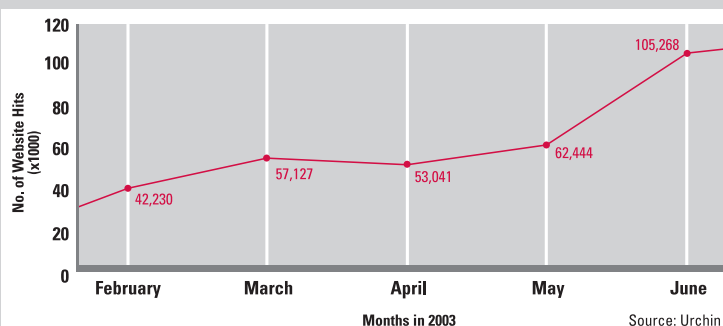
According to a news release issued by Archive Forum, it intends to support "the work of the Archive and promote and contribute to public debate and discussion on strategic issues concerning the Archive, including legislation, governance, corporate identity, scholarship, research and cultural presence."

While the AV Trust's mandate stretches beyond support for the work of our own National Archives (now part of the newly-created Library and Archives of Canada), the Trust shares many common interests with the Forum, and reaches out to Australia and around the globe through its international committee, chaired by long-time Trust member (and current AMIA president), Sam Kula. Sam is acquainted with Archive Forum Secretary Ray Edmondson, who is also the Forum's main contact person. Ray can be reached at [info@archival.com.au](mailto:info@archival.com.au). The Forum is on the web at [afiresearch.rmit.edu.au/archiveforum](http://afiresearch.rmit.edu.au/archiveforum).

## We've Been Hit!

The AV Trust's website has seen major growth since its relaunch in June 2002 as [www.avtrust.ca](http://www.avtrust.ca). Now, the number of page views – by visitors from around the world – is averaging over 8,600 each month. The site hosts more than 1600 longer or "session visits" each month as well. Thanks to our ISP, Magma.ca, and Andrew Buzzell of Progressive Internetworks for helping make it happen. Add us to your web "favourites" list: our site – as you'll see from the "hits" recorded on the graph – is your fastest source of news on our preservation work, calls for proposals, funding opportunities and more!

The Trust's online presence, via its relaunched website, [avtrust.ca](http://www.avtrust.ca), continues to attract more visitors each month.



## We've Moved/Contact Us:

The AV Preservation Trust has moved to mid-town Ottawa. Our offices are now located on the mezzanine of Fifth Avenue Court, Unit #24, 99 Fifth Avenue at Bank Street.

Address correspondence to:

Mailing address: P.O. Box 4861, Station E,  
Ottawa, ON K1S 5J1

Phone/Fax: (613) 564-3232

On the Web: [www.avtrust.ca](http://www.avtrust.ca)

Executive Director: Bruce Parker - [bparker@avtrust.ca](mailto:bparker@avtrust.ca)

Office Manager: Kelly Friesen - [kellyfriesen@avtrust.ca](mailto:kellyfriesen@avtrust.ca)

## Join the AV Trust!

Becoming a member of the Trust and supporting its heritage goals is easy. Check out our online sign-up in the "governance" area on our website, [www.avtrust.ca](http://www.avtrust.ca).

If you'd rather use regular mail, choose one of our member categories:

- Friends - \$35.00 (individuals)
- Non-profit and Small Business - \$250.00 (fewer than 5 employees)
- Corporate - \$750.00
- Sustaining Partner (multi-year supporter)

All members receive **PreserVision**, our newsletter, invitations to Trust-sponsored events, and the chance to participate in a variety of professional development activities.

Anyone making a contribution in excess of the membership rate may request a charitable receipt for the additional amount.

Please make cheque payable to: **The AV Preservation Trust.ca**  
Our mailing address and other contact info are listed above.

## TechVision

**PreserVision** welcomes submission of articles featuring technical advice or news of advances in the fields of preservation/conservation in the film, TV, music or sound recording media. We reserve the right to determine which articles will be published and to edit for length prior to publication.

For more information, please contact the AV Trust at (613) 564-3232 or via email at [info@avtrust.ca](mailto:info@avtrust.ca).

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**AV Preservation Trust**

P.O. Box 4861, Station E,  
Ottawa, ON K1S 5J1

Send submissions, inquiries or  
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**AV Preservation Trust**

P.O. Box 4861, Station E,  
Ottawa, ON K1S 5J1

Or email: [info@avtrust.ca](mailto:info@avtrust.ca)

Any and all submissions may be edited for length or content. Publication is at the express discretion of the publisher.

For more information about the AV Trust, or to learn how to join the Trust and receive this newsletter:

(613) 564-3232 (ph/fax)

[info@avtrust.ca](mailto:info@avtrust.ca) (email)

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