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Independent Media Arts Preservation (IMAP) presents an Introduction to Media Preservation Workshop

At ICP – the International Center for Photography
1114 Avenue of Americas, Manhattan

Friday, January 23, 2009
10:00 - 1:00 PM

When videotape was introduced in 1956, the magnetic recording of a TV signal was a technological marvel. More than five decades (and 60 analog and digital formats) later, videotapes have recorded historic events, served as a means of artistic expression, and become priceless personal documents.

Unfortunately, videotape has proven to be an unstable medium, and its recorded images will eventually require careful attention and well-planned action in order to survive. This half-day workshop will serve as an introduction to the issues and strategies necessary to tackle the challenges of videotape preservation. Designed to meet the needs of those with or without technical experience in video production, this workshop is geared to media makers and arts professionals, archivists, conservators, artists and other caretakers of media collections.

The workshop will cover the following topics:

- * A brief overview of videotape's development and evolution
- * The basics of magnetic recording technology
- * Discussion of the many videotape formats that have been used over the years - both obsolete and current - and their strengths and weaknesses
- * The various factors causing videotape deterioration, and how they can be mitigated
- * How to assess the overall risks to a collection
- * Handling and inspection of individual videotapes
- * Prioritizing preservation work and developing a preservation plan
- * Best practices for storage
- * In-house reformatting vs. outsourcing
- * Pros and cons of DVDs
- * How to work with vendors doing your video transfer work
- * Digitization: how to determine file formats, codecs, compression, etc.

Introduction to Media Preservation Workshops

Instructor: Jeff Martin

A graduate of New York University's MA program in Moving Image Preservation, Jeff Martin has been working with archival moving images for more than a decade, as a television producer, researcher, and archivist. He has taught workshops in media preservation in Chicago under the

auspices of Midwest Media Archives Alliance and developed the content for IMAP's new online preservation resource guide (<http://www.eai.org/resourceguide/preservation>). He is presently a Fellow at the Smithsonian Institution's Hirshhorn Museum and Sculpture Garden, assessing their media collections.

Workshop location:

ICP – the International Center for Photography in Manhattan
1114 Avenue of Americas
southeast corner at 43rd Street
Directions: www.icp.org

Workshop fee:

\$50
\$40 IMAP and ICP members
\$25 Students with valid ID
(cash or check only)

RSVP: Reservations required; space is limited.

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