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Title:

From Vault to Computer Screen: Sharing Moving Image Treasures from the Legacy Tobacco Documents Library with the Whole World

Abstract:

All archival repositories have moving image collections--some are extensive and include thousands of items, others contain just several dozen videotapes. How can archives make these treasures accessible for users on their personal computers? Do video sharing sites satisfy outreach, reference, cataloguing/description, and access demands?

Currently more than 1400 videos from the Legacy Tobacco Documents Library (LTDL) multimedia collection have been uploaded to the Internet Archive and are available for viewing and downloading at: <http://www.archive.org/details/tobaccoarchives> (and we add new titles regularly, so this collection is growing). In February 2009 we also launched LTDL channel on YouTube: <http://www.youtube.com/user/ltdlmultimedia>

I will share our experience using the Internet Archive to disseminate our videos and YouTube to showcase and promote our collections. I will also discuss differences and similarities (audience, social annotation management, copyright, metadata, etc.) between these two venues.

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About LTDL Multimedia Collection:

LTDL Multimedia Collection contains more than 7,500 tobacco industry video and audio tapes including recordings of focus groups, internal corporate meetings, depositions of tobacco industry employees, government hearings, corporate communications, and commercials.

Funded by grants from the California Tobacco Related Disease Research Program (TRDRP) and the National Cancer Institute (NCI), UCSF Library staff collects multimedia materials produced by the Tobacco Institute, Philip Morris, RJ Reynolds, the British American Tobacco Company, US Smokeless Tobacco Company and other cigarette manufacturers.

More information at: <http://legacy.library.ucsf.edu/about/multimedia.jsp>