

Feb. 1, 1989

CONSORTIUM NEWS

RESOURCE SERVICE OF THE VIRGINIA FOUNDATION FOR THE HUMANITIES

Educational Videos Offered

Licensing Service Now Under Way

How It All Got Started

The idea of developing a licensing service for the state emerged in May, 1987, at the first Conference on Video Resources in Virginia, which was jointly organized by the Virginia Foundation's Resource Service and the University of Virginia's Clemons Library and was additionally sponsored by the State Council for Higher Education, the Center for the Liberal Arts, and the U.Va. Division of Continuing Education. Some 65 representatives of Virginia's public, college, and high school libraries attended this event, where they heard SCHEV director Gordon Davies, speaking via satellite, stress the importance of finding new ways of promoting institutional cooperation, stretching materials budgets.

Davies acknowledged some simple facts that make the concept of the licensing Consortium relevant and compelling. Because materials budgets in libraries generally have shown little growth in recent years, and since cultural videos are relatively expensive, many library collections are video-deficient and most would benefit greatly from plans enabling them to make accessible to the public the best available educational programs. The force of this argument is heightened by the fact that industry projections for the mid-1990s show that up to ninety percent of American households will by then own VHS players, making video a tremendously effective vehicle for transmitting educational information.

Such reflections prompted one of the participants to suggest the development of a licensing program, an idea which met with unanimous approval and led to our convening a project study group. The twelve persons involved first met in Charlottesville in September, 1987. There, at the Virginia Center for the Humanities, representatives of a licensing center from the University of North Carolina, Greensboro, discussed their program's history and described its procedures.

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With the goal of substantially reducing the cost of video resources to educational and cultural institutions in Virginia, the Resource Service of the Virginia Foundation for the Humanities is experimentally supporting development of the Virginia Video Licensing Consortium. The Consortium will function by purchasing the rights to duplicate and distribute at low cost outstanding video programs in the arts and sciences for use in the classroom and through libraries. The kind of materials offered, which are unavailable at commercial rental stores, will help Virginia libraries, colleges, and schools to develop or strengthen video collections appropriate to their constituencies.

The Virginia Video Licensing Consortium is initially offering the seven series that are highlighted on page three of this bulletin. Distributed by Films Incorporated, these include *Civilization*, *The Divided Union*, *The Making of a Continent*, *The Modern World: Ten Great Writers*, *Moyers: In Search of the Constitution*, *Triumph of the West*, and the *20th-Century History* series. The series are available at prices discounted from 30 to 70 percent.

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Though extremely enthusiastic about what they had learned and willing to continue to lend advisory assistance, those attending were not in a position to make institutional commitments to the project. Duplicating equipment that might be used to produce program copies on a multiple basis could not be spared without disrupting normal and essential activities. And in almost every case demands on library staff would preclude their devoting adequate time to organizing and administering a licensing program.

At the Resource Service, on the other hand, our goal is to meet educational needs by working on a statewide basis. And though not in a position immediately to undertake development of a licensing program, we determined to proceed by carefully investigating

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Series were selected on the basis of a recently conducted statewide survey and with the advice of a special committee, including representatives of college and public libraries from throughout the state (see page 2). The committee will continue to consult on the policies of the developing Licensing Consortium, which was organized by director Andrew Wyndham of the VFH with advisory director Paul Porterfield of the University of Richmond.

Series distributed by the Licensing Consortium will be duplicated using the highest quality professional equipment and top-of-the-line videotape. The operation has been designed to become self-supporting and will eventually offer a wide range of serial and single-item videos. Complete information on pricing and ordering is provided on pages 3 and 4.

the potential market and technical requirements for such a service.

Joining director *Andrew Wyndham* in planning work on the project has been advisory director *Paul Porterfield*, former head of AV Services at the Fairfax County Public Library and now Director of Learning Resources at the University of Richmond, where he also serves as treasurer of the Richmond Area Video Cooperative. He has established contacts with national distributors, consulting with them on the licensing project, informally negotiating duplication agreements. Paul and Andrew additionally designed a comprehensive survey of materials needs. Distributed to over 400 libraries, this survey confirmed wide interest in the project and helped to define a marketing approach.

To get a hands-on sense of what the project might involve, Andrew and Paul visited the successful licensing center in Greensboro, where they thoroughly explored the workings of that program. More recently they have assembled an outstanding advisory board, which has helped to refine the Virginia project. The advisors, who will continue to consult on the selection and promotion of the Consortium's offerings, as well as on general policy issues, include:

Jeff Clark
Director, Media Resources Center
James Madison University,
Harrisonburg

Patricia DeMars
Audio-Visual Librarian
Randolph Macon Woman's
College, Lynchburg

Joanne Eustis
Performing Arts Librarian
Virginia Polytechnic Institute and
State University, Blacksburg

Khan Hassan
Coordinator
Division of Learning Resources

Piedmont Virginia Community
College, Charlottesville

Annette John
Acquisitions Librarian
Washington and Lee University,
Lexington

Emily Keyser
Assistant City Librarian
Roanoke City Public Library,
Roanoke

Nancy Miller
Collection Management
Bibliographer
Virginia Beach Public Library,
Virginia Beach

Marilyn Pearson
Audio-Visual Librarian
Virginia Military Institute,
Lexington

Peggy Rudd
Assistant Director, Public Libraries
Branch, Virginia State Library,
Richmond

James R. Self
Director, Clemons Library
University of Virginia,
Charlottesville

Bob Shook
Director of Audio-Visual Services
Marymount University, Arlington

At a September meeting with the advisory committee, staff determined that, in developing its initial experimental offerings, the Licensing Consortium would work with a single, major national distributor, Films Incorporated/PMI. Preliminary discussions with Films Inc., showed that, depending on such factors as the number of institutions "buying into" any offering and the age of a given series, programs could be sold through the licensing consortium at discounts of thirty to seventy percent. Staff has arranged for the University of Virginia's Division of Continuing Education to make the initial copies. Personnel at the Division have indicated, however, that such service will be available

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VIRGINIA VIDEO LICENSING CONSORTIUM

Current Offerings

	Retail Price	Consortium Price
CIVILIZATION <i>(13 hour-long episodes)</i>	\$635	\$400
THE DIVIDED UNION <i>(5 hour-long episodes)</i>	\$499	\$250
THE MAKING OF A CONTINENT <i>(6 hour-long episodes)</i>	\$1,070	\$375
THE MODERN WORLD: TEN GREAT WRITERS <i>(10 hour-long episodes)</i>	\$949	\$450
MOYERS: IN SEARCH OF THE CONSTITUTION <i>(10 hour-long episodes)</i>	\$799	\$375
THE TRIUMPH OF THE WEST <i>(13 hour-long episodes)</i>	\$2,315	\$750
20th-CENTURY HISTORY <i>(14 twenty-minute episodes)</i>	\$1,860	\$500

Series Described In Brief

Civilization

Celebrated art critic Sir Kenneth Clark explores the development of western culture, richly illustrating his personal perspective with examples drawn from architecture, art, music, and philosophy. Beginning with the fall of Rome, Clark covers the "Dark Ages," the 12th-century reawakening of European civilization, the Renaissance, the Reformation, and such topics as the influence of science, the Age of Reason, Christianity, the worship of nature, and modern materialism.

The Divided Union

This survey of the America's Civil War moves beyond military history to explore the social, political, economic, and moral dimensions of a conflict whose reverberations are still felt today. From Fort Sumter to Lincoln's Emancipation Proclamation, from Gettysburg to Appomattox, the series analyzes why events unfolded as they did.

The Making of A Continent

The first three films in this series explore the traumatic geological

events that shaped the North American continent, focusing on the Colorado Plateau, the Great Basin between the Wasatch Mountains and the Sierra Nevada, and California's mineral rich central valley. Episodes four through six deal with the Northwest Territory and the Appalachians, the Great Plains, and the Mississippi basin.

The Modern World: Ten Great Writers

Combining drama with documentary narration and critical analysis, these provocative programs

focus on the principal works of ten great European writers: James Joyce, Joseph Conrad, Fyodor Dostoevsky, Henrik Ibsen, Marcel Proust, Thomas Mann, Virginia Woolf, Luigi Pirandello, T.S. Eliot, and Franz Kafka. Each program explores the writer's artistic philosophy, relating it to biographical detail and cultural backgrounds.

Moyers: In Search of the Constitution

In this series, Bill Moyers explores the vitality and complexity of our nation's most important document, interviewing individuals who interpret and teach about it, and whose lives have been changed by it. His purpose is to show that the Constitution exerts a vital, if conflicted, influence on contemporary society -- that its sometimes hotly debated text provides a diverse people with common philosophical grounds.

The Triumph of the West

Noted historian John Roberts tells a story of epic proportions, embracing such diverse figures as Jesus and Marx; Constantine and Mao; Mohammed, Luther, Louis XIV, and Ghandi. From Graeco-Roman civilization and the rise of Christianity, to the history of contact with Islam and the East, to the conquest and settlement of the

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only during the project's start-up phase. The committee therefore has set equipment acquisition as a top development priority, especially since a dedicated system, operated free-of-charge by the Licensing Consortium, would permit greater discounts on video programs. The first of those programs were selected based on a second institutional survey, which many of you completed and returned before Christmas.

Americas, Roberts traces the emergence of the first global civilization.

20th-Century History

Designed and produced by the BBC for classroom use, this series illuminates events and issues that have been critical in shaping mod-

ern world history. Among the topics covered are the Treaty of Versailles, the Great Depression, the New Deal, the rise of Hitler's Germany, Chamberlain's policies, Britain and World War II, Stalin and modern Russia, Pearl Harbour and Hiroshima, Kennedy and Krushchev, Mao Tse-Tung, and the Arab/Israeli conflict.

Ordering Information

To place an order with the Licensing Consortium, you must submit an institutional purchase requisition, itemizing the titles and prices of the materials that you wish to acquire. Note that the prices we are quoting include the cost of shipping. Please address and send your purchase order to: Licensing Consortium, c/o Humanities Resource Service, Box 3697 University Station, Charlottesville, VA 22903 -- (804) 924-6895.

Orders for this round of Consortium activity must be received no later than *Monday, February 27, 1989*. Provided a sufficient number of orders is received for any one series, the Consortium/Resource Service will commit to delivering that series by April 7, 1989. You will be notified of the status of your order during the first week of March.

Programs will be duplicated on state-of-the-art equipment, using high-grade videotape and will be delivered, labelled in individual plastic cases. Quality control will be our first consideration, and, in the event a consortium member receives a faulty tape, we shall, of course, replace it at no cost to them. In the event that a member accidentally damages purchased material, we will endeavor to replace it at the lowest possible price.

Pricing Policies

Consortium prices are based on the cost of licensing fees for 3/4" master tapes for each series; on materials, technical labor, and shipping costs; and on our best estimate of the number of customers for a given series.

We hope to make the Licensing Consortium a self-supporting, long-term operation, bringing members an exciting range of educational programs in the future. Any excess revenue will be used for acquiring dedicated Licensing Consortium equipment, for maintenance, and for creating a fund that will allow us greater flexibility in our purchases, including the ability to "buy into" special programs prior to obtaining hard-and-fast commitments from around the state.

Consistent with such plans, we are endeavoring to make educational video available in Virginia at the lowest feasible prices. We will welcome your suggestions regarding our procedures and the selection of future offerings. Thank you for your interest and support. Should you have questions, please call Andrew Wyndham --(804) 924-6895 --or Paul Porterfield -- (804) 289-8453.