

# NMM Professional Development Series

Each year, the National Media Market & Conference presents a series of sessions that focus on issues impacting media librarians and the educational media landscape. These sessions are curated with leadership from the NMM board, and input from the NMM community at large.

The professional development session for the 39<sup>th</sup> National Media Market & Conference in Portland, Oregon are currently under development. As topics are selected and speakers secured, this site will be updated.

In the meantime, review NMM's 2016 schedule of professional development sessions to get a feel for the caliber of information and peer-to-peer exchange you can expect to access as a registered attendee:

## ***Sunday, October 23, 2016***

6:00 pm – **Keynote Address: Educational Media and Copyright Law**

**Summary:** The current and future landscape under U.S. copyright law for acquiring, cataloging and making films available to library and educational users. The talk will focus, first, on the current copyright scheme and the “risk management” decisions made by media professionals under existing law, as well as on options to improve access. Other topical issues that will be covered include ways to make orphan works more accessible, and congressional proposals for Section 108 reforms and a “small claims” court to adjudicate small, mostly non-commercial, uses. Mr. Schwartz has over two decades of experience as a copyright attorney and as a film archivist (founding the National Film Preservation Foundation). He is also a producer of an up-coming 8-hour documentary that will air nationwide on PBS in November (“Soundbreaking”).

**Eric Schwartz** is a partner in the entertainment law firm of Mitchell Silberberg & Knupp L.L.P. He served in the U.S. Copyright Office from 1988-1994, as a senior policy attorney and as Acting General Counsel (1994). His current practice is focused on domestic and international copyright law, counseling clients on new technology and traditional rights and ownership issues, as well as providing counsel on transactional and litigation matters. His clients run the gamut from major motion picture producers, record labels, videogame, book and music publishing clients, to individual authors, documentarians, artists and photographers. Mr. Schwartz has a long-standing interest in film and recording preservation issues. He helped to found and is a Board Member of the National Film Preservation Foundation.

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## ***Monday, October 24, 2016***

## **9:00 am – Opening Morning Session -- Copyright, Fair Use and Film**

**Summary:** Fair use has received much attention in the news lately—Google’s successful fair use defense in Oracle’s \$9 billion copyright infringement action of the Android API, as well as the Google’s victory in the Google Books case involving the digitization of 20 million books. What do these developments mean for the film industry and educational uses of films?

**Jonathan Band** helps shape the laws governing intellectual property and the Internet through a combination of legislative and appellate advocacy. He has represented clients with respect to the drafting of the Digital Millennium Copyright Act (DMCA), the PRO-IP Act, the Stop Online Piracy Act (SOPA), and other federal and state statutes relating to intellectual property and the Internet. He complements this legislative advocacy by filing amicus briefs in significant cases related to these provisions; he has filed numerous briefs on behalf of the Library Copyright Alliance.

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## ***Tuesday, October 25, 2016***

### **9:00am – Filmmakers Panel**

**Summary:** Filmmakers Panel featuring Women in Film & Video of Washington, DC (WIFV). WIFV is dedicated to advancing career development and achievement for professionals working in all areas of screen-based media and related disciplines. This session will focus on successful educational distribution of video content and will be led by Rachel Gordon, Outreach and Marketing consultant for 15 years, most recently for the International Monetary Fund (IMF). Having worked for the National Film Board of Canada, and run the educational catalog for the Anti-Defamation League, she started Energized Films to enable documentary content to reach larger audiences. She programs media in higher education, with non-profit advocacy groups, and specialty journalists. She has spoken on panels about distribution at the Association of College and Research Librarians (ACRL) and Consortium of College and University Media Centers (CCUMC). She has directed and produced 6 short films and is a member of Women in Film DC. Website: [www.energizedfilms.com](http://www.energizedfilms.com)

Panelists include:

- Barb Bergman, Media Services Librarian, Minnesota State University, Mankato;
- Cintia Cabib, independent producer, videographer and editor;
- Rachel Gordon, Outreach and Marketing consultant;
- Tom Humphrey, Chief Operating Officer, Kanopy;
- Lance Kramer, award-winning documentary filmmaker and producer; and
- Blandine Mercier-McGovern, Head of Distribution, Cinema Guild.

### **1:00 pm – Gandhi Brigade Presentation**

**Summary:** Libraries are quickly becoming centers for digital media creation. Patrons without access to high speed Internet or high performing computers and media equipment are utilizing these tools to create high quality videos, graphic designs and music.

Gandhi Brigade Youth Media, an after school program based in Montgomery County, MD, is collaborating with Montgomery County Public Libraries (MCPL) to lead media education programs for middle and high school students throughout the system. This session will introduce you to Gandhi Brigade Youth Media's model of engagement, its relationship with MCPL and will feature some of its award winning work.

**Evan Glass** is executive director of Gandhi Brigade Youth Media. Prior to leading the nonprofit organization, he was veteran CNN journalist, covering Congress, national politics and was an on-the-road producer for the 2008 presidential campaign. He has also worked as a strategic communications consultant working with the Department of Veterans Affairs and Memphis City Schools. He is also a civic activist in his community just outside Washington, DC.

#### **6:00 pm – Digital Video Summit 3.0: Look How Far We've Come**

**Summary:** In Spring of 2010, at the Higher Education Digital Video Summit in New York City, key concerns included vendor provision of MARC records, development of flexible pricing models, and copyright and fair use, as institutions migrated video content from hard copy to streaming. Where are we now? Vendors typically provide MARC records, and offer a variety of pricing and licensing models. Many groups have developed best practices for fair use. We have come to expect COUNTER compliant use statistics and transcripts. Where do we go from here? Exhibitors and buyers will discuss current challenges in streaming video, and work together to develop goals for the future.

*This session is sponsored by The National Media Market & Conference.*

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### ***Wednesday, October 26, 2016***

#### **9:00 am – Finding the Sweet Spot in Film Pricing and Purchasing**

**Summary:** Many librarians, independent filmmakers and distributors share the same goal: to provide access to ideas that may not be represented in other forms of media. But the problem is: how do we pay for it?

This session will be both a presentation of the pricing process and a breakout discussion intended to start thinking about new pricing options, especially as libraries move to streaming platforms. Topics to be explored include: what a “public performance right” really means; how distributors and filmmakers develop pricing models; the license and negotiation process at libraries.

**Laura Jenemann** is the Media, Film Studies & Dance Librarian at George Mason University. She has previously published and presented on the topic of public performance rights. Laura is a past Chair of the Video Round Table of the American Library Association and the Notable Videos for Adults Committee. She is a screener for film festivals, has worked previously on a variety of productions for public access television, and writes about dance. Laura is a proud member of the Women in Film and Video of Washington, D.C.

In addition to Ms. Jenemann, guided breakout discussions on pricing questions will be led by:

- Giovanna Chesler, Director, Film and Videos Studies, George Mason University
- Jeff Tamblyn, Director of Educational Sales and Distribution, Kino Lorber, Inc.
- Lorraine Wochna, Subject Librarian for the School of Film, Theatre, Department of English and African American Studies, Ohio University

### **1:00 pm – Section 108 VHS Preservation: A Collaborative Database for Due Diligence on VHS Videotapes in Academic Libraries**

**Summary:** Section 108 of U.S. Copyright law permits preservation of VHS videotapes but requires that a reasonable effort be made to discover the distribution status of each title. If that sounds daunting, don't despair. This presentation will introduce you to a new database designed to help. It is possible to preserve the VHS in your collection while staying on the right side of copyright law.

**Chris Lewis** has been the Media Librarian at American University (AU) in Washington, DC since 1992, following stints as a Media Specialist at Indiana University, video artist/producer, and advertising copywriter. His responsibilities include collection development and management of the visual media collections as well as research support and outreach to students and faculty. He is also coordinator for the AU institutional repository and the library liaison for copyright matters related to scholarship. Chris and the AU Media Services staff were fervid early adopters of streaming video and more recently have been evangelizing the need for libraries to undertake professional-quality preservation of their moldering videotape collections.

**deg farrelly** has worked with academic media collections for 40 years. As the media librarian for Arizona State University his primary responsibilities are selection and management of quality media content to support teaching and research across the university's four campuses and administration of the interface for locally hosting video. He is the author of "Streaming Video" in the book *Rethinking Collection Development and Management*, and co-investigator with Jane Hutchison in 2013 and 2015 national surveys of academic library streaming video. deg presents frequently on matters of academic media at national conferences, including the National Media Market, the Charleston Conference, Electronic Resources & Libraries, CCUMC, and the American Library Association, and highly attended webinars for *Library Journal*. He has played instrumental roles in the development of subscription, PDA, and EBA streaming video acquisition models, and serves as a consultant for several video distributors and publishers.

## **6:00 pm – Exhibitors Panel - Ask the Exhibitors: Real Questions, Real Answers**

**Summary:** How do our partners select films for distribution? How can vendors collaborate with librarians to promote content to end users? How do vendors approach screenings when they know the advertising organization has not secured public performance rights? Conference registrants can submit questions in advance for our panel of expert exhibiting partners.

This session will be led by **Meghann Matwichuk**, Media Librarian at the University of Delaware Library, serving as the Coordinator of the Library's Film and Video Collection. Utilizing over a decade of academic library experience with media content, an MS in Library Science, and a BA in Cinema Studies, she provides multidisciplinary support for class integration of media in various formats, from 16mm film to streaming media to video games. Meghann has held leadership roles in the American Library Association's Video Round Table and has served on Alexander Street Press's Video Advisory Board since 2011. Her professional interests include the intersection of new media and visual literacy as well as the historical value of moving image material.

Exhibitor Panelists Include:

- Blandine Mercier-McGovern, Head of Distribution, Cinema Guild;
- Mat Levy, Senior Director of Sales and Acquisitions, Passion River;
- Erika Howard, Marketing Manager, Women Make Movies;
- Allen Dohra, Sales Representative Ambrose Video Library;
- Jeff Tamblyn, Director of Educational Sales and Distribution, Kino Lorber, Inc.; and
- Alice Bouvrie, independent producer/director, filmmaker, New Day Films