Pamela Vizner Oyarce
Access to Moving Image Collections
Professor Rebecca Guenther
October 18, 2012

Analyzing Reference and Access Tools
The Jewish Museum of New York and Cineteca Nacional de Chile

The scope of this paper is an analysis of the presentation of information and access

to the audiovisual collections of two institutions: The Media Center of the National Jewish

Archive of Broadcasting (The Jewish Museum of New York) and the Cineteca Nacional de

Chile. The specific goal is to evaluate the physical, virtual and intellectual access that these

institutions provide. The first institution was visited on September 30th, 2012 where I

wrote down relevant information about the visiting experience. The Cineteca Nacional, on

the other hand, will be evaluated using the information available in its website and

information collected in a previous visit in July of 2012. I must acknowledge the helpful

assistance of Jaron Gandelman (Curatorial Assistant for Media of the National Jewish

Archive of Broadcasting) and Francisco Venegas (Documentation Attendant of the Cineteca

Nacional de Chile) in my research efforts.

The Jewish Museum New York

The Media Center of the National Jewish Archive of Broadcasting (NJAB) is located

on the third floor of the Jewish Museum's building. The access to the facilities is direct, as it

is located in the middle of the exhibition space. To access the audiovisual materials, the

visitor must pay the museum's entrance fee ($12, lower fees for students and seniors). The

Media Center has 4 computer stations, each of them equipped with basic hardware to allow

for audiovisual playback (headphones, monitors, mouse, etc,) and they also have a small

screening room (10 seats) where they show part of the archive's audiovisual material. This short screening is programmed by the Museum. All the stations are available for use on a first-come-first-serve basis. No use policies are shown, in site or online, but no audiovisual material can be copied because the system is only intended to playback the material using a platform specially designed for this purpose.

The digital platform is very colorful, friendly and inviting. The user can browse the material by defined categories, such as arts, comedy, commercial and documentary, or using a basic search engine. Each listed item is described with general information such as title, running time and a short description of contents. The user can watch any selected material available in the system, however, according to the information on the museum's website, only a small part of the entire collection is available in this platform. There is no reference service and if you need to do a more in depth research you would certainly have to contact the NJAB (the platform provides the contact information). Unfortunately, after contacting Jaron Gandelman, the Curatorial Assistant for Media, I found out that the access to the rest of the collection or the possibility to view original materials is not permitted because of budget limitations.

The Broadcast Archive does not provide any kind of virtual access to their audiovisual collection nor a list or catalogue of the archive's content. Although they provide a search engine, an advanced search on their website and the "Media" collection appears in the selection menu, the audiovisual material, and its related information, is not available. The only information is shown in the search platform of the Media Center, which does not cover the entire collection. However, they do hold a specific catalog for internal purposes.

In general terms, I would say that this access platform has been designed to fulfill the needs of common museum visitors who are interested in learning more about the museum or the Jewish culture. In this sense, the virtual platform complies with the principal mission of the museum, which is to communicate and understand Jewish culture. The audiovisual material displayed acts as a support for the museum exhibitions and it is intended to call the visitor's attention with a colorful screen and very entertaining content-including cartoons for kids. However, there is a huge amount of information missing for scholars or students interested in deep research projects. According to the museum's website the archive holds over 4000 TV programs and, even though the archive can not afford access to the actual content, having access to the intellectual information would certainly be a good antecedent for future researches.

Cineteca Nacional de Chile

The Cineteca Nacional de Chile is a national institution inaugurated in March of 2006 with the purpose of protecting and diffusing the Chilean audiovisual heritage. The main diffusion activities take place in the Centro Cultural Palacio La Moneda, a cultural center where the institution has a daily program in two cinemas. Cineteca Nacional is a FIAF member since its creation in 2006.

The Cineteca's vaults and specialized library are located in another building where the access to the public is limited. Access to scholars, researchers, students and film professionals is available by appointment, after sending in an application form. This building has a special room designated for research called Mediateca. Some of the audiovisual archive's contents are available on DVD and researchers can access the original films if needed after making an appointment and if the viewing does not compromise the

film's physical condition. As mentioned above, the institution has a specialized library that

work as a compliment for the audiovisual research, but the hours of operation of both

departments do not overlap, so the consultation of audiovisual and paper resources can not

be done simultaneously. However, in some cases, given to the restricted access, the

institution provides a personalized assistance for researchers.

The Cineteca has a website where the public can access the programming and other

information about the institution as well as providing links to their catalogs in PDF format-

three for audiovisual materials and one for bibliographic material. The first three

correspond to a list of all the material that can be accessed by the users during their

appointments, each of them ordered by title, author and country although all the files

contain the same items. This catalog is very simple and does not provide much information

about the contents. This guide includes more than 1200 titles available, thus, without a

more advanced system the search can be very long and unsuccessful, especially when the

user does not have a title or author in mind or when he/she is trying to investigate by topic

or format. The guide has another special problem: it is not in a complete alphabetical order

making it very difficult to browse.

The specialized library's materials are also available. The books, essays,

filmographies, etc., are ordered by type (such as biographies, directors, education, etc.).

Each entry has an ID number, title, author, year and a short description of the content. The

user can also find a couple of pieces of data not defined in the document, therefore useless

for the researcher.

I must mention though that by the time I visited the building, the archive's staff was

working on improving the catalogue system for the access copies and for the original

materials in a project called Collective Catalog of Spanish American Film Archives (*Catálogo Colectivo de Filmotecas Iberoamericanas*), which will use the MARC 21 catalog standard and the FIAF Cataloging Rules.

The Cineteca Nacional is a very young institution with a very long road ahead. I certainly believe that the professionals involved in this giant project are working hard to make available the enormous quantity of materials kept in their vaults. However, I believe that some simple things could be done to take maximum advantage of the resources already available and to fulfill the users' expectations. Providing users with a very simple search engine, for example, would make the search experience quicker and fruitful, without expending too many economic resources.

Works Cited:

1. Cineteca Nacional de Chile Website http://www.ccplm.cl/sitio/category/cineteca-nacional/ Last accessed October 10, 2012.

2. Cineteca Nacional de Chile, *Catálogo DVD por Director*, available at http://www.ccplm.cl/sitio/wp-content/uploads/2011/08/LISTADVDpordirector.pdf Last accessed October 10, 2012.

3. Cineteca Nacional de Chile, *Catálogo DVD por Título*, available at http://www.ccplm.cl/sitio/wp-content/uploads/2011/08/LISTA-DVD-por-titulo.pdf Last accessed October 10, 2012.

4. Cineteca Nacional de Chile, *Catálogo DVD por País*, available at http://www.ccplm.cl/sitio/wp-content/uploads/2011/08/LISTA-DVD-por-pais.pdf Last accessed October 10, 2012.

5. Cineteca Nacional de Chile, *Libros Mediatceca*, available at http://www.ccplm.cl/sitio/wp-content/uploads/2011/08/Librosmediateca.pdf Last accessed October 10, 2012.

6. The Jewish Museum Website, Broadcast Archive http://www.thejewishmuseum.org/BroadcastArchive Last accessed October 10, 2012.