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AMIA Annual report

November 19, 2011 | Annual Membership Meeting

THE ASSOCIATION OF MOVING IMAGE ARCHIVISTS.

The 2011 State of the Association

AMIA is pleased to release its Annual Report for 2011; and, the AMIA board and staff are looking forward to presenting this report to the AMIA Annual Membership Meeting on Saturday November 19th at the Annual AMIA Conference in Austin. All AMIA members and conference participants are welcome to attend. The "State of the Association" (below) lists annual highlights with more detail inside this report.

Following last year's successful celebration of the 20th anniversary of the establishment of the Association of Moving Image Archivists (AMIA) the Board of Directors spent the 2010-2011 term looking towards the future.

We began a review of AMIA's structure, programs, and projects to help determine how to position the Association for the long-term and to ensure AMIA will not only retain its relevance, but will prosper in its response to and embrace of rapid technological changes to the field. During two in-person meetings as well as monthly telephone conference calls, we examined various aspects of the Association. The ultimate goal was to begin a process of strengthening AMIA so that it will continue to be a significant – if not the most significant – organization concerned with moving image preservation and access for the next twenty years.

To that end, we looked at AMIA's financial status, membership profile, member

involvement, projects and special events, publications, conference structure and timing, and role in the international community. Much of this work has just started and will be continued by future boards. But, we were able to realize tangible results on several items.

We revised the mission statement in order to better reflect AMIA in 2011 as well as enhance our role as an association that welcomes all with an interest in and commitment to moving image preservation and access regardless of background or professional training.

We established the AMIA Community Fund for financial donations in memory and in



The Association of Moving Image Archivists (AMIA) is a nonprofit international association dedicated to the preservation and use of moving image media. AMIA supports public and professional education and fosters cooperation and communication among the individuals and organizations concerned with the acquisition, preservation, description, exhibition, and use of moving image materials.

honor of the contributions and accomplishments of AMIA members and others in the field. The fund will be used to defray conference costs for members-in-need so that as many members as possible are able to attend the conference.

Tom Regal led a task force that examined the Association's web site and made recommendations regarding the next steps needed to re-vitalize the site while making it user friendly and responsive.

Colleen Simpson has convened a task force to examine issues related to volunteerism. The Board believes that AMIA's members are its greatest strength and, to that end, the task force will propose methods for engaging people in the activities of the Association as well as ways to recognize all that active members contribute.

This year, the Board increased the number of Board/Committee Chair calls in an effort to expand dialogue, exchange ideas, and address concerns. Approximately 20 people participated in the conference call meetings which occurred almost every other month. The chairs were able to share their perspectives with the Board members as well as discuss opportunities for collaboration and cooperation.

Thanks to the efforts of editors Marsha and Devin Orgeron and managing editor Terry Tynes, *The Moving Image* is back on schedule with the publication of two issues. Because the journal is one of the principal projects of the Association, the Board and members of the Publications Committee investigated options for publishing TMI. This due diligence re-affirmed the advantages of our relationship with the University of Minnesota Press. Laura Rooney is currently working with the Press to draft a new contract to cover production of TMI for five years.

AMIA was active on the international scene as well. Following last year's very successful joint conference with IASA, the Association was able to strengthen its ties with the SouthEast Asia Pacific Audio Visual Archives Association (SEAPAVAA) and the Coordinating Council of Audiovisual Archives Associations (CCAAA). Managing Director Laura Rooney and President Wendy Shay represented AMIA at both events which were held concurrently. In addition to speaking on panels, Laura and Wendy participated in discussions regarding the future structure of CCAAA. Laura will be working with representatives of other organizations to develop a new set of operating guidelines for CCAAA. AMIA will be hosting the next meeting during the Spring of 2012.

In August, AMIA partnered with The Reel Thing for special two day event in Los Angeles, curated by Grover Crisp and Michael Friend. Both well-attended and well-received, The Reel Thing is one of the year's highlight events.

Tom Regal coordinated an AMIA-sponsored Digital Asset Symposium in Los Angeles in September. This event, which features wide ranging case studies, has become one of the Association's signature activities.

The members of the 2010/2011 Board of Directors demonstrate the best of AMIA – dedicated and creative people working together for the continued success of the Association.

In September, we lost our colleague and AMIA's Treasurer Alan Stark. His passing was sudden and unexpected and we mourn his loss as a leader, a mentor and an authority in our field. He managed the Association's finances with fine care and attention to detail. He tirelessly promoted AMIA to sponsors, to members and to those outside our membership. He will be deeply missed.

- Wendy Shay
AMIA President



2011 Award Honorees

Silver Light Award
Ralph Sargent

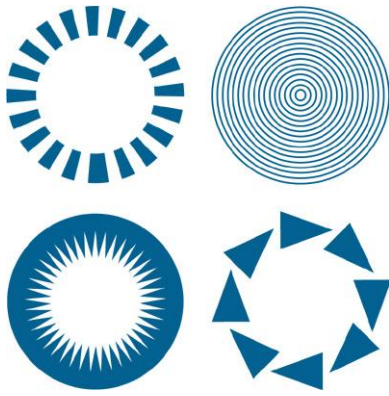
**William S. O'Farrell
Volunteer Award**
Greg Lukow

**AMIA/Rockefeller
Archive Center
Visiting Archivist
Fellowship**
Brenni Ellis

**James A. Lindner
Prize**

*In association with
IASA and SEAPAVAA*
Stefano Cavaglieri,
Ottar Johnsen, Frédéric
Bapst, Thierry Fumey
and Rolf Ingold for the
VisualAudio system

**YADA! Scholarships
for Education in
Fundraising**
Courtney Michael
Pam Wintle



2010/2011 BOARD OF DIRECTORS

Wendy Shay, President
 Alan Stark, Treasurer
 Leo Enticknap, Secretary
 Peter Brothers, Director
 Dennis Doros, Director
 Tom Regal, Director
 Elena Rossi-Snook, Director
 Colleen Simpson, Director
 Jayson Wall, Director

AMIA OFFICE

Laura Rooney
 Managing Director

Kristina Kersels
 Events & Operations Manager

Beverly Graham
 Membership Manager

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Of Note in 2011

UNESCO

In 2011, AMIA became a UNESCO recognized NGO. Our status with UNESCO is reflective of the work done by members in striving to make AMIA a truly international organization. Formal relations with UNESCO are granted to international NGOs that are widely representative and expert in their field of activity.

EVENTS

DAS: Digital Asset Symposium. In September, AMIA offered its third full day digital asset symposium. Chaired by Tom Regal, the symposium offered case studies from a wide range of institutions. Case studies included the Internet Archive, Paramount Pictures, the USC Digital Repository, WNYC and World Wrestling Entertainment.

The Reel Thing XXVII. In August, AMIA partnered with The Reel Thing for a special two day edition. Curated by Grover Crisp and Michael Friend, The Reel Thing addressed the digital trend in contemporary production and preservation. Several presentations focused on the significant features of this emerging archival reality. Screenings included restorations of *Monty Python and the Holy Grail*, as well as *Children of Paradise*, *Loves of Pharaoh*, and *20,000 Leagues Under the Sea*. Plus a silent film with live musical accompaniment.

AMIA Silent Auction. In conjunction with The Reel Thing, AMIA held its first silent auction. Auction items were donated from colleagues in the field who are also artists. Almost 20 items were donated, with proceeds going to the AMIA Awards fund.

Annual Conference in Philadelphia. For the first time, AMIA's annual event was a joint conference. Partnering with the International Association of Sound and Audiovisual Archives offered attendees a forum to discuss where convergence is possible, to communicate standards and to share mutual solutions and opportunities. It was a unique opportunity to bring together a broad range of audiovisual colleagues from around the world.

PROGRAMS AND OUTREACH

Announced in conjunction with World Day 2010 was the YADA! Scholarships for Education in Fundraising. In 2011, the inaugural scholarships

was announced at the Annual Conference.

In March, AMIA sponsored a keynote at Createasphere's Digital Asset Management Conference in Los Angeles. The session explored digital preservation and the significance of preserving content for tomorrow and 100 years from now. AMIA members Andrea Kalas, Michael Friend, Tom Regal, Tyler Leshney and Jeff Stevens all spoke during the Conference.

In June, Wendy Shay and Laura Rooney spoke at the Southeast Asia Pacific Audiovisual Archives Association conference in Kuala Lumpur. There for the annual CCAAA meeting, Wendy and Laura spoke on topics such as a potential Joint Management Symposium, the integration of film archives in a museum environment, and CCAAA activities and goals.

Every year, AMIA strives to reach out to colleagues in the field through other organizations or events. AMIA information and materials were distributed at the the Midwest Archives Conference, the Association for Recorded Sound Collections conference; and at San Francisco's Silent Film Festival.

PUBLICATIONS

Earlier this year, *The Moving Image* published a special AMIA 20th Anniversary issue, that provided an overview of AMIA's first 20 years from long-time members such as Robert Dirig, Wendy Shay, Chris Horak, Bill Murphy, Ray Edmondson, Karen Cariani, Katie Trainor, Robbins Barstow, and Giovanna Fossati.

Last year, AMIA launched *The AMIA Tech Review*, an online publication focused on technical issues past, present and future. Feedback has been overwhelmingly positive.

The Newsletter is published quarterly and offers members current updates and news from the field. Thanks to editor David Lemieux, its transition to an electronic format has been seamless.

The AMIA *Newsbriefs* continue online thanks in large part to our Newsbriefs editors, who work almost daily to keep it current. For those who Twitter, *Newsbriefs* are available via the AMIA Twitter account, too!



2011 Scholarships and Fellowship Recipients

Kodak Fellowship
Benedict Salazar
Olgado

**The Image
Permanence
Institute Internship**
Elinor Rose Groom

**Universal Studios
Scholarship**
Heather Harkins

**Mary Pickford
Scholarship**
Juana Suarez

**Sony Pictures
Scholarship**
Kelly Egan

**The Rick Chace
Foundaton
Scholarship**
Carly Bogen

2011 COMMITTEE REPORTS

Advocacy Committee

The 2011 Advocacy Committee continued to provide direction and support for archivists worldwide and to build advocacy resources for AMIA members by expanding content on its webpage to include:

- Advocacy Committee Minutes
- Advocacy Task Force Document
- AMIA Code of Ethics
- Letter in Support of Hungarian Archives
- List of Current Subcommittees

The Committee continues to advocate participation in two UNESCO programs: Memory of the World and World Day for Audio Visual Heritage. The Committee Chairs also investigated two instances where archives may have been threatened, but in both cases action on AMIA's part was not recommended.

Publications Committee

The activities of the committee in 2011 focused primarily on two things: a new contract for the publication of *The Moving Image* and the AMIA News Letter.

The Moving Image: As Dan Streible reported last year, *The Moving Image* is back on track, thanks to the efforts of the editorial team. The issues appear regularly and on-schedule.

The contract with the University of Minnesota Press for TMI expired a while ago. It was clear that a new contract had to be negotiated and the AMIA Board wanted to use this opportunity to explore alternative options, in terms of costs and better accessibility and promotion.

At the end of 2010, Dan Streible and Julia Noordegraaf were involved in the consultation process, together with editors Marsha Orgeron and Devin Orgeron and managing editor Teri Tynes. The goal was to put a contract in place that would allow us to stay on track with the Journal with the best possible deal. Dan and Julia spoke to other academic presses, including the option to go for an online, open access journal. The editorial team stressed the value of the by now smooth working process with UMP and the importance of maintaining a print version. It is expected that a new contract can be completed by November 2011.

The committee's goal for the coming years will be to monitor what is going on in online, open access publishing, so that if we are to negotiate a new contract again in five years time, we will have a knowledge base on the advantages and disadvantages of the open access model. The AMIA Newsletter could be a platform for providing updates on recent developments in this field.

AMIA Newsletter: The Board indicated that it would like the Publications Committee to be more involved in the newsletter, which is now created almost

single-handedly by David Lemieux. In order to support David in creating even more content for the newsletter, we planned to set up a sub-committee for the newsletter that will occupy itself with recruiting authors and providing regular content on current news and issues. This sub-committee will be in place soon.

Other: At the start of the new year, Dan Streible stepped down as Co-Chair of the Publications Committee, leaving Julia as the Chair.

At the Austin AMIA conference in November 2011 there will be two meetings of the Publications Committee: one open meeting, on the subject of how to publish in AMIA publications, and one meeting of the Publications Committee members to discuss the plans for the coming year.

Access Committee

Access Committee members have had two proposals accepted for the AMIA Conference in Austin, TX: "Out of Print: The Changing Landscape of Print Accessibility at Film Archives" and "Access to Three Family Collections: How'd We Do It?"

Preliminary work on a self-sustaining portal project for researchers, academics, scholars, filmmakers, and artists who are seeking moving image related material.

The Moving Image Related Materials and Documentation Committee

Mary Huelsbeck (Black Film Center/Archive, Indiana University) chaired a session for the 2010 AMIA conference on the preservation of three dimensional objects. Deidre Thieman (NBCUniversal), Chuck Howell (Hornbake Library, University of Maryland) and Steve Wilson (Harry Ransom Center, University of Texas) also presented. Huelsbeck is also chairing a session for the 2011 conference on the authentication of movie posters and other film related objects. Steve Wilson helped move the thesaurus project forward by hosting an open source thesaurus creation software called Tema Tres on the Ransom Center server. Initial terms were supplied by Nancy Goldman (Pacific Film Archive) and Ron Magliozzi (MoMA). Elections for co-chair and will be held in January. Deidre Thieman will step down as co-chair. Steve Wilson will continue for the second year of the two year term.

Membership Services Committee

In celebration of AMIA's 20th Anniversary, the Committee worked with the office to celebrate our long term members. Going back to our first membership records, founding members, and milestone-year members were identified. At the Conference, ribbons were handed out so that members could each other as 5 year, 10 year and founding members.

The Committee has been examining membership

fees and in 2010, membership fee increases were approved by the board. While fee increases were implemented in 2011, the Membership Services Committee will continue its review of services and opportunities AMIA can offer its members.

Independent Media Committee Report

Yvonne Ng (WITNESS) and Lauren Sorensen (Bay Area Video Coalition) were elected as the new co-Chairs, after Stephen Parr stepped down following a long and dedicated participation in the Committee as Chair. Since the 2010 AMIA conference meeting, the Independent Media Committee has been focused on preparing for the Activist Archiving Workshop, what we hope to make a regular component to the workshop sessions at AMIA conferences. This workshop involves AMIA archivists who have an interest in working with organizations that may not have an audiovisual archivist but need assistance with organizing, inventorying, and assessing their media collections as a first step toward archiving and preservation. Committee members Amy Sloper, Jeff Martin, Mona Jimenez, Stephen Parr, Sandra Yates, and Yvonne Ng have been instrumental in organizing this year's workshop. The committee is also co-sponsoring a screening with the LGBT committee on Saturday night of the conference this year, called WORD IS OUT, preserved by Ross Lipman at the UCLA Film & Television Archive. The committee is also sponsoring the session "Recommendation 4.2: Orphan Video Preservation as Regional and Federal Concern." We are also looking into expanding our Activist Archiving Workshop template to other contexts

and collections through outreach to institutions with orphan collections, the rest of AMIA, and independent film- and videomaker communities.

2011 STUDENT CHAPTERS

In 2011, AMIA's second Student Chapter was formed at New York University. From their charter: The AMIA Student Chapter at NYU, based in the Moving Image Archiving and Preservation [MIAP] program at the Tisch School of the Arts, strives to promote a public awareness of the need for action in our field and does so by organizing year-round events, symposiums, screenings, and other engaging programs. We believe the catalysts for progress are education and action; the student chapter will offer on-going educational panels and programs to provide training and guidance to students, professionals, and the public. Caitlin Hammer will serve as the Chapter's first president.

Ariel Schudson was elected as the president of the Student Chapter at University of California, Los Angeles just a few weeks ago.

AMIA Sponsors and Donors

**Academy of Motion Picture
Arts and Sciences**

**Deluxe Entertainment Services Group
Iron Mountain Entertainment Services**

Kodak

Sony Pictures

Universal Pictures

Image Permanence Institute

Rockefeller Archive Center

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Warner Bros. Motion Picture Imaging

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Crawford Media Services

Front Porch Digital

Fuji Motion Picture Film

Image Systems

**The Media Preserve
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Reliance MediaWorks

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Colorlab

Dolby Laboratories

SPECS Bros.

Spectra Logic

Harry Ransom Center

Warner Bros.

Movie City News

National Association of Concessionaires

Association of Moving Image Archivists, December 31, 2010

Statement of Activities

	Year Ending 12/31/2010	Year Ending 12/31/2009
Support and Revenue		
Membership	103,935	86,643
Advertising & Subscriptions	16,637	9,138
OPB-American Archive Project	15,570	-----
Events Registration (Reel Thing, LA)	32,340	32,507
Events Sponsorship (Reel Thing, LA)	11,878	14,224
Conference Registration	149,834	118,995
Conference Workshops & Seminars	26,430	16,505
Conference Sponsorships	55,300	62,507
Conference Trade Show	10,870	10,400
Contributions, Donations & Grants	40,212	78,596
Donation, In-kind Rent	48,000	48,000
Scholarships & Fellowships	39,000	36,250
Investments & Misc. Income	4,917	4,035
IASA 2010 Conference Income	52,073	-----
	-----	-----
Total Support and Revenue	606,996	517,800
General Expense		
Payroll, Payroll Fees, Pension	182,564	182,462
Insurance	26,907	27,507
Telephone, Postage, Freight	6,335	4,094
In-kind Rent Expense	48,000	48,000
Printing, Supplies, Dues/Subscriptions	6,234	3,419
Equipment, Depreciation, Software	11,053	10,850
Programs Expense		
Awards, Scholarship, Fellowships, Grants	38,899	40,408
OPB-American Archive Project	438	12,013
Publications (Journal, Mem Dir., News)	42,064	25,533
The Reel Thing, Los Angeles	18,945	17,893
Sponsor Open House	584	-----
Conference Expense		
Registration Materials, Programs	12,272	5,684
Food & Beverage	53,201	40,492
Audio Visual	33,554	23,105
Speakers	1,760	7,060
Venue Rental	4,000	2,800
Venue Transportation	1,116	13,717
Site Staffing	3,020	3,645
Advertising & Promo	1,277	1,099
Signs, Bags & Badges	9,410	2,774
Trade Show Expense	4,295	963
Operations & Management	28,236	12,676
Conference Planning, Site Inspections	1,308	4,220
Conference Planning, Committee & Board	8,510	2,931
IASA 2010 Conference Expense	40,775	-----
Administrative Expense		
Outside Services	6,180	7,375
Advertising, Promotion, Listservs, Web	2,583	2,074
Bank Fees, Licenses	7,536	13,907
Travel	9,271	11,920
Education & Training	1,890	433
	-----	-----
Total Expense	612,214	529,053
Change in Net Assets	-5,218	-11,253

Statement of Financial Position

	Year Ending 12/31/2010	Year Ending 12/31/2009
Assets		
Cash & Cash Accounts	478,011	380,990
Investment Accounts	284,051	270,605
Accounts Receivable	0	0
Prepaid Expenses	0	0
Software	2,678	2,678
Office Equipment	24,870	27,561
Accumulated Depreciation	-19,382	-22,173
	-----	-----
Total Assets	770,228	659,661
Liabilities		
Accounts Payable	120,902	-----
Retirement Withholding	465	5,584
	-----	-----
Total Liabilities	121,368	5,584
Net Assets		
Unrestricted Funds	526,875	529,592
Restricted Funds	107,202	125,740
Lindner Endowment Fund	20,000	10,000
Change in Assets	-5,218	-11,253
	-----	-----
Total Net Assets	648,860	654,078
Total Liabilities & Net Assets	770,228	659,661

General Expenses in the Statement of Activities are the total of all general expenditures allocated to the categories of Program Services, Management and General Activities, and Fundraising as reported in AMIA's tax returns.