

JISC

Film & Sound
Think Tank

Film and Sound in Higher and Further Education

A progress report with ten strategic recommendations

Full report at <http://filmandsoundthinktank.jisc.ac.uk>

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Our new educational imperative

Media permeates modern life: video, audio, images, tweets, posts, feeds, and apps cascade across our screens, lenses, and speakers. By 2014, according to Cisco, video will exceed 91% of global consumer traffic on the internet. Google's engineers predict that by 2020 or so all of the media ever created in the history of mankind will be able to be stored and played on a device the size of an iPhone.

For those of us involved in culture and education, a growing challenge is how to make the traditional worlds of teaching and learning – and audiovisual production – relevant for students who come to class in many cases already media-literate. The typical education consumer is changing from someone who was satisfied by text and rote learning perhaps ten years ago into someone who now looks to learn from and produce with the gamut of rich media available in his or her daily life.

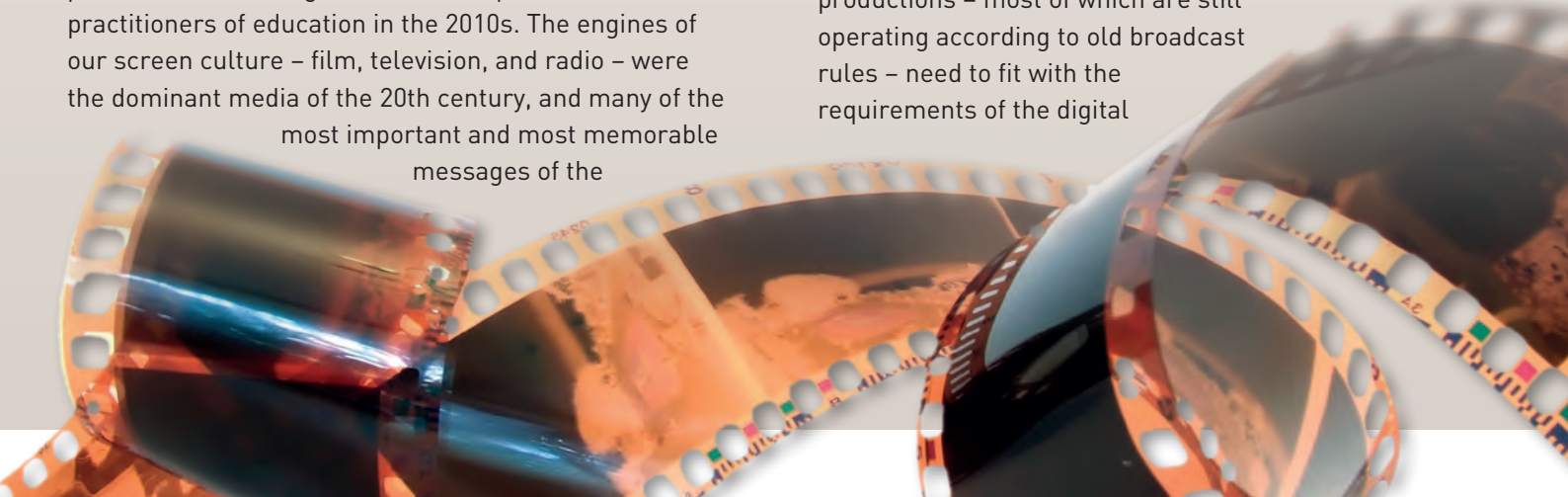
This new media literacy, online behaviour, and the prevalence of new technologies of communication present new challenges for funders, producers, and practitioners of education in the 2010s. The engines of our screen culture – film, television, and radio – were the dominant media of the 20th century, and many of the most important and most memorable messages of the

20th and 21st centuries have been expressed in moving images and sound. Yet education has far to go still to incorporate them systematically in teaching and learning.

The challenge

For starters, our audiovisual heritage needs to be digitised. The BBC Archive has digitised and put online less than 5% of its holdings, for example. ITN Source has processed less than 1% of its news and documentary resources (over a million hours). Likewise the British Film Institute has moved less than 1% of its authoritative films catalogue online. And this is to say nothing of the analogue collections at the Library of Congress, the US National Archives, or the programme libraries and movie catalogues from the leading television networks and film studios around the globe.

At the same time, educators and culture professionals require systematic support in teaching and reaching publics with film and sound resources. Institutions need to become screen- and speaker-equipped. Audiovisual productions – most of which are still operating according to old broadcast rules – need to fit with the requirements of the digital



age. And new services, such as those JISC has played a leadership role in developing and curating, need to be made available for the sector.

The risk

We believe that there is a real danger that classroom and distance learning/further education experiences – as well as scholarly research and publication processes and cultural heritage experiences – will lose relevance for students, educators, and the public if they remain walled off from the wider world of moving images and recorded sound.

The wider landscape

Our progress in the field is taking place against a wider landscape in which the major cultural collections funded and maintained at public expense are at last opening up a form of access. The idea of a Digital Public Space, conceived by the BBC as a place in which public collections of film, video, sound, and other digitised objects can collectively overcome rights and access barriers, is a welcome recognition that this new marketplace has first to be organised and established. The Digital Public Space is building on the work of JISC and the Strategic Content Alliance.

As these conversations take place, some see the advantage of establishing more Open Educational Resources (OER) – in a call for a new kind of learning ‘commons’. Funders and other stakeholders are pushing educational and cultural institutions – universities, public television, publishers, producers – to release more of their courseware, programming, books, and pedagogic materials as ‘teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use or re-purposing by others.’ The work involved in producing this material includes further clearing of all of its component parts so that ‘free use or re-purposing’ is in line with the creators’ and owners’ intent.

Knowledge Is... make

“A wonderful video from JISC talking about the challenges and benefits of reusing and digitising film that exists in huge quantities across the UK if only we had the legal and licensing keys (and funding!) to unlock.”

Ben White, Head of Intellectual Property, the British Library.

Available on YouTube

<http://bit.ly/auKBan>

and from JISC

www.jisc.ac.uk/whatwedo/programmes/filmandsound

The film

Knowledge Is... provides a 10-minute whistle-stop tour of the potential locked up in the major collections of sound and video in the UK, introduced by their key managers.



your own contribution to the media debate

A charismatic group of students from Westminster Kingsway College, London, set out their need for access and their study ambitions.



Facts and figures explain the fast-changing technology and context for audio and visual discovery – including how the different elements are licensed.



The narrative is enriched by the story of women's suffrage and how its audio and visual record is core to our culture.



The assets

Key elements of the film are available for download and re-use by the wider community at www.jisc.ac.uk/whatwedo/programmes/filmandsound. These include:

- Interviews
- Archive footage
- Graphics and information

The opportunity

Knowledge Is... represents just one attempt to tell the story of the potential of our audio and visual archives, and the barriers in the way of access. You will have your own views – and your own stories. In the spirit of open access we would like these materials to be used and re-used. We have deliberately cleared these assets for that purpose.

Ten strategic recommendations

Our report <http://filmandsoundthinktank.jisc.ac.uk> draws on two years of work by some 50 professionals in the higher and further education, media, and museums, libraries and archives sectors. The recommendations that the Film & Sound Think Tank puts forward below are designed to support JISC's role in accelerating the integration of moving image and sound media in further and higher education.

1. Extend Awareness of JISC Resources. Develop marketing strategies for audiovisual collections and other audiovisual material relevant to education and research – including user case studies and tutorials about collections across disciplines and departments. Review the effectiveness and help to coordinate and streamline the roles of educational institutions delivering film and sound resources.

2. Enable Resource Discovery. Make audiovisual content investments searchable by applying robust, detailed, and machine-readable metadata; collecting the tools, practices, and resource discovery methods that may be adaptable for education; and possibly establishing an audiovisual extension of JSTOR and ARTstor for moving images and recorded sound.

3. Clear Rights, Facilitate Use. Complete an inventory of the elemental anatomy of a video and audio clip requiring rights and licensing attention. Compile a body of legal documents that can provide the basis for articulating new, more liberal language for production, curation, and clearance agreements. Convene public-private working groups around collaborations such as the Digital Public Space to determine how to manage the cumbersome audiovisual clearance process for education and long-term public access and re-use.

4. Build a Citation System. Develop robust guidelines for the use of video and audio in academic writing and publishing, on the scale of the guidelines that have been developed over centuries for the citation and annotation of text.

5. Work with Primary Audiovisual Sources. Fund selected production companies and relevant academic networks to develop sustainable business models for the storage, curation, and distribution of uncut footage and film and sound raw materials.

6. Build Digital Literacy. Encourage the development of tools for the use of audiovisual materials in academic environments – from classroom to assignment to publication. Assemble working groups and infrastructure teams that include developers and technologists from the public and private sectors.





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- 7. Open National Collections.** Develop specific subject partnerships with broadcasters and other AV collections to search, annotate and develop usage across multiple topics and in various disciplines. Encourage and support new forms of access to national collections for historians, journalists, artists and others through residencies, placements, blogs and other schemes.
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- 8. Model New Productions.** Fund audiovisual productions within the academy and public media with explicit requirements for the end product to be freely licensable. Activate new productions and academic production partnerships. Documenting them, build a guide to best production practices for higher and further education.
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- 9. Establish an Integrated Media Service for Higher Education.** Develop a feasibility plan for comprehensive offerings delivered through the next generation of combined TV/web platforms such as YouView. Here the education sector has an opportunity to lead and JISC to play – with a cost-effective strategic intervention – a game-changing role comparable to the media innovation that established the Open University in 1971.
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- 10. Call a Summit.** Organise a Video for Education Summit in London or Washington. This could help facilitate a new kind of laboratory to experiment with public-private and more international partnerships to support digitisation and education.

Film & sound resources: where to go, how to find them

JISC Film & Sound Think Tank productions:

Videos can be found at www.jisc.ac.uk/whatwedo/programmes/filmandsound.aspx

Podcasts can be found at www.jisc.ac.uk/whatwedo/programmes/filmandsound/meetings.aspx

Higher Education Broadcasting

Three visions for contemporary educational media. (28 min)

Building Film & Sound Resources for Education

How JISC has built up its audio-visual collections. (8.5 min)

Opening Documentaries for Teaching & Learning: The Brook Lapping Case Study

A major documentary company explores its relationship with educational resources. (11.25 min)

Copyright and Moving Images in Education

OU staff tackle Open Access to resources. (8.14 min)

Unlocking Artists' Rights

Bringing actors and musicians into open access media. (11.04 min)

Using Audio in Higher Education

The growth of podcasting and audio recording. (6.17 min)

Podcast: Think Tank Meeting 3

The JISC Steeple project. Using video in sports science.

Podcast: Think Tank Meeting 4

BBC archives copyright strategy. Using Creative Commons.

Podcast: Think Tank Meeting 5

Primary visual resources. The British Sound Library.

Podcast: Think Tank Meeting 6

Wikipedia video.

Digitised content

- **NewsFilm Online**, a selection of news stories and programme scripts from the ITN/Reuters archives – some 3,000 hours of footage and about 60,000 stories¹
- **BFI InView**, a selection of moving images exploring issues and themes in the public sphere. Users are able to access over 600 hours of full-length film and video material²
- **Archival Sound Recordings**, 21,000 selected recordings of music, spoken word, and human and natural environments from the British Library³
- **Film and Sound Online**, several hundred hours of high-quality film, video and sound material from a variety of different sources⁴
- **LBC/IRN Audio Archive**, the most noteworthy content from the London Broadcasting Company/Independent Radio News audio archive, a collection that runs from 1973 to the mid-1990s – approximately 3,000 hours of recordings relating to news and current affairs⁵



Advice and guidance

- **British Universities Film & Video Council (BUFVC)** – promotes the production, study and use of moving image, sound and related media in higher education and research <http://bufvc.ac.uk>
- **JISC Digital Media** – provides advice, guidance and training to the further and higher education community on the creation, delivery, management and use of still images, moving images and sound resources www.jiscdigitalmedia.ac.uk

¹ www.nfo.ac.uk

² www.bfi.org.uk/inview

³ <http://sounds.bl.uk>

⁴ www.filmandsound.ac.uk

⁵ <http://radio.bufvc.ac.uk/lbc>

About the authors



Paul Gerhardt runs the independent consultancy Archives for Creativity (www.archivesforcreativity.com), working with arts, cultural organisations and public broadcasters to stimulate the educational and creative use of

film, television and sound archives.



Peter B. Kaufman is President and Executive Producer of Intelligent Television (www.intelligenttelevision.com). Intelligent Television produces films, television, and video in close association with universities, museums,

libraries, and archives and with the world's leading producers, directors, and cinematographers.

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recommendations: [Summary](#)

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