

Movie and Entertainment Television (ETV) Collection Plan

Updated October 24, 2007

Collection Description

The Iowa City Public Library's Movie and Entertainment Television (ETV) Collection contains motion pictures and made-for-cable movies that represent a wide variety of film genre, languages, countries of origin, and time periods, as well as made for television fictional programs and series. From its beginnings on 16mm film, the ICPL Movie Collection has evolved with current popular technology. In FY07 we ceased purchasing movies and television programs on videotape and focus exclusively on collecting items on DVD.

The Movie and ETV collection also contains a smaller rental collection known as DVD/EXPRESS. The purpose of the DVD/EXPRESS collection is to provide browsers with access to new popular materials, and hopefully reduce waiting lists for these materials as people find EXPRESS items on the shelf. Like the print EXPRESS collections, DVD/EXPRESS copies have a shorter checkout period than the rest of the movie collection (2 days) and are not used to fill holds. The DVD/EXPRESS collection consists primarily of movies released in the last two years, however new nonfiction and ETV programs with high patron holds are also included. At the beginning of FY08 our lease contract with Baker & Taylor increased to 30 new volumes a month, with an average collection size of between 300-350 items. Each title will have between 2-5 individual copies, and will remain in the EXPRESS collection for approximately one year, depending on popularity.

Scope and Exceptions

With the exclusion of the DVD/EXPRESS collection, the Movie and Entertainment TV Collection stresses breadth. It is representative, rather than all-inclusive, and as such rarely contains the entire work of a specific director, actor, or screenwriter. Independent and foreign films not widely available elsewhere are actively collected. Television series may be purchased representing a "season;" however, in some cases not all seasons will be purchased.

When transferred to videotape or DVD, motion pictures are often edited for language, content, and to fit the limited dimensions of a television screen. Films are purchased in their original language and as close to their original version as possible: wide screen is preferred to full screen versions, and subtitles are preferred over dubbed versions when available. Director's cuts are purchased when significantly different from the general release version of a film. Closed Captioning is preferred if available.

Recently the DVD industry has begun to mass-produce popular television series on DVD for the home movie market. However, series that are generally available for viewing on standard cable channels such as "TV-Land" will not be purchased. Well-reviewed series that are no longer regularly broadcast or those available only on premium cable channels or in other countries may be purchased selectively.

Audience

The Movie and ETV Collection is selected to meet the entertainment needs of Iowa City teens and adults. Although there is some use by students, this collection is not intended to support any specific curriculum. The Iowa City Public Library does not rate materials in this collection, and use of these

materials is not limited to any segment of our population. The voluntary MPAA ratings assigned to a film are listed in the catalog, if available.

Size and Duplication

At the end of FY07, the Movie and ETV Collection contained 2,030 VHS and 4,180 DVD/Movies, 465 VHS and 1019 DVD/TV programs and 307 DVD EXPRESS items. The number of VHS movie and television titles dropped by approximately 37% each, while DVD movies increased by over 17% and television programs by over 36% in FY07. VHS collections will be phased out in the near future.

The Movie and Entertainment Television collection stresses breadth, preferring to have a wide variety of titles rather than many multiple copies of newer film titles. This has sometimes resulted in long hold lists for highly popular titles. The DVD EXPRESS collection was established, in part, to help alleviate long hold lists for popular new releases by providing multiple copies of titles available for much shorter loan periods while the film is still “new”. However popular new releases, as well as titles with enduring high interest, will have multiple copies available in the regular movie collection as well.

Maintenance

The Iowa City Public Library operates an ongoing disc inspection and cleaning program. All discs are mechanically cleaned and inspected approximately once a year. Items are removed from the collection when they are damaged, show excessive wear, or when circulation shows that the item is no longer of interest. The entire collection is evaluated annually to track low use, high use, and missing items, which are removed or replaced accordingly. Low use is defined as fewer than 5 circulations per year (checked out less than 10 percent of the year, assuming a full seven-day circulation period). High use is defined as greater than 47 circulations per year (checked out more than 90 percent of the year, assuming a full seven-day circulation period). DVD EXPRESS items are returned to the leasing company after approximately one year on the EXPRESS shelves.

Selection Plan

Items are selected for the Movie and ETV Collection based on a number of criteria, including, but not limited to, reviews, awards and award nominations, artistic merit, local interest, patron suggestion, and historical importance. High quality films less widely available elsewhere, in their original language, and as close to their original version as possible, are actively collected. Purchase suggestions are evaluated in the same manner as purchased materials. Due to the high level of requests, not all suggested titles can be purchased.

DVDs are chosen for the Movie and ETV Collection that take full advantage of available digital technology. DVDs containing multiple extra features are always preferred to those containing only a digital transfer of a film, if both are available.

As of FY08, ICPL does not yet collect high definition DVDs. The current format wars between Blu-ray and HD-DVD make choosing films in either format risky. The Christmas 2007 sales season may boost one format to a dominant position in the marketplace. Once a definitive standard is established the accompanying high definition disc players (with backwards compatibility to play regular DVDs)

will become readily available in the marketplace, and ICPL's movie collection will expand to include the new format.

Gifts for the Movie and ETV collection are evaluated in the same manner as purchased material. Gifts not added to this collection are passed on to ICPL Outreach Sites or to the ICPL Friends Foundation.