

IOWA CITY PUBLIC LIBRARY COLLECTION DEVELOPMENT PLAN

Collection: Adult Nonfiction Video

1. Collection Description

The adult nonfiction video collection is one of the most comprehensive in a public library in the state of Iowa. As of 2002 it contains approximately 7500 volumes spread across the Dewey Decimal ranges in the following proportion:

000s	1%	600s	21%
100s	1%	700s	30%
200s	3%	800s	5%
300s	8%	900s	23%
400s	1%	Biog	2%
500s	5%		

The collection can be divided into three components: how to do it (home repairs, constructions, cooking, gardening, exercise, crafts, sports, etc); information (travel, history, health, business, religion, science, parenting, education, etc.); and performance (music, short stories, drama, comedy, television). The full spectrum of adult nonfiction is represented with emphasis placed on topics that lend themselves to the video format. The level of collection development is general interest, supporting popular needs and including a full range of basic titles.

Generally, this collection is intended to provide access to nonfiction videos that are unavailable through rental stores. Often, the only source locally for a given title is the public library. For this reason a balance is sought between very popular titles and classic, critically praised productions that receive consistent, but moderate, use.

2. Exceptions

Performance music videos are not purchased unless they are a documentary. Videotapes are not purchased with the intent to support the curriculum requirements of any formal educational institution.

Television series released in collections of episodes have become very popular and account for many purchase requests. Series that are generally available for viewing as standard cable or broadcast programming will in most cases not be purchased. Well reviewed series that are no longer regularly broadcast or those available only as a cable premium service may be purchased selectively to provide a representation of the series in the collection.

To foster legal group showings of at least some videos, we routinely purchase public performance rights for videos when those rights are no more than \$20 or 15 %above the home video cost. The selector many decide to buy rights which cost more than that. A title with performance rights, whether purchased at extra cost or included in the original price, is identified by a note and subject heading in the catalog record and a label on the piece itself.

3. Audience

The intended audience is adults and young adults seeking information and entertainment in the video format. Coincidentally, the collection serves as a resource for students and teachers.

4. Size and duplication

Duplication of titles in this collection is very limited. Titles in very high demand (checked out more than 15 times per year) which can be purchased at the average title cost or below may be duplicated at the selector's discretion. With the addition of nonfiction in DVD format in 2002, duplication will diminish even further. Titles in high demand will in most cases be duplicated in DVD rather than additional copies in VHS.

5. Maintenance

All adult nonfiction videos are inspected for condition at least annually and withdrawn if they do not meet established criteria. Items that have not circulated for six months are considered for withdrawal, with the exception of Library and selected locally produced tapes which may be kept in the collection for local historical interest or moved to the library's video archives. Productions that have significantly dated material in areas where currency is important (e.g. medicine, law) will be withdrawn and replaced if possible with up to date material. High circulation (checked out more than 200 times) videos are systematically reviewed and if found to have continuing value to the collection, new copies are purchased where possible. Videos identified for mending or replacement will be considered for replacement in DVD.

6. Selection Plan/Cost

Traditional review sources including Video Librarian and Video Rating Guide and reviews in standard library journals are relied upon to identify quality standard titles. Subject specialists will route relevant items from their review of subject journals such as video reviews or lists of the "top ten home improvement videos". Some areas of very high interest or hard to fill demand may be purchased without reviews. Series produced for public television may also be purchased before reviews are available.

Series are purchased if there is demand for all components, but individual titles in a series may be purchased to be illustrative and achieve topic coverage without the expense or shelving requirements of an entire set.

Cost is a factor in purchasing. Videos aimed at the consumer market are generally priced at less than \$30. Some documentaries and titles aimed at business or education with less mass market appeal, but considerable production expenses range from \$100-\$400. An effort will be made to expend at least 20% of the budget on titles of high quality that would likely be beyond the reach of the typical consumer. However, because of concern for users potentially being charged for high replacement costs, only in rare instances will items priced at more than \$100 be purchased.

Patrons take an active interest in this collection by placing many purchase requests. Requests are strongly considered if they fit selection standards and maintain the balance of the collection. As this collection is beginning to be phased out, gifts will be added only if they fill a specific need that cannot be filled through purchase.