

# **Children's Video (DVD/Videotape) Collection Plan**

## **Collection Description**

As of the start of 2006, the Children's Video collection is in transition from a strictly videotape collection four years ago to what will likely be a strictly DVD collection several years from now. In this plan, "videotape" will be used when referring to VHS videocassettes, "DVD" will be used for digital video discs, and "video" will be used when describing the audio-visual content that is delivered regardless of format.

The primary purpose of this collection is to meet the recreational and personal interest viewing needs of children. It also provides information for young researchers, training in life skills, supplementary resource material for those who work with children, support for storytimes and other library programming, and helps promote children's literature in other format. The goal is to furnish children with access to a carefully balanced collection of both popular, well-known, commercial children's titles and lesser-known, high quality video which may be unavailable at local rental stores.

The DVD and videotape formats are shelved separately in the Children's Video collection, and each format is classified into one of three categories. These categories include : 1) jDVD & jVideo for preschool and primary age children; 2) jDVD/Fiction & jVideo/Fiction for elementary age kids; and, 3) jDVD/Nonfiction & jVideo/Nonfiction for information-oriented video with varying age targets from preschool through elementary age. There are also some DVDs and videotapes on specific holidays that are shelved with the print holiday collections.

## **Exceptions and Scope**

Children's video developed specifically for educational curriculum is not included in this collection, but instructional titles of general interest to children may be. Multi-piece children's DVD/videotape packages (which come with instruction booklets, work sheets, audio cassettes, or realia) are not purchased for this collection due to high cost and loss rates. Some feature length films of equal interest to children and adults are duplicated with the library's general Movie collection. Popular television cartoons and program series developed specifically for children may be added to this collection while theatrical cartoons may be added here or to the Movie collection. Video on parenting or other subjects not specifically produced for children is not purchased for this collection. DVDs and videotapes in languages other than English or designed to teach children another language are shelved in the 400's section of the juvenile nonfiction collection and are not considered in this collection plan.

The Children's Video collection serves the need for group performance purposes as well as home use. For this reason, the library purchases public performance rights when feasible and affordable. Such rights provide internal support for library storytimes and children's programming as well as for public use by other city departments, preschools or daycares, church and civic groups, professional organizations, home care providers, and the local school district. Purchase and promotion of public performance rights for children's videos constitutes a good faith effort by the library to comply with existing copyright requirements and law. A small Program Collection of public performance video titles for use in children's programming is shelved in the Children's Workroom and is unavailable for checkout.

## **Audience**

The goal of the Children's Video collection is to provide a wide range of entertainment and information sources for children from infancy through elementary school and their families. The library does not label or restrict usage by age, however, in keeping with the definition of the Children's Room service population, no titles MPAA rated PG 13, or those with a similar target audience, are in this collection.

## Size and Duplication

Since this collection is limited in size compared to the number of available titles, breadth of titles is stressed over depth in the number of copies per title, and the potential demand for some specific titles will never be met. To ensure the collection contains the widest possible variety of quality children's video, only the most popular titles will have duplicate copies purchased, and among popular titles, priority will be given to those that are book-based, have received excellent reviews, or are likely to maintain their popularity over the long-term.

At this time the number of videotapes is still somewhat larger than the number of DVDs (1600 to 1200). Within each format, the proportion of items between the three categories (preschool, elementary, nonfiction) is relatively equal with the exception of nonfiction DVD which currently has only about half the items of each of the other two DVD sections. This is solely due to the current lesser availability of nonfiction DVD titles. The nonfiction area should eventually meet the goal of relative equality with the other sections assuming there is increased production and availability of nonfiction titles over time.

## Maintenance

Physical condition, age, and use are all important factors in maintenance of the Children's Video collection. All children's videotapes are mechanically inspected for condition at least once a year or when problems are reported. ICPL also now owns a DVD inspection and repair system and we have begun a system of inspecting and repairing DVD's. Videos and DVDs that are too damaged or flawed are withdrawn and may be replaced if they are popular or classic titles and are available.

Currency and use are important factors in the ongoing evaluation and maintenance of children's video. When circulation statistics show that there is no longer interest in a specific children's DVD or video, it will be withdrawn. However, titles with public performance rights and classics with close ties to children's literature may not be held to as strict a circulation standard as more ephemeral titles.

## Selection

Many factors influence selection of the Children's Video collection, including popular demand, awards or critical acclaim, library programming needs, public performance rights, information needs, connection with the children's book collection, requests from the public, and cost.

Videotape as a format is rapidly being phased out by the industry and tapes are becoming very difficult to purchase. Consequently very little is currently budgeted for videotape and coming years' budgets will likely be even lower.

While reviews are a preferred guide to the selection of all materials, relatively little children's video is reviewed compared to print. General library review journals such as **Booklist** and **School Library Journal** and a few specific video review sources such as **Video Librarian** cover a limited number of titles, but are especially useful for locating quality video from small producers that would be otherwise difficult to find. Other selection sources are publisher and distributor catalogs (especially for public performance video), parenting and video magazines, newspapers, and online sources. Purchase requests from the public and staff play a small but important part in selection as does familiarity with children's literature and popular culture for kids. Gifts are few in number and often not added due quality and condition.

While home-use only video titles are relatively inexpensive, children's videotapes and DVDs with public performance rights are usually considerably more expensive. Although the budget for this collection is limited, a substantial portion of it is used to purchase this type of higher cost children's video.