1. Intro


A presentation to the Riga Seminar 2004, October 1
– Annotated oral presentation, version for conference documentation
2. About myself…

My academic background is in literature and sociology. Later I added a degree in librarianship.

I have a confession to make here: Since I know many of you here are librarians – I have never worked as a “Book Librarian”, because I happened to pass by the SVT TV-Archives shortly after Library School. Since then I’m “hooked on” images, primarily moving one’s. That means 28 years sofar with the SVT.

I started out as an archivist, worked many years as manager of collections, research and documentation.

It was easy from there to slip into the international field of audiovisual archiving via FIAT/IFTA. I’ve been chairing the FIAT Programming & Production Commission for a number of years, I was elected member of the FIAT Executive Council and later Secretary General.

For several years now I have been working as Project Manager Archives, specializing in the fields of marketing, archive programming and EU projects – with a couple of years intermission as Environment Controller for the SVT.
3. "Run-down for this presentation...”

Since I my colleague Nadja Klich is absent due to illness in family I had to take over this workshop introduction at rather short notice.
And since it isn’t my "daily field of activity” I had to sit down with my my colleagues in the stills archive to check on a number of details.
We choosed to make a mindmap on what this workshop should discuss, on what could be included...
Strategies for stills archive management...
These could be the main themes...
4. Visions, strategic decisions, practical choices of way to go...
5. **Know-how**

Try to sort out what you actually can offer your customers. Focus on what you really are good at!
6. The SVT Stills Archives experience

The SVT Archives are both the conventional archive with prints, slides and negatives in steel cabinets…
7. The SVT Stills Archives experience II

... and photos in paper folders, albeit acid free ...
8. The SVT Stills Archives experience III

… and slides in plastic files. I don’t know anything about the content plastic softeners – ftalates – and how it affect the slides… But you can say that in general plastics are harmful to photographic materials
9. Documentation of the collection you offer…
10. Documentation... II

The original conventional card catalogue are still in use along with...
11. Documentation... III

... the new database "SVT Bild", that of course offers far more opportunities in detailed indexing and description for a swift research.
12. Documentation... IV

...like for example this simple search using the keyword "Lettland" (Latvia in English).
What you get as result you see represented as "thumbnails" on your screen. 
Click on the desired picture!
13. Documentation... V

...and you get the full catalogue entry along with a preview of the picture.

From the SVT stills database SVT Bild catalogue entry:

- **Image title:** NV REGERING LETTLAND
- **Archive Nr:** BBE488
- **Photographer:**
  

- **Site:** SOVIETUNIONEN, LETTLAND, BALTIKUM (Search with all sites)
- **Keywords:** ANDRA VARDERSKRIGET, STATSKUNSKAP OCH POLITIK, MÄN, REGERINGEN (Search with all keywords)
- **Size:** 3163*2309 mm (2685 KB)
- **Added:** 2004-08-26 13:21
- **Date:** 1940-06-??
- **Archive(s):** SVT Bild, SVT BildByrå 03 704 5600
- **Image-ID:** 6027134
14. Documentation... VI

View the picture of Soviet puppet regime of 1940 in the resolution of your choice.
15. Managing a stills archive

Managing a stills archive also requires a skilled staff to serve the customers, even though the ideal situation may appear to be a building in of the archivist’s know-how in the database in order to provide as much of customer´s self service as possible.
16. Managing a stills archive II

... Albeit the real quality of personal communication archivist-customer is difficult to build into a database ...
17. Preservation

Preservation in the new SVT experience doesn’t mean any kind of repro photographing or other kinds of conventional chemical laboratory work...
18. Preservation II / Scanning

…but instead scanning of the different kind of media to the database.
19. **Preservation III / Scanning**

In this case slides…
20. Preservation IV / Retouch

The retouch of the scanned picture is made by a conventional image processing software tool like Adobe Photoshop.
21. Preservation V

The original photo – in most cases a paper print – then gets a proper folder, indexing and descriptions and does not have to be manually handled again - with all the wearing and tearing that it otherwise often means of an often brittle original.
22. Indexing is preservation!
23. The "output" of your collection

You are the expert on your collection – then you know where to find the "goldnuggets" – provided you have already done your necessary "footwork" of indexing and preserving your material properly.
24. Output – Research I

Let’s pretend we have a Latvian customer looking for material on famous men of the nation… like the pre-World War II fascist dictator Karlis Ulmanis in the late 30ies…

There is a folder containing a considerable number of prints…
25. Output – Research II

A print in our collection is often a historical documents in itself. And the print often has the attached text it was originally distributed with. It is stamped by the different distributing organizations. All this information could be valuable and should be documented in the catalogue entry.

In this case we see the stamp of the original agency in Latvia and the receiving one in Sweden.
26. What you have to offer…

Internal corporate history and programme promotion are important parts of our collection, but over time it is gaining more and more interest to other users than the original internal one’s.
27. What you have to offer… II

This is (from left to right) the Radio Building in Stockholm 1961, Arne Thorén, our correspondent to UN and US during the 60´ies and and interiors from a TV studio at SVT in Stockholm during the same period.
28. What you have to offer... III / Newsmaterial & Genre

If possible - include newsmaterial & genre in your collection.
29. What you have to offer… III / Newsmaterial & Genre II

- View of Riga
- Guntis Ulmanis, Latvian president, 1995
- Baltic See Festival mingling 2003, Latvian Ambassador to Sweden with wife (left)
30. What you have to offer... IV / Pressinformation

In a broadcasting organization the marketing of the programmes is an extremely important part of the business and the stills supporting these activities often up in the archive as an important part of the collection.
31. What you have to offer… IV / Pressinformation II

Well known Swedish media personalities like actor Rolf Lassgård as Superintendent Wallander in "The dogs in Riga", a screen version of Henning Mankell’s novell…
32. What you have to offer... V / META...

Since the SVT production is heading towards a fully digitized process - "from grain to loaf", it is natural to also find and create stills out of this process.
33. What you have to offer… V / META II

How to make stills from freeze frames in our META system and download it into the stills database using the metadata there already is…

In this example we pretend there is a need for a still of the Nobel Prize laureate Imre Kertes.

We search the META catalogue online, study the key frames of the sequence of moving images (one of every 25th second created by the system automatically).

Play the sequence in low resolution on your own desktop…
34. What you have to offer… V / META IV

Use the photo tool for a frame of your choice…
35. What you have to offer... V / META V

Create the still...
And in a few seconds...

* export from Meta with the metadata in xml-format!

* automatically de-interlaced

*... and stored in SVT Bild

36. What you have to offer… V / META VI
37. What you have to offer… V / META VII

This is the result of the operation as it now is represented in the stills database SVT Bild if you search for Imre Kertesz.
38. What you have to offer… VI / International Historical Pressphotos

Our International Historical Press Photos Collection (IHPPC) is the main part of the SVT stills collection and covers the period 1920-1960. It was acquired in the late 60’s and consists of approximately 5 million stills, mainly as paper prints. Then you easily realize that preservation through conventional methods as reproduction photography is not possible – neither financially nor practically.
39. What you have to offer... VI / International Historical Pressphotos II

We had to find effective means for managing and marketing our collections. That's why we found digitizing as the only feasible method.

*From the SVT stills database SVT Bild catalogue entry (exile Latvian Sports Club Riga, winning the Swedish Basket Championships):*

<table>
<thead>
<tr>
<th>Image title:</th>
<th>SM I BASKET 1958</th>
</tr>
</thead>
<tbody>
<tr>
<td>ArchiveNr:</td>
<td>BBF170</td>
</tr>
<tr>
<td>Photographer:</td>
<td></td>
</tr>
<tr>
<td>People:</td>
<td>LEONS BRANDS, JURIS ROBEZNIEKS, JEKABS TORINS, EVALDS</td>
</tr>
<tr>
<td></td>
<td>MUZIKANTS, VIDEVUDS FREIVALDS, MARIS JURMALA, JANIS TERINS, GUNARS KRAULIS, JANIS ZALAMANS, JURIS RENESLACS (Search with all keywords)</td>
</tr>
<tr>
<td>Site:</td>
<td>Sverige, Stockholm (Search with all sites)</td>
</tr>
<tr>
<td>Keywords:</td>
<td>UNGDOMAR, KLÄDER, MÄN, IDROTT OCH SPORT (Search with all keywords)</td>
</tr>
<tr>
<td>Size:</td>
<td>2834*3731 mm (5181 KB)</td>
</tr>
<tr>
<td>Added:</td>
<td>2004-09-27 10:48</td>
</tr>
<tr>
<td>Date:</td>
<td>1958-03-30</td>
</tr>
</tbody>
</table>
40. What you have to offer… VI / International Historical Pressphotos III

The collection covers every area of social life and the stills agency, ”Text & Bilder”, was representing main agencies from the Soviet Union, US, UK, France, Germany etc on the Swedish market. That’s why this collection mainly consists of international material – and also includes material from Latvia. In Sweden this agency had a number of contracted photographers, making pictures like this:

Photo:
Children in Stockolm learn to skate in a park (ca. 1930).
41. A cross-section of Latvian history in the SVT Bild Collection:

Midsummer celebrations (ca. 1920)

Max Reinhard summerhouse in Riga (ca. 1930)

Flood in Riga (ca. 1930)
42. What you have to offer… VI / International Historical Pressphotos V

Presidential family Kviesis (before the fascist coup d´état)

Fascist troops in the streets of Riga during the coup d´état (1934)

Latvian Germans leaving Latvia on Hitler´s demandorder (Riga harbour 1939)
43. What you have to offer... VI / International Historical Pressphotos V

Pro-Soviet demonstrations in Riga (1940)
Rigans greeting the German "liberators" (1940)
Latvian SS volunteers (ca. 1940)
Young soviet-latvian pioneers training with weapons 1941
44. What you have to offer… VI / International Historical Pressphotos V

German troops retreating 1944 (Liepaja)

Rebuliding Soviet-Latvia. Story-telling at a textile factory day care center (1945)
45. System…

Our stills database – SVT Bild – today consists of appr. 200,000 digitized stills from our historical collections and the daily input of freeze frames from the digitized broadcasting process.
46. System… II

… And we can conveniently offer it to our customers via our website
47. System… III

Log in here!
48. User-friendly

This means that you don´t have to be an archivist or librarian to handle the searching and the rest of the operation.
What you see on the screen should be intuitive for the rest of the process up to the desired picture in high resolution on your own computer!
49. Listen to the demands of the user!
50. Create a win-win situation customer-archive!
51. Make good friends!
Thank you for your attention!

52. The end /disclaimer

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