

**MEDIA LIBRARY COLLECTIONS AND SERVICES IN AIZAWL**

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## **1.0 INTRODUCTION**

Media library can be described as a library having a collection of audio, video and multimedia resources. Initially these media resources were typically available on tapes, films, spools, etc, but with IT revolution, resources are available on digital media such as CD's, DVD's and video servers. Media Library is a library that store, catalogue, classify and manage different kinds of media files to serve different users in different ways. Media Library can be divided into Print, Visual and Audio Library which provides people with information about the world. It links members of a society or community together. The different types of media include print media and electronic media. Print media includes newspapers, magazines, books, and brochures. Electronic media are radio, Television, Internet etc. Radio uses sounds to transmit information over long distances. Television is another form of media that has progressed from black and white televisions to LCD, LED, and Smart Televisions. Information, movies, and sports can be instantly accessed through the television medium. Internet is the latest form of media that has been used to transmit information. People from around the world can instantly send emails, post messages on Facebook, or video chat with friends. A typical 21<sup>st</sup> century citizen of the world starts the day by reading the newspaper or watching the news on TV. There is no escape from media in today's society, willingly or unwillingly we are exposed to thousands of information through various forms of media such as billboards, Newspaper, Radio, TV, and the internet. Information we receive through the media has remodeled our value system, changed our perspective and influences our decision making.

The Media Libraries under the study are generally deals with the non book materials. However, to give recreation to the staffs of Media Libraries under Study, they use to provide documentary services; this is in addition to the collection building for the broadcasting programs which include the non-book materials such as cassettes, reels, CD, DVD etc. The study is confined to the collection development and various services provided by the Media Libraries. The Media Libraries under study facilitated the largest broadcasting stations of Mizoram for broadcasting Audio-Visual materials, which are the part of the cultural heritage and

the documentation/information services of media stations are responsible for the safekeeping of cultural heritage and the storage of the information.

### **1.1 Significance and Scope of the Study**

Media Libraries are very much important to preserve video films, CD's, DVD's, Cassettes, and Audio-Visual Cassettes etc., so that, these are frequently used to broadcast through Television and Radio for the benefit of the public. The scope of the present study is limited to two important Media Libraries in the entire state of Mizoram namely i) AIR Library and ii) DDK Library. The present study focused on the collections, services, and preservation of Audio/Video and films for its effective use at present and future as well.

### **1.2 Review of Literature**

There are a good number of literatures available in this area of study. The scholar made an exhaustive survey of literature in the concerned field so as to get abreast with the information. The literatures available in different forms have been scan from the published documents in the area of the study including e-resources concerning to the field of study

- Oghenetega, Lucky U., and Amugen, Sarah (2014). Availability and use of audiovisual resources in two selected tertiary institutions of Nigeria. *IOSR Journal of Humanities and Social Science (IOSR-JHSS) Volume 19 (4), 88-92*. Retrieved October 21<sup>st</sup>, 2014, from the JSTORE Database.

This aim of this study was on availability and use of audiovisual resources in two selected tertiary institutions of Nigeria. The study discussed meaning of audiovisual resources, types of audiovisual available in the two institutions used. Survey method was adopted and instruments were observation checklist and oral interview. The population of the study is all registered students in the library. Findings showed that students are not allowed to use audiovisual resources most of the times and management of the both institutions has not done much in audiovisual department.

- Melvin, Darnelle Omar (2014). *Managing Metadata Interoperability within Audio Preservation Framework: Integrating the Metadata Encoding & Transmission Standard*

(METS) and Multichannel SourceMaterial into Digital Library Audio Collections. Retrieved October 21<sup>st</sup>, 2014, from the JSTORE Database.

This study investigates the management and interoperability of metadata within audio preservation frameworks. With the intention to harvest all descriptors contained in multichannel audio material semantically linked to bibliographic records, authority files, and other associated digital objects; the researcher attempt to incorporate XML, Dublin Core syntax, and the Metadata Encoding & Transmission Standard as a digital carrier to express stereophonic, multichannel source material, and related objects into a digital library audio collection.

- Lee, Byoung-Dai et al...(2013). Preservation of Digital Media based on Embedded Context and Provenance Information.*International Journal of Multimedia and Ubiquitous Engineering*. 8(3). Retrieved February 23<sup>rd</sup>, 2014, from the JSTORE Database.

The Authors discussed that with accessible media, tools, and applications, a user has been able to create multimedia files without professional knowledge. A wide variety of multimedia file formats are available to meet different requirements. In this paper, the Authors propose a method to preserve multimedia files in such a way that individual files maintain preservation information along with multimedia data to keep track of change history. In order to show the feasibility of their approach, they extend the ISO base media file format on which various well-known media formats such as MP4 are based and analyze their approach in terms of storage consumption.

- Waldfogel, Joel. (2013). Digitization and the Quality of New Media Products: The Case of Music. *Carlson School of Management and Department of Economics*. Retrieved February 23<sup>rd</sup>, 2014, from the JSTORE Database.

The Author explained that revenue for recorded music has collapsed since the explosion of file sharing; results elsewhere suggest that the quality of new music has not suffered. The Author also explained that digitization has allowed a wider range of firms to bring far more music to market using lower-cost methods of production, distribution, and promotion. Digitization has promoted both Internet radio and a growing cadre of online music reviewers, providing alternatives to radio airplay as means for new product discovery.

- Barnam, Kumar Sanjoy and Paul, Kumar Sanjoy (2012). Preservation of magnetic Audio Visual Collections: A study in Doordarshan Libraries of North East India. Preservation of

Information Resources in 21<sup>st</sup> century. Ed. by P.K. Rath, R. Ramchandran and R.N. Mishra. New Delhi: Today and Tomorrow Publication.

This paper intended to study the preservation norms and standards of the magnetic Audio-visual materials used in the Libraries of Doordarshan Kendra. Doordarshan, The Indian Television is a public service broadcaster and is the largest terrestrial network in India by its wide reach and access. It has tremendous impact upon the masses by virtue of Audio nature. The major collections of Doordarshan Libraries of North East India are still the Magnetic Audio Tapes. The survey results indicated a significant change of Audiovisual Materials. The Use of new Digital formats enables the organization in quality transmission service as well as enhances archiving capacity thereby replacing the magnetic tapes gradually.

- Kumar, Shailendra and Sanaman, Gareema (2012). Comparative study of multimedia resources in libraries of Delhi. *DESIDOC Journal of Library & Information Technology*, 32 (5). 431-438. Retrieved February 23<sup>rd</sup>, 2014, from the JSTORE Database.

This study is set out to find out the status of the multimedia resources available in the libraries of Delhi, to further investigate the diversity of nature, types, and formats of multimedia resources available in these libraries. The study also includes a brief account of facilities available for the conservation and preservation along with the multimedia production facilities available in the libraries. Findings of the study reveal that CDs/ DVDs are the most preferred physical storage form and compact shelves are the most preferred external storage form for the multimedia resources in all the libraries. The CEC (Consortium for Educational Communication)-Media Tape Library is the best multimedia library among all the libraries with all the latest equipments and best production facilities available throughout India.

- Bora, Abhijit. (2011). Public Service Broadcasting By Radio: Challenges Ahead. *New Media and Mass Communication*, 1. Retrieved February 23<sup>rd</sup>, 2014, from the JSTORE Database.

The Author Discussed that when commercial and entertainment broadcasting both in Radio and TV has been overwhelmingly keeping the masses captivated across the world, the significance of Public Service Broadcasting (PSB) is also increasing every passing day because of so many reasons. However, this paper examines the challenges faced by this particular kind of broadcasting in terms of contents and more so in financing and possible solutions to these

challenges. Because, for developing countries like India, Public Service Broadcasting still holds immense relevance which must never be allowed to be undermined by the growing onslaught from entertainment broadcasting at all.

- Etter, Zana Claire., Galt, James. (Jul 2009). Digital audio lectures: a library's path to sustainability, *Journal of the Media Library Association*.97(3): 219–221. Retrieved February 23<sup>rd</sup>, 2014, from the JSTORE Database.

The authors discussed about that Technology is rapidly transforming traditional library functions, and librarians must ensure that their libraries and services remain valuable, sensitive to user needs, and sustainable into the future. Technological advances in the past several years have enabled libraries to create new services that before were not possible, such as virtual reference or downloadable media that library customers can use in the comfort of their own homes. This increase in available technologies gives Media libraries the ability to offer improved, customer-driven service opportunities.

- House, William H.and Murphy, Keith R. (2008).The Importance and Preservation of the Thoreau Society's Audio and Video media. Retrieved February 23<sup>rd</sup>, 2014, from the JSTORE Database.

The author described about the media can be inaccessible due to obsolescence, and much of it is deteriorating to a point where it couldn't be read, even with an appropriate player. Due to much research it is found that the majority of the collections can be easily, safely, and cost effectively converted to a digital format. A digital format will make all the different media formats in the collections accessible by a computer and easy to back up, duplicate, and preserve.

- Morris, Anne. (2008). Audio materials in U.K Public Libraries. *Journals of Documentation*, 62(11), 555-569.

The purpose of this paper is to examine the provision of audiovisual materials in U.K public libraries and their economic value. The provision of Audio-visual materials in U.K Public Libraries is widespread and varied while Audiovisual provide economic value and generate income from charging for loans, there are significant costs inherent in providing such services.

Concerns are raised about the constant development in media formats and the ability to make adequate provision.

- Caldera, Joge-Serrano. (2008). Hypermedia management in Television through Text processing. *Electronic Library and Information system*, 40-47.

The Author in this paper described a working routine for the analysis of audio-visual documents for saving the needs of Television journals. A description in the form of a synthesis is given of the process by which Television Information must be put at the user's disposal with a response that is both fast and exhaustive. This paper tells us that in Television, there is a need to adapt the habits and the methods of documentation to the production process of the journalist in order to attain the common goal of information retrieval and reuse of the documents. The main drawback of using this working method lies in the intensive use of large numbers of personnel with knowledge in specific areas.

- C. Becker et al...(2007). Preserving Interactive Multimedia Art: A Case Study in Preservation Planning. Retrieved February 21<sup>st</sup>, 2014, from the JSTORE Database.

The Authors discussed that over the last years, digital preservation has become a particularly active research area. While several initiatives are dealing with the preservation of standard document formats, the challenges of preserving multimedia objects and pieces of electronic art are still to be tackled. This paper presents the findings of a pilot project for preserving born-digital interactive multimedia art. They describe the specific challenges the collection poses to digital preservation and the results of a case study identifying requirements on the preservation of interactive.

- Morris, Sammie L. (2005). "Preservation Considerations for Digitization of Archival Materials" *Libraries Research Publications*. Paper 14. [http://docs.lib.purdue.edu/lib\\_research/14](http://docs.lib.purdue.edu/lib_research/14). Retrieved February 23<sup>rd</sup>, 2014, from the JSTORE Database.

The Author explains that when starting digitization projects, preservation is often mentioned as one of the goals and benefits of the scanning function. In particular, computer technology literature frequently stresses the importance of "backing up" precious documents and photographs by scanning them and placing them onto CDs or other media. The implication of this literature is that the paper copy may be destroyed, or even willingly thrown away, but the scanned version will live forever. The Author also suggest question about that can digitization

serve a preservation function? This issue is still under debate, and it is important for archivists to remain informed as technology changes.

- Walker, Chris; Manjarrez, Carlos A. (2003). Partnerships for Free Choice Learning: Public Libraries, Museums, and Public Broadcasters Working Together. Retrieved February 23<sup>rd</sup>, 2014, from the JSTORE Database.

This article explores partnerships among cultural and educational institutions engaged in informal lifelong learning, focusing on public libraries, museums, public radio, and public Television. Data come from surveys of adults; surveys of library, museum, and public broadcast station executives and staff; and field investigations in seven urban communities. Chapters include:(1) "Introduction" (describes partnering behaviors across the four institutions in seven communities with 26 kinds of partnership agreements);(2)"Individuals and Free-Choice Learning Opportunities" (presents a conceptual framework supported by national survey data that shows how characteristics of individuals and communities lead to participation choices); (3) "Assets and liabilities of Partnerships" (describes various governing, financing, and legalarrangements);(4)"Partnerships and Their Activities" (explains how each group of partnering activities involves unique challenges and opportunities, and meeting the challenges depends upon the routine demands of the activity and institutional resources);(5) "Partnership Risk and Mitigation Strategies" (notes that engaging in partnerships involves risks and returns, and partnerships have learned how to mitigate the risks); and (6)"Partnership Dynamics" (describes how institutional partnerships evolve through a sequence of program stages.

- Council on Library and Information Resources (2002). Building a National Strategyfor Digital Preservation:Issues in Digital Media Archiving. Retrieved October 21<sup>st</sup>, 2014, from the JSTORE Database.

This article discussed that libraries traditionally have formed a preservation safety net for materials that will be transmitted to subsequent generations of information seekers and scholars. For paper-based documents, provision of adequate storage conditions was the best means to help ensure that materials would remain readable far into the future. With the advent of digital technology, many knowledge creators do their work on computers. Some of that knowledge may be printed on paper, but much of it, particularly databases, geographic information, scientific data sets, and Web sites, exists only in electronic form. At the same time, traditional forms of



publications have changed significantly and, as a result, create new challenges. For example, publishers of electronic journals license their content to libraries, but libraries do not own that content and they may not have rights to capture digital content to preserve it.

- Tonta, Yasar (2001). Collection development of electronic information resources in Turkish university libraries. *Library Collections, Acquisitions, & Technical Services* 25, 291–298. Retrieved October 21<sup>st</sup>, 2014, from the JSTORE Database.

The numbers of information sources available through both printed and electronic media are ever increasing. Even libraries with sizable collection development budgets are having difficulties in coping with this increase. Yet with the development of new technologies, the possibilities of innovative interlibrary cooperation projects emerge: libraries combining their efforts through various consortia are trying to get access to electronic information sources more economically. In this paper, the authors briefly review the state-of-the-art of Turkish university libraries and summarize the efforts to set up a university library consortium to provide consortia access to electronic information sources and services. They discuss some of the causes which are delaying the establishment of such a consortium.

- Smith, Abby. (2001). *Strategies for Building Digitized Collections*. Washington, DC: Digital Library Federation. Retrieved February 21<sup>st</sup>, 2014, from the JSTORE Database.

In this report, Abby Smith synthesizes the nearly 10 years' experience that media libraries have had digitizing items from their rare, special, and general collections, and making them available online. The learning she uncovers is distilled in and extended by several case studies conducted in leading digital media libraries with very different digitization programs. Smith demonstrates that digitization programs work best where their role within a library's collection development strategy is clearly understood, and she identifies several roles that such programs can play.

- Sreenivasulu, V. (2000). The role of a digital librarian in the management of digital information systems (DIS). *The Electronic Library*, 18(1) 12-20. Retrieved February 23<sup>rd</sup>, 2014, from the JSTORE Database.

The Author stresses that the multimedia nature of the next generation of digital libraries requires the digital librarians to be essentially a type of specialist librarian who has to manage and organize the digital library, handle the specialized tasks of massive digitization, storage, access, digital knowledge mining, digital reference services, electronic information services, search co-

ordination, and manage the archive and its access. This article denotes the Digital Librarians interface functions, roles, skills and competencies for the management of digital information systems in the important areas of imaging technologies, Optical etc.,

- Character recognition, markup languages, cataloguing, metadata, multimedia indexing and database technology, user interface design, programming, and Web technology. Schotts, James. (1997). *Developing Video Collection Development Policy* London: Greenwood.

In this article, it is clearly explained about that the collection development concept and its defining selection and collection development of video refers to the collection as a whole, regardless of formats or subjects and genres. It gives types of collection development policies like a policy with specific sections by Media formats, several distinct selection policies with separate selection criteria for specific media formats, subject and genres or media location and it also mentions about the Audio-visual Department Collection development policy. From this article we are able to know how to collect video and the type of video collected.

- Van Bogart, John W. C. (1995). *Magnetic Tape storage and handling. A guide for libraries and archives*. Retrieved October 21<sup>st</sup>, 2014, from the JSTORE Database.

The article focuses on how to properly store and care for magnetic media to maximize their life expectancies. However, it provides more than a how-to guide. The author includes technical explanations for the rationale behind recommended procedures, written specifically for librarians, historians, records managers, archivists, and others who do not have a significant background in recording technology. In addition, the report is useful for decision-making and cost-benefit analyses for managers and administrators who have responsibility for the long-term preservation of information stored on magnetic media.

- Sasikala, C., Rao, K Somasekhara and Kumari, Vijaya. (1994). *Audiovisual materials for Indian Libraries, ILA Bulletin, 30(1) 38.*

This paper discusses various kinds of Audio-visual material in depth under three heads namely audio format, video-tapes, non-projected material and other video innovations like cable television, telecast, and view data. Further the paper examines the use of Audio-visual collection in different Libraries of India and their implications. It also points out the problem of bibliographic control of Audio-visual materials in India.

- Kenny, Anne R. (1993). Digital to Microfilm conversion: An interim preservation solution. *Journal of Voice*, 5(10), 380-401.

The author describe about the experiment at Council University (New York) to produce computer output Microfilm from digital images by means of an electron beam recorder to preserve deteriorating library materials. This topic addressed quality evaluation using imaging standards and printer type sizes.

- Haddix, J Charles. (1992). Preservation guidelines for the storage, handling, playback and cleaning of LPs, CDs, Audio Tapes. *Music Reference Services Quarterly*, 1(4), 77-87.

The Author of this article presents practical guidelines for care of Microgroove records, Compact Disc and Audio Tapes. These guidelines are primarily for music Librarian and sound Archivist who deals with sound recording on a daily basis. This work includes a section on the labeling of compact Disc and disaster planning.

- Ramaiah, C.k., Singh, A.K. and Rajendran, V. (1990). Video disk and their application, *IASLIC Bulletin*, 35(5), 55-62.

The Authors discussed that Optical Technology is a sophisticated and very fast growing field that incorporates many recent computer Hardware and Software development. Video Disc is on the byproduct of the Optical Disc Family, which is very important tool both for business and professional Application. This paper reviews from origin to the present position of Videos including CD Videos and Hypermedia Forms. It also give the features, advantages and disadvantages of the Video Disc in brief.

- Kenny, Anne R. (1989). Audio and Sound Archives as a resources for voice science: A preliminary review, *Journal of Voice*, 3(10), 277-288.

The author discuss about that archives of voice recording could provide a sources for voice scientists and clinicians interest in voice analysis and in cultural and historical changes of vocal style and qualities. Large collection of sound recording exist that could be used as databases for such inquiries, although no comprehensive list of such collection currently exist. Voice scientist and voice archivist have many common areas of interest in the recording, reproduction, copying and analysis of sound.

- Eisenberg, Michael. 1987. Changing Roles of the Media Specialist. *ERIC Digest*. Retrieved February 21<sup>st</sup>, 2014, from the JSTORE Database.

The author present that the traditional role of the Media librarian encompassed collection development, reading guidance and literature promotion, and reference. Over time these functions have expanded and participation in carrying out functions has become more active. New technologies, the information explosion, and recent emphasis on lifetime learning are contributing to the importance of modern media specialists and their definable role is emerging that is responsive to a changing world even though it is based on traditional functions. This role includes: (1) collection management based on a unified media concept; (2) promotion of literacy and guidance in the use of media; (3) teaching information skills for an information society.

- Abbott, George L. (1985). Video-Based Information Systems in Academic Library Media Centers. Retrieved October 21<sup>st</sup>, 2014, from the JSTORE Database.

The author in this article discussed that library media centers are ideally situated to be the focus of use for video-based information systems. Media centers contain the equipment-television monitors, videocassette and videodisc players, microcomputers, computer graphics terminals, and cable distribution systems-and the staff trained in the use of technology in education. Although the media center will most often not house and administer all of the services discussed here, the media center can serve as a valuable resource to other library units in planning and implementation. Video equipment is costly and any multipurpose uses that can be made of this equipment are to the benefit of the budget-conscious library. With the blurring of technologies, the media center is becoming the integrating site bridging the transition for libraries to video-based information systems.

- Khanna, P.L. (1970). Setting up of Audio-Visual Libraries at National and state Level, *ILA Bulletin*, 6(1), 25-39.

This paper discusses that Audio-Visual Aid have been used in education from the earliest times. The Author discusses Acquisition, selection, maintenance, necessity of housing and maintaining the Audio-Visual Library needs and also discusses the area requirement for Audio-Visual classification, cataloguing, storage and preservation of the Audio-Visual materials.

- Surnic, Natascha and Raube, Andreas. Digital Preservation Time Capsule: A Showcase for Digital Preservation. Vienna University of Technology, Vienna, Austria. Retrieved February 23<sup>rd</sup>, 2014, from the JSTORE Database.

The Authors stress that the importance of Digital Preservation is increasing steadily. The amount of digital data is growing fast, and maintaining the long term availability and accessibility of these data is turning into an increasing challenge. Creating an operational archival system requires to solve significant challenges in terms of analyzing and monitoring massive volumes of data while applying preservation actions. This paper presents the concepts of the Planets Digital Preservation Time Capsule, an appealing showcase demonstrating a range of activities in the context of Digital Preservation.

### **1.3 Research Design**

#### **1.3.1 Statement of the Problem**

Objectives and functions of Media libraries are different from other Academic, Public and Special Libraries. After scanning the research related literature on Media libraries and their functioning in the state of Mizoram. Scholar felt it necessary to undertake the present research problem on Media library. The present study focused on the development of Media libraries in Mizoram with special reference to Doordarshan Kendra (DDK) and All India Radio (AIR) library at par with national and international standard of Media libraries, their functioning and services provided. These reasons prompted me to take up the present research problem.

#### **1.3.2 Objective of the Study**

The Objectives of the Study are to:-

- 1) Appraise the present scenario of Media Library and their collections in Aizawl.
- 2) Discuss the various services rendered by Media Libraries of Aizawl.
- 3) Understand the preservation strategies of media library collections.
- 4) Suggest measures for development of media libraries in Aizawl.

## **1.4 Research Methodology**

The following Methodologies are adopted by the research scholar to collect necessary data with regard to Media Library collections, services and strategies for preservation through Questionnaire, Interview Method and Observation.

### **i) Questionnaire:**

The Scholar designed questionnaires which were circulated to both the Librarian and users of each Library which will help in getting suggestion for proper development of the two Media Libraries under the study, namely DDK, AIR in Aizawl. Besides, Scholar also collected data with regard to media collection services and strategies adopted for preservation of these collection and suggestions for development of the two libraries under study.

### **ii) Interview Method:**

The scholar conducted personal interaction with the staffs/librarian/in-charge of the Media libraries and understand the present situation and condition of collections and services of the Media Libraries under study. The scholar also interviewed few potential users of DDK library Aizawl, who are in-charge of broadcasting services to understand the problems and suggestion for development. The same technique was also followed in AIR, Aizawl to interact with production and broadcasting staff.

### **iii) Observation Method:**

Through this method the scholar visited both the libraries for an on the spot assessment of the services of the Media Libraries and studied their development in collection and infrastructure. On site visited help the scholar to interact with DDK and AIR staff to understand ground realities.

## **1.5 Chapterization**

The present study has been tentatively divided in to six broad chapters, such as;

Chapter 1 discussed about the introduction of the present status of media libraries in Aizawl, Significance and Scope of the study, Review of literature, Statement of the problems, and Objectives of the study and ResearchMethodology to clarify the research work.

Chapter 2 dealt with Media Libraries in Aizawl: An Overview where the scholar has discussed about the different types of media in Aizawl, the only functioning Media Libraries and types on non-book materials of Media Libraries in Aizawl.

Chapter3 discussedCollection Development of Media Libraries in Aizawl.

Chapter 4 explained the functions and strategies for preservation of Media Libraries in Aizawl.

Chapter 5describedfindings, Suggestions for the growth and development of media libraries in Aizawl, followed by Conclusion.

Bibliography

## **2.0 MEDIA LIBRARIES IN AIZAWL: AN OVERVIEW**

### **i. PRINT MEDIA:**

The advent of satellite and cable T.Vs, together with introduction of more sophisticated printing technology and computers have, in a way transformed Media in Mizoram. Their impact is clearly visible in newspapers in terms of contents as well as in terms of appearance. The principal dailies in Aizawl are: - Mizo Aw, Romei, MizoArsi, Dingdi, Newslink, Thupuan, Rahbi, Vanglaini, Aizawl Post, Hnehtu, Highlander, The Zozam Times. Of these, Highlander and News link are published in English. **Vanglaini** is the leading newspaper in Mizoram in Mizo language. It started in 1978 as a weekly newspaper and gradually became a popular newspaper of the state and in 1986 it became a daily newspaper. Vanglaini means ‘zenith of time or heyday’. It is published from capital city of Mizoram, Aizawl and the proprietor of this Mizo daily newspaper is K Sapdanga. Vanglaini is most read Mizo newspaper in Mizoram state and as per Audit Bureau of Circulations total circulation of this newspaper is about 32000 per day and increasing day by day. Vanglaini is the mirror of state Mizoram and the main vision of this newspaper is to provide reliable and creative media products whether it is news or any information and its main mission is to inform, educate and entertain through independent, impartial and creative journalism. K. Sapdanga specially take care that the news and information should be absolutely correct and impartial and he acts as an editor too. Vanglaini welcome suggestions, articles from public and publish them if it is liable to get published. E-paper of Vanglaini leading Mizo newspaper is available online and can be subscribed with a nominal monthly fee for which they will also get email alert and many more facilities. You can read all the publications of Vanglaini online at official website of which is <http://www.vanglaini.org/>. The state government has given press accreditation to 77 journalists including press-photographers and T.V. Cameramen. An interesting development, however, is the increase of news magazines lately. News Magazines of sports, music etc. has come up large numbers of about 35 or more in Aizawl.

### **ii. ELECTRONIC MEDIA:**

There have been rapid progresses in the development of Electronic media (Radio, T.V/Cable TVs) during the past 10 years. This is largely due to growing media awareness among the general public.



➤ **RADIO:**

Radio continues to be most extensive covering networks covering the entire state. **AIR** Aizawl station started functioning as an auxiliary station in May 1966 with frequency of 150 Watt Medium wave. In 1970 the frequency was improved to 1 Kilowatt and then to 10 Kilowatts in 1975 and to the present frequency of 20 Kilowatts since 1979. Transmission from short wave with a frequency was started in 1992. Steps are being taken to install FM Stereo Transmitter. AIR, Aizawl came into being supplement the mizo programmed originated in All India Radio, Shillong and broadcast through AIR Guwahati shortwave transmitters. The station had to struggle hard to cope with publicity requirements in the insurgency infested land. The station itself had to face threats from underground elements besides having to face the other difficulties that are typical of disturbed; remote, hilly and hardly accessible tribal area. However, the station has stood the test of time and has established itself as the pioneer media unit that has grown in popularity, listenership, credibility and reliability over the years in spite of many hurdles and drawbacks. There were times when the station lost much of its credibility and popularity. But it has been able to regain its credibility and has come up as the most popular and reliable media of Mizoram in spite of the advent of T.V cable and satellite T.V. It has 11 production staff, 6 announcer, 23 engineering staff and 48 administration staff. A 6 KW FM Radio Station was started in Lunglei in 1995. Soon, a captive earth station to uplink news from Aizawl will be opened here. Two community Radio stations are to be opened at Saiha and Champhai to cover interior places.

➤ **TELEVISION:**

Doordarshan has given high priority for the development of TV services in the North East. The hilly terrain in this part of the country makes it necessary to have a very large number of transmitters. There are 132 transmitters, 12 programme production Centres of Doordarshan in the North-East. Television studios have been established in the capital cities of all the seven states of Meghalaya, Manipur, Assam, Nagaland, Mizoram, Tripura, Sikkim and Arunachal Pradesh. There are additional TV centres at Tura in the Garo Hills of Meghalaya and also at Dibrugarh&Silchar in Assam. All these TV centres originate programmes for duration of 120 minutes on week days except DDK Guwahati. In addition, all the transmitters in the North East relay a composite programme originated from Guwahati which includes a news bulletin in English and a composite programme of interest to the people of all the North Eastern states.

Satellite unliking facilities have also been established in all the capital stations of the North East to facilitate feeding of news and other topical programmes to Guwahati and Delhi. Doordarshan Kendra, the national Television service of India is one of the largest broadcasting organizations in the world in terms of coverage and infrastructure of studio and transmitter. The area coverage is 79% and population coverage is 91% (Annual report 2006-2007, Ministry of information and broadcasting).

Doordarshan relayed the Asian Games 1982 from its first VLP Transmitter installed in Aizawl Tuikhuahtlang. HPT telecast commenced in 1995 and LTP telecast on 12.6.1995. It has posted only some clerical staff and technical staff, but, from 1990's, they introduced programme production and in June 1995, under the guidance of K.P. Singh Deo, central minister, they have recruit a number of staff. Now, there are 156 people working in DDK Station. There are so many sections in this station, like editing room, production control room, engineering room etc. Doordarshan Kendra, Azawl broadcast 2 hours and 30 minutes a day in Monday to Friday (5:30 pm-8:00 pm) but they broadcast 5 hours a day in Saturday and Sunday (3:00 pm-8:00 pm). The main language in which they broadcast the programme is Mizo, and the following are special programme which they broadcast are- Health programme, Current affairs, sports Magazine, Women's programme, Children programme, Live phoning-in programme, Talk show, Interview, Popular Artist, Scriptures discourse, Documentaries, Drama, Hindi Lessons etc. They also have commission programme which means that the programme they import from outside Mizoram, and in communal harmony they also broadcast other dialect, such as Mara, Lai, Paite etc. Music broadcast includes western music, instrumental music, modern songs, patriotic songs, folk songs and dances and Hindi songs are broadcast regularly. Request programme of Mizo Love songs and devotional songs including field base and studio base are also broadcast. Doordarshan Kendra Aizawl is now located in Durtlang, Aizawl. It has a mild and very pleasant climate. Its temperature ranges between 11 and 21 degree Celcius in winter and between 20 and 30 degree Celsius in summer.

Besides Doorsdarshan's local programmes, people turn to Cable TV for entertainment and news. The 'Sky Link' was the first to give Star TV programmes to limited subscribers since 1991, but is no longer in function now. The LPS started their own production centre in 1992 and the proprietor is Lalsawmliana Pachuau, its main office is located in Zarkawt, Aizawl. it provides viewers with a wholesome 24-hour Entertainment, and also provides a number of successful

shows, such as Youth Icon, Comedian search, Man hunt, Pro- Fight, Talent hunt, Children programme, Quiz Programme, Fiamthuhuang, Comedian search, etc. LPS provides their service throughout Mizoram and its neighbouring States via Cable network and satellite.

Zonet Cable TV network, now named as Zonet Cable TV Private Limited was established in 2004 by three eminent Mizo Journalists – K.Sapdanga, Vanneihluanga and R.K.Lianzuala. It has Become a Private Limited Company in 2011 with Reg No: U92100MZ2011PTC008262. Its main office is located in Zarkawt, Aizawl. It is the only licensed Mizo satellite TV channel that provides viewers with a wholesome 24-hour Entertainment, it has the largest network of viewership and available at the most competitive price. It has been distributed 180 set top boxes throughout Mizoram and neighbouring states. The channel is uplinked via INSAT 4A and the signal can be received from the entire South East Asia region. Currently, the channel is featuring a number of successful shows, such as Look Alike, Strong Man contest, Red Ribbon State Level Football Tournament, Dancing competition, Science exhibition, Quiz programme, Tip toppers, Acapella, Mizo Choir contest (Beat contest), Interviews with successful Mizo's in various walk of life and popular leaders. The channel's most popular shows, Mizo Idol and Mizoram Premier League (MPL) have been the top ranked shows ever since its launch.

These local programmes have been instrumental in giving information in local language apart from being ready entertainment. These local programmes have proved very useful and effective for publicity and a great potential for educational purpose as well.

### **iii. INFORMATION & PUBLIC RELATION:**

The directorate of Information and Public Relation is headed by a Director, assisted that Directorate level by one Joint Director, three Deputy Directors, one Public Relations Officer at Headquarters one Editor, one Press Information Officer and at District level by one Public Relations Officers and Assistant Public Relations Officers. At the directorate level, the department has six branches (a) Press Relation Wing (b) Photo Division (c) Maintenance of Technical Equipment (d) Publicity Wing Library Research Section and (e) Field of Publicity Wing.

➤ **Press Relations Section:**

The press relation section headed by a Deputy Director is reinforced by Public Relations officers and Assistant Information Officers whose main job is to feed the local newspapers and AIR with the latest developmental programmes and various Government activities. This section is also responsible for the feedback of the trend of opinion. It also conducts for journalists both for locals and national papers within and outside Mizoram to cover the events concerning Mizoram.

➤ **Photo division:**

The Photo Divisions responsible for Photo of important events and incidents taking place in Mizoram. It is also responsible for documentation of the progress made under five Year Plan and the overall developmental efforts of the Government of Mizoram. Till now the Division is equipped to handle photography only most of the documentaries required are taken off by the Film Division of the Central Government.

➤ **Field Publicity:**

The Field Publicity units located at different district and Sub-Divisional Headquarters manned by Assistant Public Relation Officers in the villages. The District Officers designated as Public Relation Officers in their respective areas responsible for the field publicity activities. The units are organizing regular films shows, Public meeting, debated and seminars on different aspects and the over-all development efforts of the Government of Mizoram and also the development subject such as family programmes and improved agriculture methods.

The Department launched Multi-Media Publicity Campaign at various Sub-Divisional Headquarters on the programmes and achievements of the Government. It also conducted AizawlDarshan Tours for elderly people of 10 constituencies who have not seen Aizawl for long period. A video news cassette highlighting the Government of Mizoram achievements is produced and shown to the public through TV networks. The whole media operation is coordinated by the Directorate of I&PR, Government of Mizoram, Aizawl.

The present study is limited only two Media Libraries that are properly functioning in Aizawl, All India Radio (AIR) and Doordharshan Kendra (DDK) Library.

## **2.1 ALL INDIA RADIO (AIR), AIZAWL LIBRARY**

### **2.1.1 INTRODUCTION**

All India Radio (AIR) Aizawl Library was established in 31<sup>st</sup> July 1966 and is located in Tuikhuahtlang, Aizawl. It was established for storage of information for distribute to the people in the form of Audio and other multimedia. The library does not have independent Library building and is using one of the rooms in the main office. The library room is build up with 15 ft × 20 ft to keep tapes and CD's and is therefore build without windows and air conditioner is used to preserve Tapes and CD's. It does not have a huge numbers of furniture and equipment; it has only three tables, six Almirah, eight chairs, thirteen racks and five books Almirah. It has only three Computers (PC) and two Laptop.

### **2.1.2 SERVICES**

AIR Library Aizawl is involved in all the broadcasting services of the station. It has been feeding all the AIR programmes from the library to server through network such as music, talks, commercial, drama etc. All the magnetic tapes are to be digitized and till now 70% has been digitized from Tapes to CD's with the use of digitization called Studder. The library is using AIR software produced by AIR Kochi. Through this the programmes which is to be broadcast is cued in virtual scheduler and send to the server and then to playback studio for broadcast. AIR library does not have an independent LAN (Local Area Network), but is using LAN which is provided by the office from the control room in which there is a server. Through this LAN, the materials are being supplied virtually to different section according to their requirement. It has an internet facility but not provide online information access. It does not provide documentation and bibliographic current content services. The main language in which they broadcast the programme is in Mizo, but some of the programme are broadcast in Hindi, English as well as some of the local dialect such as Mara, Lai, Paite, Hmar etc,. All the digital copies of the library are preserving in the external hard disc as well as in the compact disc. AIR Library attached in Aizawl also provides the following services:

**i. Reference Service:**

Users or Staffs of the transmission section are usually assisted in the pursuit of their own search for transmitting the programmes in the most useful form. In fact expertise is build into the Library staff to handle complicated and complex problems of information handling.

**ii. Sound Archives:**

The sound archives of the AIR library is one of the most important service for the station which can contain music and spoken words recording in different categories.

**iii. Transcription Services:**

The transcription services deals with transcribing speeches of the President and Prime Minister and other VIP's. The speeches available on Tapes are dubbed on CD format for safe keeping.

**iv. Programme exchange Service:**

The programmes are meant for all the stations for proper utilization. The foreign programmed unit is responsible for the receipt and circulation of the Radio programmed from the foreign countries.

**2.1.3 STAFF POSITION**

There are only 6 staffs working in the AIR Library, such as 1 Librarian, 4 semi-professionals and 1 fourth grade.

Professional	1
Semi-Professional	4
IV Grade	1

**Fig 2.1.3-Staff position of AIR Library.**

**2.1.4 LIBRARY HOURS**

The total working hours of the Library is 5 days per week and the Library does not remain open during holidays and vacations because the shift personnel are working during holidays and vacation

### **2.1.5 LIBRARY BUDGET**

A financial aid is the most important thing in every organizations or Departments, without it none of the organizations or departments can be run properly. AIR Library does not have an independent Library budget, but it can purchase materials from different budget heads according to the item requirement. Even though they do not have independent library budget, the main financial source for purchase of materials is from Department of Information and broadcasting, Government of India. Budget per Annum for the year of 2014-2015 is; Purchase of CD's – 1 Lakh and for digitization-20 lakh.

### **2.1.6 TECHNICAL WORK**

All India Radio (AIR), Aizawllibrarydoes not follow any scheme of classification for classifying various types of documents in the Library. As only they have a few collection in case of books, they classified according to subject and as for Tapes and CD's, it is classified according to its number and also according to its language. All the materials acquired in the Library are recorded in a registered according to its types.



**Picture-AIR Library**

## **2.2.DOORDARSHAN KENDRA (DDK) LIBRARY**

### **2.2.1 INTRODUCTION**

Doordarshan Kendra (DDK) Library was established in 12<sup>th</sup> June 1995 and is located in Durtlang, Aizawl. It does not have an independent library building and is using two rooms for the storage of Tapes and other multimedia formats. It does not have independent Library room for the storage of book and is using racks in the staff room. The library rooms are built for the storage of video tapes which are useful for the broadcasting services and also the rooms are built without windows, but air conditioner is used for the preservation of the library materials. The Library does not have a huge numbers of furniture and other equipment; they only have two tables, two almira, eight Chairs, two-seater sofa, two drawers and eight racks (slide able) which is used for the storage of Video Tapes and Cassettes.

Book library is another section of the DDK Library which has reference sources on various topic relating to daily broadcasting services. The main services given by DDK staff are lending and referencing. Book library plays secondary services beyond the Media library for the programmed organization to the Doordarshan Kendra, Aizawl. Majority of the staffs are using book library rather than Media library.

### **2.2.2 SERVICES**

DDK Library Aizawl is a special library, and is suppose to serve for its parent organization as special libraries are established to utilize its services in a particular group of users or specialists. The library is not using software to manage its collection and services. The library plays a vital role in the broadcasting services of the daily programme by giving innovating ideas for the programmed manager and staffs who are involved in the broadcasting services based on its collection. The library has various kinds of collection which can cater the needs of local and national broadcast. The library is not computerized but analog tapes are converted to digital format. The library does not have independent Local area Network (LAN) and does not provide virtual reference services and online information access.



### 2.2.3 SOUND ARCHIVES

The library has a number of archival valued programmed such as music, VIP talks, VVIP talk and also talks by prominent citizen etc. The main language in which they broadcast the programme is in Mizo, they also provide local dialect such as Mara, Lai, Paite, Bawm etc. As it is a special Library, it does not provide any documentation and bibliographic services.

### 2.2.4 STAFF POSITION

There are only one professional, two semi-professionals and one peon engaged in Tape Library while there is one staff temporarily appointed for in-charge of Books and other print materials.

Professional	1
Semi-Professional	2
IV Grade	1

**Fig 2.2.4-** Staff position of DDK Library

### 2.2.5 LIBRARY HOURS

The total working hours of the library is 5 days per week for the non-shift personnel and shift personnel are working in 7 days per week. The library remains open during the office hours and it does not remain open during holiday and vacation. The Library opening hours for the day is from 10:00 AM – 4:00 PM.

### 2.2.6 TECHNICAL WORKS

The Library does not use any scheme of classification for classifying different types of documents in the library, books are classified according to their subjects like rules, Engineering, Mizo, Encyclopedia, Hindi etc,. Video Tapes are classified according to its program content like Commission Program, Live interview and anniversary, Literary magazine, law and judicial, narrow Casting, devotional songs etc,.



**Picture-DDK Library**

### **2.3 TYPES OF NON- BOOK MATERIALS IN MEDIA LIBRARIES OF AIZAWL**

The type of non- print or AV materials found in the electronic media libraries should be such that aid dissemination of information. There are different types of non-print materials in the media libraries of Aizawl, which are as follows:

#### **2.3.1 Media**

This could be defined as any form of device or equipment, which is normally used to transmit information between persons. It could also be instrument used to convey ideas and information. AV media could therefore be referred to as materials that are used in the instructional/ learning process. They include: Films, pictures, posters, maps, televisions, slides, charts etc.

#### **2.3.2 Cartoon**

This is a graphic material: It is a pictorial representation of a person's ideas or situation: It is designed to influences public opinion to inform and to entertain. A good cartoon is built on simple idea. Most cartoons explore satire, or mockery, humor and laughter. Certainly the obvious characters of most cartoons can be specified quite easily i.e. minimum details, familiar symbols or characters, stereotypes that are quickly recognized and understood.

### **2.3.3 Microform**

Microform is defined as information either in texture, illustration of tabular form that is stored in reduced sizes on photographic film. It is a generic term indicating any form micro record, whether on film, paper other materials included in this generic name are micro board, microfilm and microfiche etc. example of microform: Microfilm, microfiches, micro-cards and microprint.

### **2.3.4 Filmstrips**

In audio-visuals aids, this is series of still pictures on a strip of film, usually single frame- 35mm, but sometimes 110, super 8 or 16mm formals the film strip may silent or provide with an accompanying sound programmes(tape or record) film strips may be advanced manually as desired or in response to an audible help in the audio source. Some filmstrip equipment can be automatically advanced through inaudible pulse on the tape record.

### **2.3.5 Slides**

This is individually projectable pieces of 33mm film usually mounted in cart board frames. We can also have audiotape slide which is self of slide accompanied with an audiotape recording. Some signal is available to project the next slide.

### **2.3.6 Video Tapes**

These are types of non-print materials that require viewing and listening equipment. Videotape recordings are becoming more available to libraries. They are available open real cassette and range from 14 to 21 inches. According to Adomi (2009) categories AV materials into different types which include: video materials, graphic, audio, microforms, compact disc read only memory, Digital Versatile disk, Divx, transparencies, ran electronic books, electronic journals and internet resources as well as television. The researcher will explain CD-ROM and DVD because of the recent benefits of them among scholars, students and librarians:

### **2.3.7 Digital Versatile Disk (DVD)**

Digital versatile Disk was formerly referred to as Digital Video Disk and is identical in appearance to a CD-ROM but with a capacity between 4.7Gb and 17Gb compared to 556-680 Mb capacity of CD-ROM. DVD comes in two basic forms DVD video and DVD-ROM. The

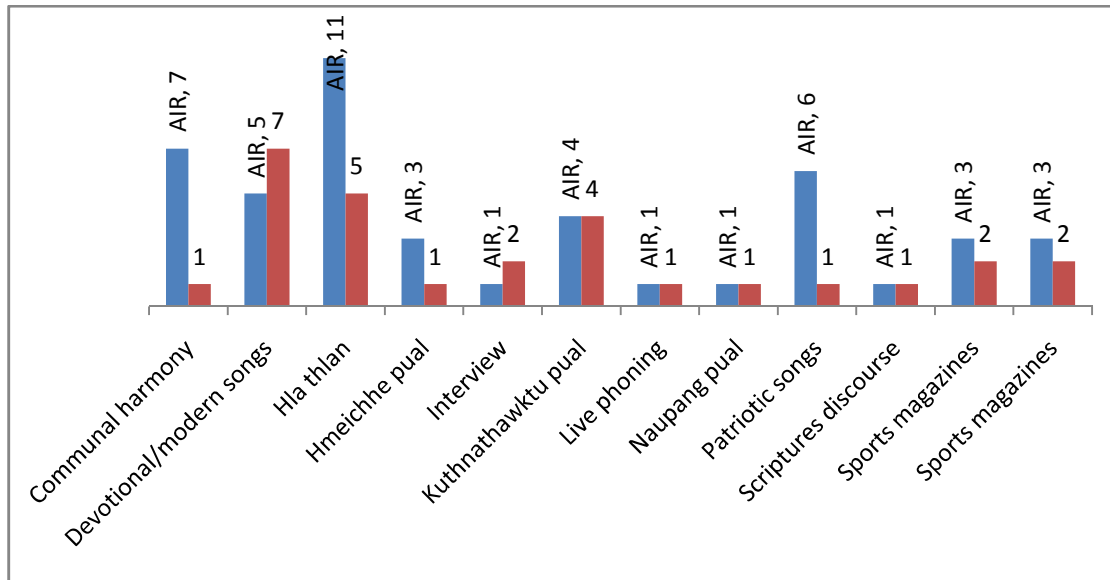
former is seen as the format for consumer electronics which will be used to stimulate the sale rental of Hollywood films at present on lower quality videotape (Adomi, 2006). DVD is seen by many as replacement for CD-ROM in PCs, where the higher capacity will allow increased use of sound and vision, particularly, initially, from the game market but later being applied to training and other multimedia applications, and the distribution of ever-larger software applications Prytherch (2000) as cited in (Adomi, 2006).

## 2.4 Common Programs of AIR & DDK

The rate of their common programs broadcasted in a week is mentioned below in Table supported with Graph- 3.

<b>Programme</b>	<b>AIR</b>	<b>DDK</b>
Communal harmony	7	1
Devotional/modern songs	5	7
Hlathlan	11	5
Hmeichhepual	3	1
Interview	1	2
Kuthnathawktupual	4	4
Live phoning	1	1
Naupangpual	1	1
Patriotic songs	6	1
Scriptures discourse	1	1
Sports magazines	3	2

**Fig 2.4-** Common Programs of AIR & DDK



**Graph 2.4-** Common programmes of AIR & DDK

AIR is transmitting their programme in 11hours 30 minutes in three times in a day but DDK is only 2hrs and 30 minutes in a day, and in weekend they transmitting only 5hours in Saturday and Sunday. So, AIR station is broadcasting their programme more than DDK. So, It shows that, AIR library has more collection of materials than DDK regarding their common programme.

### **3.0 COLLECTION DEVELOPMENT OF MEDIA LIBRARIES IN AIZAWL**

#### **3.1 INTRODUCTION**

Library collection development is the process of meeting the information needs of the people (a service population) in a timely and economical manner using information resources locally held, as well as from other organizations. The collection development plan generally includes strategies for selecting, evaluating, purchasing, processing, and weeding materials. According to the International Federation of Library Associations and Institutions (IFLA), acquisition and collection development focuses on methodological and topical themes pertaining to acquisition of print and other analogue library materials (by purchase, exchange, gift, legal deposit), and the licensing and purchase of electronic information resources.

Collections are developed by librarians and library staff by buying or otherwise acquiring materials over a period, based on assessment of the information needs of the library's users. In addition to ongoing materials acquisition, library collection development includes:

- The creation of policies to guide material selection
- Replacement of worn or lost materials
- Removal (weeding) of materials no longer needed in the collection
- Planning for new collections or collection areas
- Cooperative decision-making with other libraries or within library consortia.

Weeding is an important but difficult aspect of collection development in a library. A librarian may withdraw materials based on the condition, age, relevancy, or lack of space for an item. A professional may decide to replace such items or leave the absence in the collection. The significant act is not without opposition. Historically, both patrons and other librarians criticize weeding books. Some believe libraries should keep all materials in circulation no matter the condition or need for room in the facility for newer material.

The Library collection development is the process of planning and acquiring a balanced collection of library material of any formats, including books, periodicals, online resources, Audio and Video. It simply means the qualitative and quantitative improvement of the library collection. It is sometimes considered as synonym to "Collection Maintenance and Improvement" which is the phrase used to describe the range of basic preservation activities performed to extend the useful life of library materials. Proper shelving, housekeeping routines, and good care and handling practices are the kinds of activities that protect library materials and help prevent physical and chemical deterioration.

A well-planned and implemented collection maintenance and improvement program will ensure that stacks, rooms, and areas for non book media are neat and clean, that materials are properly protected, and that materials are handled with care. This not only minimizes unnecessary damage and physical stress, but encourages the proper use of research collections by patrons and staff, sending the message that library materials deserve respect and care. Improved collection

maintenance and well-established care and handling guidelines can often trigger changes and improvements in other library routines, procedures, and policies.

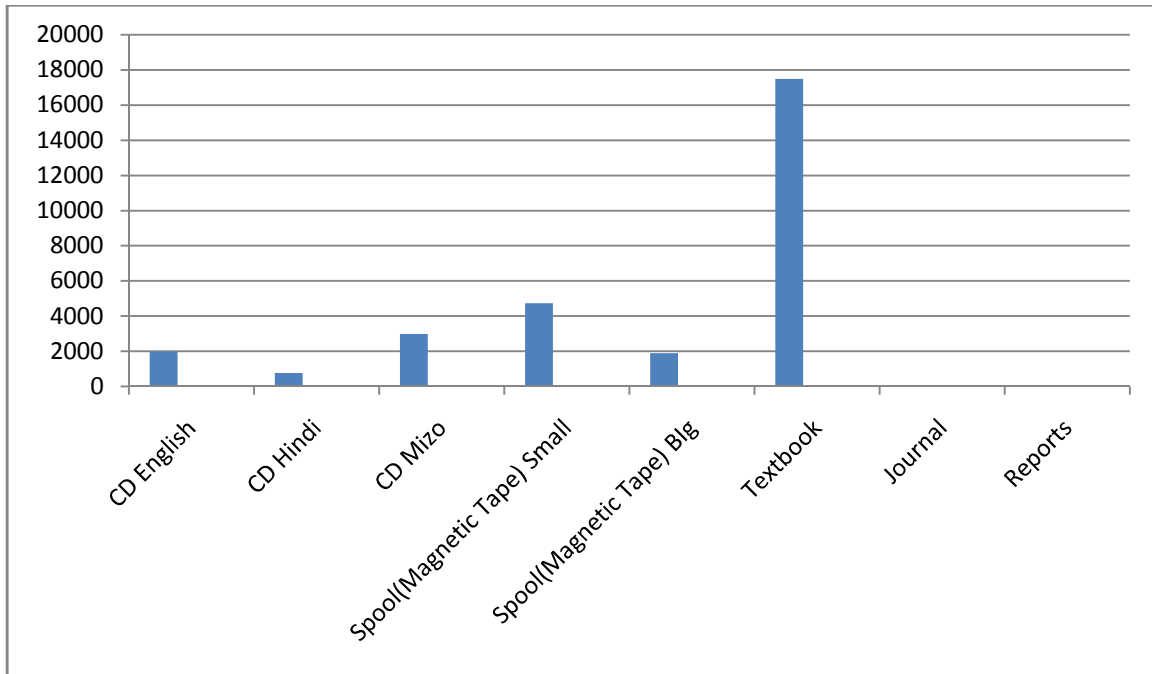
### **3.2 ALL INDIA RADIO LIBRARY, AIZAWL**

The AIR library does not have a huge collection by comparing with other library due to the lacking of financial and it does not get proper budget from the government. Library has a collection of 17485 books but some of the books which are purchase by the library are being distributed to the officers and staffs of different section according to their requirement. Out of the total books, 1705 are reference books and it also has 30 Reports and 535 journals but some of the journals are also being distributed to the officers and different sections of the station.

The total collection of AIR Library is shown in the following with Table:

NAME OF LIBRARY	NAME OF COLLECTIONS	NUMBERS OF COLLECTIONS
AIR LIBRARY	CD ENGLISH	1966
	CD HINDI	748
	CD MIZO	2981
	SPOOL(Magnetic tape) small	4729
	SPOOL(Magnetic tape) big	1883
	TEXT BOOK	17485
	JOURNAL	5
	REPORTS	30
	TOTAL	29827

**Fig 3.2-** Total collection of AIR library.



**Graph 3.2-** Total collection of AIR library.

The majority of the collection of AIR library is Audio tapes and CD's which cannot be borrowed but are usually use and essential for broadcasting services. Staffs of the office came to the book library only to borrow books but reading room is not provided and therefore it is felt that does not have adequate space to provide various types of services to the clientele.

All the materials acquired in the library are recorded in a register according to its types. All the digital copies of the library were preserved in external hard disc as well as in Compact Disc. The Library provides 9 local and 1 national newspapers for the office which is distributed to different rooms and as well as to the officers. The library also has a number of archival valued programme such as music, VIP talks, VVIP talks etc.

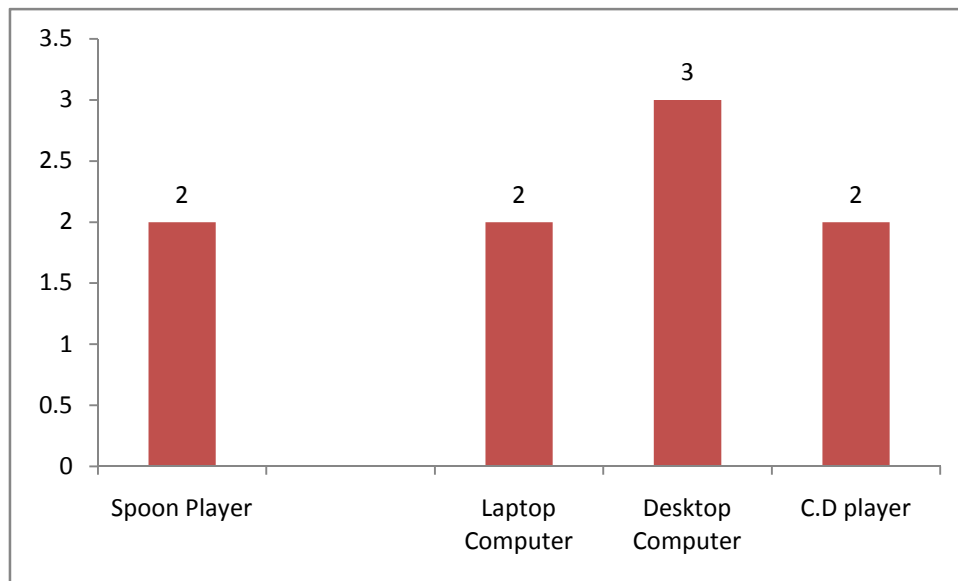
### 3.2.1 Playable Machines in AIR library

Sl.No	Types of playable Machines	No. of Materials stored in Library



1.	Spoon Player	2
2	Laptop Computer	2
3	Desktop Computer	3
4.	C.D player	2

**Fig 3.2.1-** Playable Machines in AIR library



**Graph 3.2.1-** Playable Machines in AIR library.

### 3.3 DETAILS OF ARCHIVE AT AIR, AIZAWL

#### 3.3.1 Details of Archive Material Appraisal Committee

➤ **Inhouse Members:**

- a) Shri. M. Dilip Kumar Singh - ASD(HOP)
- b) Shri. Biakchungnunga - PEX(CO)

➤ **External Member:**

- a) Shri F. Lalthanmawia, Superintendent of Archives, Art & Culture Department, Govt. of Mizoram, Aizawl.

### 3.3.2 Details of Material at AIR Station

Sl. No.	Programme	No. of Tapes	No. of CD's	Total
1.	Feature	55	271	326
2.	Drama	9	55	64
3.	Current Affairs	-	7	7
4.	Women, Children & Family	3	51	54
5.	Farm	-	4	4
6.	Events	57	40	97
7.	Folks, Arts & Crafts	4	6	10
8.	Personalities	15	101	116
9.	Documentaries	41	5	46
10.	Music & Dance	5742	3343	9085
Total		5926	3883	9809

**Fig 3.3.2-** Details of Material at AIR Station

### 3.3.3 Details of Analogue Machines at the Station

There are four (4) analogue machines at the station where 2 machines are in working condition.

#### i. Server Based Technology

The Station is having server based technology such as Radio Assist (NETIA) for recording and transmission.

ii. **Content Preserved**

All the archival materials of the Station are preserved at Tape Library in Magnetic Tapes, CD's, Library Computers as well as External Hard Disk.

iii. **Bit Rate & Resolution**

Current recordings are being done at 24 bits 48 kHz.

### **3.4 DDK LIBRARY, AIZAWL**

The audio visual (AV) libraries today face a complicated combination of needs and challenges. Broadly speaking, one set of needs comes from the type of content they collect and the other set of challenge comes from the various forces at work in the environment in which librarians exist. The libraries/archives of Doordarshan media hold the different kinds of documents and generally organize them under one system of information. The current paradigm is that we are living in the information and communication. Technological advances in the information and communication industry have changed many other sectors as well. New development in telecommunications has influenced the distribution of information.

The major collections of the doordarshan media libraries are primarily based on video cassettes. However, there may also have music tapes and cassettes, scripts and press clippings, books and photographs etc. The purpose of the Film and Media collection at the DDK Library of Aizawl is to support the broadcasting services of the station by supplying its collection to the programming section as their requirement. The library has a collection of 1537 books and 15 journals and subscribing 8 local newspapers and 12 national newspapers. It has a video Cassettes collection of 3599 including Beta cam, DVD, Blu Ray and JVC (D-9). A majority of DDK Library collection is video tapes which cannot be borrowed and few books are available and are issue without proper circulation, the main users of these books are staffs of different section in the station and also reading room is not provided for the users (staff).

### **3.4.1 Types of Audio-Visual Materials**

A limited number of AV materials are used in Television media organizations. Mainly the video tapes of different kinds have been used in Television media organizations. These tapes are of following kinds:

- ✓ Composite analog formats (All reel/spool type, e.g. 8mm, 16mm,35mm, BCN etc.)
- ✓ Heterodyne format (U-matic high band/low band, SP etc.)
- ✓ Component analog format (Betacam, BetacamSp etc.)
- ✓ Digital composite/component formats (Digital Betacam and DCT, ampex)
- ✓ Heterodyne domestic (VHS, SVHS, Betamax etc)
- ✓ Digital format (DVC-pro, Mini DV etc.)

### **3.4.2 Programme Composition**

The main language in which they broadcast programme is in Mizo, the following are special programme which they broadcast are- Health program, Current affairs, Sports Magazines, women's program, Children program, Live phoning-in program, talk show, interview, popular artist, scriptures discourse, documentaries, dram, Hindi lessons etc. They also have commission programme( it means that the programme which they import from outside Mizoram) and in communal harmony they also broadcast other Dialect, such as Mara ,Lai, Paite etc.

Music broadcast includes Western music, instrumental music, modern songs, Patriotic songs, Folk songs and dances, Hindi songs are broadcast regularly. Request programme of mizo love and devotional songs including field base and studio base are also broadcast.

### **3.4.3 Transmission Hours:**

DDK, Aizawl broadcast 2hours and 30 minutes in a day in Monday to Friday but Saturday and sun day they are broadcasting within 5 hours.

The present transmission timings are-

Monday- Friday-5:30pm-8:00pm

Saturday and sunday-3:00pm-8:00pm

### **3.4.4 Regional News Unit:**

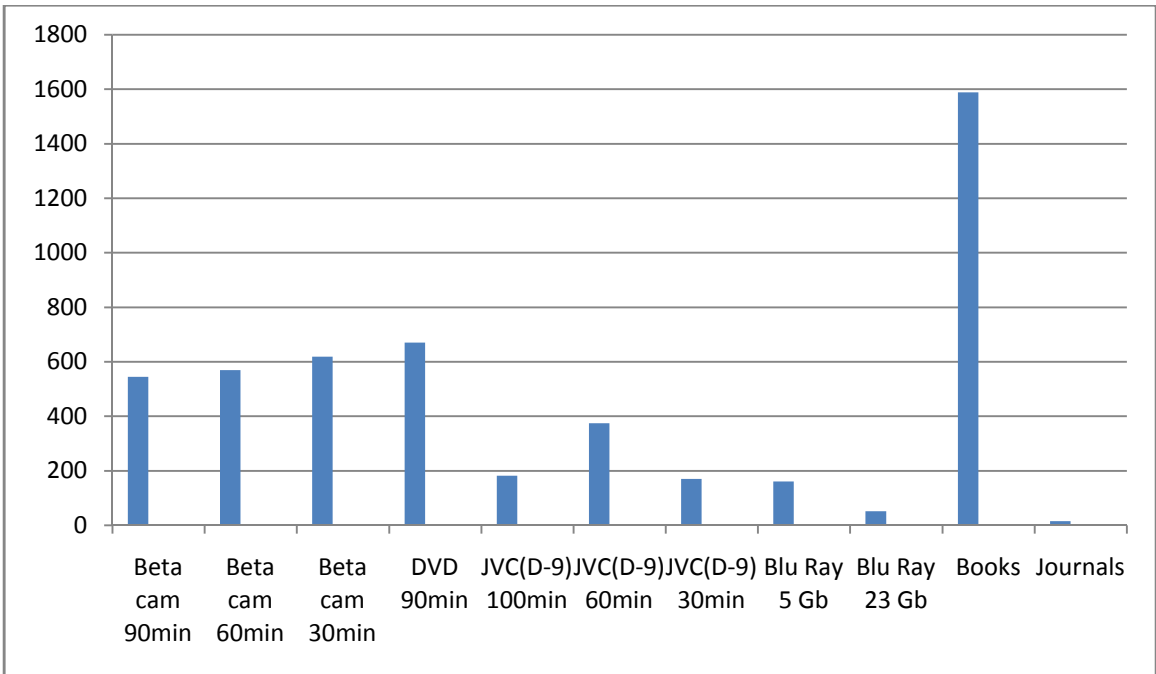
The Regional News Unit (RNU),Doordarshan Kendra, Aizawl, Mizoram started functioning with the launch of a 15 minute' event of the day' on 10-5-2000 which was telecast every Monday, Tues day, Thursday and Friday. The daily News Bulletin in Mizo (recorded) was first telecast on

26-01-2003. Picture headlines and sub-headlines in Mizo were included in the News Bulletin from 21-04-26. News Bulletin in mizo has been telecast live since 24-09-2006. Scroll News in Mizo has been included in the News Bulletin since 20-12-2006. a weekly News Roundup 30 minutes programme entitled ‘zoramthlirna’ in mizo was first on 02-06-2007 and has been telecast every Saturday. A 5 minute duration headlines News in mizo (live) was started since 15-05-2007 and telecast. A 30 minute ‘Sport magazines’ programme was started since 17-10-2007 and telecast every Tuesday. A weather report in Mizo has been included in the News Bulletin since 06-07-2009. A 30 minute News & Current Affairs Programme in Mizo ‘ZoramThupui’ was started on 8-10-2009 and telecast every 2nd and 4th Thursday. A 30 minute additional ‘sport magazine’ programme was started on 23-10-2009 and telecast every Friday. There are 3 regular staff working in this RNU, there are 4 news reader and 34 stringers are working in this RNU.

The total collection of DDK Library is shown in the following with Table:

NAME OF LIBRARY	NAME OF COLLECTIONS	NUMBERS OF COLLECTIONS
DDK LIBRARY	Beta cam 90min	545
	Beta cam 60min	569
	Beta cam 30min	619
	DVD 90min	670
	JVC(D9) 100min	182
	JVC(D9) 60min	374
	JVC(D9) 30min	170
	Blu Ray 5gb	161
	Blu Ray 23gb	52
	Books	1589
	Journals	15
	TOTAL	4946

**Fig 3.4-** The total collection of DDK Library



**Graph 3.4-** The total collection of DDK Library

## **4.0 FUNCTIONS AND STRATEGIES FOR PRESERVATION OF MEDIA LIBRARIES IN AIZAWL**

### **4.1 INTRODUCTION.**

Preservation and conservation of audio-visual materials should be made aware to assist the Library material's longevity and services. Media resources can be stored on various audio/video media like audio cassettes, spools tapes, 16mm/35mm films, VHS, U-matic tapes, beta tapes, ultra tapes, etc. and also on digital media such as CD's, DVD's, etc. The tapes, CD's and DVD's can be of different durations. The master tapes are to be preserved in a dust free and air conditioned environment. The temperature of about 15-22 degree Celsius should be maintained and the relative humidity should be 40%-60% RH. The tapes should be kept suitable wound and store the encased tapes vertically upright when not in use. Fasten open-reel tape ends securely before storing. Fix appropriate label to provided areas. Rewind and forward tapes periodically. Keep tapes away from stray magnetic fields. The tapes are to be stored in a dry environment. It is advisable to follow the above mentioned for long term storage of recorded tapes. Nowadays there are archival servers to store and preserve the media resources.

For our preservation information purposes, the primary differences between video tape pictures and video disc pictures are:

1. The ability to record and play, or, as the industry calls it, to "write and read." The video disc systems now generally available only "read" what has already been "written." Magnetic tape, regardless of its packaging, has "write and read" capability; and
2. The Laser Vision disc, and presumably the VHD system, offers the potential of not being damaged by the act of "reading," since the stylus does not come into contact with the encoded information. All other systems, whether video disc or tape, as well as all the parts of the other members of the "Picture" family, require direct contact of equipment and the carrier in order to make the data human readable and retrievable. This, obviously, has far reaching repercussions for preservation of all data.

Multimedia technology has created a total revolution in the areas of education/training methodology, learning behaviour, communication pattern, storage, and searching techniques.

The multimedia provides rapid interpretation and scope to incorporate latest developments in many sectors of science and technology taking place all over the world and now it's time to apply multimedia technology to enhance libraries. In the present academic and special libraries, the educational videos, instructional visual aids, and audio learning resources form a significant collection. The traditional information service options are no longer acceptable by majority of the users and there is a strong demand for new forms of services therefore libraries need to be friendly and familiarize themselves with all relevant and current popular multimedia resources and their formats. Multimedia will have a profound effect on libraries during the next decade. This rapidly developing technology permits the user to combine digital images, video, animation, graphics and audio which can be delivered in a variety of formats including streaming video on the web, video on DVD/VCD, embedded digital objects within a webpage or presentation software such as PowerPoint, utilized within graphic designs or printed as hardcopy. In the modern information society, multimedia libraries have become the essential core components of the information systems managing our digital assets. Digitized multimedia data such as images, video and audio is rapidly becoming common and will soon replace conventional analogue formats. New techniques are needed to access, manage and search these new multimedia data types. The multimedia technology is a boon to the libraries and it is up to the Indian librarians how they use and apply it in their libraries to improve the services.

## **4.2 FUNCTIONS AND STRATEGIES FOR PRESERVATION OF AIR LIBRARY, AIZAWL**

### **4.2.1 INTRODUCTION:**

AIR library is keeping all tapes and CD's under an air conditioned of maximum 24°Celsius and keeping all the library materials in a locked room so as to avoid lost and missing and also to avoid from dust. Archival committee of audio materials of AIR, Aizawl is formed for preserving for future. The digital materials are stored in external hard disc and compact disc. 70% of magnetic tapes are already digitized from tapes to CD's. Preservation and conservation of audiovisual materials should be made aware to assist these materials' longevity. The management of audiovisual and multimedia resources requires specialist knowledge as well as equipment and therefore should be preserved according to their requirements. The following are the preservation procedures of different audiovisual materials:



#### **4.2.2 Film:**

Film formats included in general special collection and can include Regular 8mm, 9.5mm, 16mm, and 35mm gauges. It can be stored on cores, daylight spools, reels or loosely lying in cans: and stored in metal cans, in plastic and fiber shipping containers, or in original cardboard boxes. Film can be damage from use by either humans or machines and through natural deterioration process which can result in vinegar syndrome, nitrate deterioration, color fading, ferrotyping, shrinkage, brittleness, watermarks, mold, staining, etc.

#### **Preservation:**

Film's natural deterioration process cannot be stop, but it can be retarded by following preservation steps:

##### ➤ **Macro storage environment**

Store the films in a cold and dry environment. Original color films should be stored at the coldest possible temperature to reduce color fading. 0° F for color films is preferred, but if not realistic, 30°F with 25-35 % RH is sufficient. Black and white originals can be stored at 25-50° F with 25-35 % RH.

##### ➤ **Micro storage environment:**

Films are store on cores, not on reels. The exception is with super 8 films, which should be stored on plastic reels and Store in inert plastic polypropylene cans. Remove all paper from inside cans. Do not store magnetic full coat in the same can with its corresponding work print or reversal.

##### ➤ **Storage position:**

Films should be stored “flat” like pancakes, with no more than 6 cans stacked on the top of each other.

#### **4.2.3Video:**

Being a magnetic medium, videotapes has a short lifespan. Signals on the tape can start disappearing in as few as 2 years for VHS and consumer grade tapes, and 5 years for professional grade tapes. Lifespan ranges depend on quality of the tape stock, quality of the

recordings and storage condition. Because of the short of the lifespan of videotape, transferring materials is the only way to preserve the video content for the future.

### **Preservation:**

Video's short lifespan can be extended by following these conservation steps:

#### ➤ **Macro storage environment:**

Store the videos in a cold and dry environment, but not as cold or dry as film. Magnetic media should not be stored below 46°F: Temperatures below that will cause the lubrication to separate from the binder. Environment recommendations for long term storage have these ranges: 50-60° F with 30-40% RH.

#### ➤ **Micro storage environment:**

Store videos in an enclosed inert plastic polypropylene cans. Remove all paper from inside containers. Do not store tapes in cardboard VHS containers. Before storing, forward to the end of the tapes, and then rewind to the beginning. It might take several tries before achieving a good, flat tape pack with no tape edges sticking up from the pack.

#### ➤ **Storing position:**

Videotapes should be stored standing up, like books. They can be stood either on their spines (long end), or on their edges. Storing videos upright helps to maintain a good tape pack.

### **4.2.4 Audio (Magnetic)**

Like video, Audiotapes also has a short lifespan and suffers from the same use and natural deterioration problems that affect all magnetic media. Audio material needs to be transferred to another medium as soon as possible. Lifespan ranges depend on the quality of the tape stock, the quality of the recording and storage conditions. Fresh 1/4 inch audiotape can last 40-50 years, stored in proper environment. Audiotape has the same potential for damage from use and natural deterioration process which result in edge damage creased tape, tape break, stretched tape, demagnetization, print through, sticky shed syndrome, mold, vinegar syndrome, etc.

### **Preservation:**

Audiotape's short lifespan can be extended by following these preservation steps:

➤ **Macro storage environment:**

Store the audiotapes in a cold and dry environment, but not as cold or dry as film. Magnetic media should not be stored below 46° F, temperature below that will cause the lubrication to separate from the binder. Environment recommendations for long term storage have these ranges: 50-60°F with 40% RH.

➤ **Micro storage environment:**

Store in an enclosed inert plastic Polypropylene cans. Do not store in cardboard containers. Remove all paper from inside containers. Store ¼ inch audio reels on NAB metal hubs.

➤ **Storage position:**

Audiotapes should be stored standing up, like books. Storing audiotapes upright helps to maintain a good tape pack.

#### **4.2.5 Audio (mechanical)**

Common mechanical audio materials found in general special collections can include sound disc (acetate, vinyl, and aluminum). Obsolete formats could include Dictaphone belts and wax cylinders. The Disc's base could be made of aluminum or glass. Some acetate disc had a cardboard base: this was especially true for the "home recording" market. The base was coated with nitrocellulose lacquer plasticized with castor oil.

#### **Preservation:**

Audiotape's short lifespan can be extended by following these preservation steps:

➤ **Macro storage environment:**

Store the disc at 50-60°F, with 30-40% RH. Keep disc away from ultraviolet light.

➤ **Micro storage environment:**

Disc should be stored in acid-free archival sleeves and boxes.

➤ **Storage position:**

Store disc standing up in the archival boxes, making sure there is no room for disc to bend or lean. Broken disc should be stored flat, but do not stack more than two sleeves containing broken discs on top of each other. Use gloves when handling the discs.

## **4.3 FUNCTIONS AND STRATEGIES FOR PRESERVATION OF DDK LIBRARY, AIZAWL**

### **4.3.1 INTRODUCTION**

DDK Library is keeping the media collections under Air Conditioned of maximum 24° Celsius to protect all the video materials from harm and damage, and keeping all the materials inside the racks from theft and missing. The library room is kept dry and clean so as to avoid cassettes and other materials. Media library needs to be preserved and conserved for the expansion of the lifespan of the collections for the use of present and future broadcasting and other services. So the librarian and users of these materials should carefully handle them while they are in use as well as in storing. It is therefore important to provide the right condition for storage, train staffs and users in correct handling procedure, and use experts to conserve items. When managing items of media collections, the in charge have to survey collection periodically using a variety of formal and informal methods have to devote and prepare budget for preservation and conservation of the collections, have to develop a disaster plan, and also have to provide the correct environment and so on.

#### **➤ Storage Conditions and Standards**

Storing magnetic tape in a clean, controlled environment as it is the most important precaution you can take to extend the life of the media. High temperatures, high humidity, and the presence of dust and corrosive elements in the air all affect the physical components that make up magnetic tape and can result in loss of readable data through decreased magnetic capability and deterioration of the binder or backing of the tape. Too low temperatures should also be avoided. In some cases, temperatures lower than 32° F (0° C) may actually harm the media and shorten, rather than extend, life expectancies by risking exudation of the lubricant from the binder, which may clog heads. Rapid temperature changes are also undesirable as they introduce stresses in the wound tape pack. Tapes that are to be played in an environment different from the storage environment should be allowed to acclimate to the new temperature.

#### **➤ Temperature and Relative Humidity**

For years tape manufacturers have recommended that tapes should be stored in a cool, dry place. Binder hydrolysis is dependent on the moisture content of the tape, and lower humidity results in

lower rates of hydrolysis. Furthermore, this reaction will proceed more slowly at lower temperatures. The latter is also true for the magnetic pigments — they will degrade more slowly at lower temperatures. Finally, to reduce unnecessary stresses on the wound tape that could result in deformation of the backing, a limited variation in temperatures and humidity is recommended. Storage at high temperatures ( $> 74^{\circ}\text{ F}$ ;  $> 23^{\circ}\text{ C}$ ) increases tape pack tightness. This results in distortion of the tape backing and an increase in permanent dropouts as wound-in debris are forced into the tape magnetic layer. Many layers of tape before and after the debris can be affected by impressions of the debris. Layer to layer adhesion, known as tape blocking, also can result after long term storage at elevated temperatures. Storage at high humidity ( $> 70\%$  RH) results in increased degradation of the binder as a result of the higher moisture content of the tape pack. High humidity will also cause increased tape pack stresses as the tape absorbs moisture from the air and expands, causing distortion of the tape backing and an increase in permanent dropouts. Fungal growth is also possible at high humidity and temperatures. Molds can live off the binder polymer and added components. This is yet another cause of binder breakdown in high humidity. Hairy growths at the edges of the tape are a sign of mold. The spores that are produced on this fuzz can get onto the tape surface and cause many dropouts. Changes in both temperature and humidity can also cause mistracking problems on helical scan recordings. Substrates will expand or shrink with changing temperature and humidity just as metals do in heat or cold. The substrate films are not completely balanced in their reaction to these changes in temperature and humidity. In other words, they stretch and shrink differently in length and width directions. This causes a change in the angle of the recorded helical scan tracks. Most of these changes are recoverable by returning to a temperature and humidity close to the one at which the tape was recorded. However, heat can also cause premature aging of the substrate in the form of non-recoverable shrinking and stretching.

#### ➤ **Multimedia Physical Storage Formats**

Among all the formats available in the libraries; of all the most preferred physical storage format is CDs/DVDs format in all the libraries in which multimedia resources are available. This is mainly because the archival life of optical media ranges from 30 to 100 years whereas that of magnetic media is less than 5 years. In addition to these major parameters that are extremely essential in preservation efforts, the lower cost and better transportability of optical media adds value to these formats. Audio-video tapes available in different formats is the second choice for

recording the multimedia data and lastly, audio-video cassettes available in various formats are also used by some of the libraries for recording their data. Almost all the media resources in Media Library are available in Beta-Cam cassettes, JVC-D-9, Blu Ray, CDs, DVDs, spool tapes and are among the least used formats available in the libraries for recording their multimedia data.

#### **4.3.2 Magnetic Tape Storage and Handling Guide**

##### **➤ Cleanliness**

Cleanliness is important because minute debris can cause loss of reproduced signal by disturbing the intimate contact necessary between the tape surface and the reproducing head. A separation less than 1/10th of the diameter of smoke particle will cause a 12% debris loss, reducing the signal to 1/4 of the proper amplitude.

##### **➤ Facilities**

All the libraries are having sufficient external storage facilities available with them to store their multimedia resources. It shows that the handling of the physical storage of the multimedia resources is the least of worries. However, as professionals, librarians know how to do this well and how to have climate-controlled environments, how to conserve and store materials of various types and so on. Compact shelves of various types like fire-proof compact shelves, normal compact shelves and compact mobile metallic shelves are the most preferred form of storage devices among all the libraries for the storage of multimedia resources.

##### **➤ Variations in Temperature and Humidity**

Generally, the temperature and humidity in a tape storage facility are set to specific values, or set points, and infrequently varied or adjusted. This does not mean that the temperature and humidity in the facility are invariant. Changes in the outdoor temperature and humidity will cause the temperature in the tape storage facility to vary slightly. If the temperature outdoors is higher than the set point temperature in the facility, the actual temperature in the facility will be slightly higher than the set point. If the outdoor temperature is lower than the set temperature, the actual facility temperature will be lower than the set point. The variations in temperature experienced will be larger at larger distances from the thermostat in the facility. The same logic applies to the humidity level in the facility. Larger discrepancies in the set point and the actual temperature will be observed if one of the walls of the facility is an exterior wall, or if the heating/cooling capacity

of the environmental controller is less than that required to properly control the tape archive. The set point in a tape archive may be constant, but the archive will still experience some degree of daily and seasonal variations in temperature and humidity. A tape archivist must have knowledge of the set points in the archive as well as the variations in temperature and humidity to ensure that the archive complies with recommended storage conditions. Variations in temperature and humidity can cause tape problems. Tape packs are wound under a considerable amount of tension. This is necessary to maintain the shape of the tape pack. A reel of tape can be permanently damaged if the tape pack tension is too high or too low. If the tension is too high, the tape backing can stretch. If the tension gets too low, tape layers can slip past each other, resulting in pack slip, cinching, or popped strands on playback. Relaxation of the tape backing can also occur if the tape pack tension is not properly maintained. Relaxation, stretching, and deformation of the tape backing can cause mistracking of a videotape or sound distortion on an audio tape. Every time a tape pack is heated or cooled, the tape pack tension will increase or decrease, respectively. The best way to reduce the degree of tape backing distortion is to store magnetic media in an environment that does not vary much in temperature or humidity.

➤ **Dust and Debris**

Dust, smoke particles, and tape debris present in the environment can get wound into the tape pack as the tape is played, resulting in dropouts when the tape is subsequently played. The lost signal is generally greater than expected from the size of the particle. The record and read heads must maintain very close contact with the tape. A particle of dust on the tape causes the head to ride up over the particle and lose contact with the tape. For perspective on the size of various debris particles compared to the normal head to tape spacing.

➤ **Corrosive Gases**

Polluted air is known to cause problems with books, photographs, and works of art. Airborne sulfides, ozone, and nitrous oxides can cause accelerated deterioration of these objects. Silverware and black and white photographs are blackened by airborne sulfides produced by the degradation of wool fibers, the burning of coal, and bio-effluents. Magnetic tapes are no exception. Exposure to very low levels of corrosive gases representative of urban office environments has been known to cause corrosion on bare metal particle and metal evaporated tapes. In general, these tapes are contained in cassettes, and the cassette shells have

been shown to be an effective armor against pollutants in the environment. This corrosion problem is limited to the metal based metal particle and metal evaporated tapes and is not a significant factor in the deterioration of oxide tapes (iron oxide, chromium dioxide, barium ferrite). If a tape archive is known to contain metal particle or metal evaporated based magnetic tapes, and the tape archive is situated in an environment characterized by high levels of pollutants, some precautions may be necessary to ensure that the level of chlorine and sulfides in the archive are at a sufficiently low level. Air conditioning systems may require special filters to remove pollutants if the archive is located in an urban environment.

➤ **Storage Recommendations**

Current industry standards recommend that materials be stored around 65 - 70° F (18- 21° C) and 40 - 50% relative humidity (RH). Unfortunately, these recommendations are based, in part, on what is best for recording and playback, and what has historically proven to be good for film and paper storage. They may not be the best conditions for the long-term storage of magnetic media. Standards committees are beginning to consider storage conditions specific to magnetic tape and are recognizing that magnetic tapes benefit from storage at temperatures and humidity lower than those recommended in the past.

#### **4.3.3 Recommended Practices for Preservation**

- Tape should be handled only in no smoking, no food, and clean areas.
- Do not let tape, or leader ends trail on the floor. [Do not drop or subject to sudden shock.]
- Keep tape away from magnetic fields. Don't stack tapes on top of equipment.
- Tape storage areas should be cool and dry. Never leave open reel or cassette tapes exposed to the sun.
- Avoid subjecting tapes to rapid temperature changes. If storage and operating area temperatures differ by more than 15° F (8° C), allow an acclimatization time within the operating area of four hours for every 18° F (10° C) difference.



- Store open reel and cassette tapes with the reels or tape packs vertical. Reels should be supported by the hub. [Tapes should be stored like books on a library shelf /on end. They should not be stored laying flat.]
- Use high quality reels or cassettes, boxes/containers, and accessories.
- Return tapes to their containers when they are not in use.
- Cut off damaged tape or leader/trailer ends from open reel tapes.
- For open-reel tapes, use protecting collars if available.
- Do not use general purpose adhesive tapes to secure the tape end or for splicing. If necessary, use adhesive products designed for the purpose.
- Minimize tape handling.
- Do not touch the tape surface or the edge of the tape pack unless absolutely necessary and then wear lint-free gloves.
- Clean the recorder tape path thoroughly at the recommended intervals.
- Discard tapes with scratches or any other surface damage, which causes significant debris to be left in the recorder tape path.
- Ensure tapes to be reused are thoroughly bulk-erased before they are put back into service.

## 5.0 FINDING, SUGGESTION AND CONCLUSION

### 5.1 FINDING

From the collected data and a comprehensive study on AIR and DDK library, it can be considered that both the libraries have still a long way to go in order to cope with all the development that has taken place all around. The classification and cataloguing work is unorganized, after 10 years if they practiced in the same way, they might face a lot of problems. The technical work of library automation should also be taken into consideration. A number of interrelated factors like collection development, library staff, finance, authority support etc. have affected the development of the Library and information service by these libraries. For this reason the libraries should be able to provide even a minimum level of library services. The findings received through some methods are given below.

- Both DDK and AIR libraries need to acquire more professional staff; a separate budget provision for collection development, they are now functioning with few professional staff with a few collection of document and few primary sources of information, these libraries should try to provide efficient library services to its clientele.
- The AIR and DDK library has indeed crucially need an effective improvement and development to provide better service. Rapid Library advancement is seems not possible. These Libraries have no separate funds for the maintenance of the library, so they faced many problems in different services.
- In DDK library, they do not have a Professional Assistant Librarian, so, because of lacking Professional skills, they face a lot of problems especially in technical section. Both libraries needed many things to be done, particularly, automation and networking of resources sharing and utilization of information online.
- Since, both station libraries have some short coming in various aspects and are neglected by the central in providing library funds for its development. Both stations are the first and most facilitated stations in Mizoram. They are good information centre and broadcasting corporation in India. They provide a number of valuable news and programmed, their programmed are very useful for people in a particular fields and subject, not only for the city of Aizawl, and it can also be accessed from the village and remote area. So these libraries need to be maintained in with some respect. On the others

hand it has many drawbacks in its organizations and services, which I could find out from my study, that is due to financial problem and lack of Library Professional.

- Providing library and information services using computer and communication technologies are the next step of development for the special libraries in Mizoram.
- All India Radio and Doordarshan Kendra libraries have to take special care and proper scheme of preservation strategy to preserve their documents for future generation. However, they are performing the preservation by converting the information from one format to another format.

## 5.2 SUGGESTION

From the collected data and facts, many suggestions can be made for further improvement and development in the field of broadcasting and preservation strategies. AIR and DDK library should try to make the best use of the already infrastructure for better functioning and Services, and should try to take Steps to implement the plan of Digitization of library with adequate professional staff, and should be aware of the need and importance of practicing to organized their library with modern technology. The Library staff should be given training to operate computer system and handling library software. So that they may be enable to contribute the process of automation and provided services that can be offered through computerized system. For DDK, the most important thing I want to suggest from my study is that there is an emergence need of extending the post of library staff; this is because I clearly found out that many of the problems face by DDK library is due to the lacking of adequate professional staff. Proper budget should be available for the improvement of the library. There should be library committee for designing Library rules and regulation for the development of these two libraries. Steps should be taken for improving in collection development and well manner administration of AIR and DDK library.

Audiovisual materials should receive the same kind of care that you would give to a valuable book or important photograph. In general, handle the materials with care, keep them clean, and apply common sense. It should be used and store in a clean environment to avoid contamination by dirt, dust, fingerprints, food, cigarette smoke, ash, water and airborne pollutants. Precaution should be taken so as to drop the materials. It should be kept out of strong sunlight and not store the materials on radiators, window stills, televisions, electronic equipment or machinery. When not in use, audiovisual materials should be placed back on the storage shelf and store on end. They should not be allowed to lay flat for extended periods of time.

The Media Libraries under the study need to upgrade their infrastructure to cater effective and efficient services. These two libraries of Aizawl have to develop the following guidelines to cope up with the changing information environment.

➤ **Staff must be flexible and co-operative**

The media library has to learn that upgrading a service means more than applying new technology—it means changing how one thinks as a librarian. To accommodate the new procedures, the media librarian has had to adjust workflows and rewrite job descriptions. The media library staff had to learn new skills. Because upgrades to the lecture-taping service required reliance on the advice and skills of other departments at station, the media library has had to adapt to working more closely with employees outside the library.

➤ **Library services must be continuously upgraded**

The media library has to make yearly upgrades to the service, because technology develops rapidly and users seem to expect the latest innovations. Failure to make these changes would not have served the users and faculty very well, and, of course, it might have reflected poorly on the media library as well as the broadcasting service.

➤ **Methods of distribution must be overlapped**

The media library has to avoid disruptions in service by overlapping the new and existing methods of distribution. For example, the media library still made analog audio copies of lectures for two years after the digital format had been introduced. Likewise, the WMA format remained until the MP3 format had been available for two years. Overlapping service upgrades and thoroughly testing new features has helped ensure uninterrupted service.

➤ **Media resources must be classified and catalogued**

Once the media resources are organized then the collection has to classify. For classifying the media resources only the main subject class and the secondary class numbers are applied. The media libraries can use the classification schemes adopted by the respective library. Classifying of the content elevates and enhances their value greatly and helps in content search.

For cataloguing of media resources, title of program, subject, duration, and producer, and tape number, year of production and brief synopses of the programme are some of the minimum fields which are given. The same inputs are used for creation of bibliographical data in the database.

➤ **Database for media resources must be created**

An Online Public Access Catalogue system (OPAC) has to be designed for storage and retrieval of data on audio-visual materials and the OPAC is the basic electronic access point to audio-visual materials to find out what is available with the library. The database is to be classified in a proper wise by using Dewey decimal classification (DDC) scheme used internationally all over the world for classifying the “Universe of knowledge”

➤ **New services must be advertised**

The media library has to take several steps to advertise the upgraded service. So users and staff learned of the service in orientation, Staff and faculty must be able to receive updated information via an information kiosk in the media library, a blog, email, presentations at meetings, and printed handouts. The service appears to be well known throughout the station and society, now that the media library has many ways to advertise it, and preservation and conservation services is also one of the important new services that the media libraries must apply.

➤ **Errors must be analyzed and corrected**

The media library has to use better technology (e.g., surge protectors) and better communication. The media library also keeps a log of the errors and their solutions, in case previous answers might also solve future problems.

➤ **Expectations must be managed**

With each improvement in service, faculty and users seem to expect more. The media library has to learn the importance of explaining the nature and extent of any upgrades to the system. Providing clear and accurate information distributed through as many channels as possible seems to help keep expectations in check.

### **5.3 CONCLUSION**

Both the libraries under study need complete modernization which will take care of its functions, services. Preservation of Audiovisual materials through appropriate strategies not only increases its longevity, but better clarifies, relay and reaching the target group. The libraries need to automate its operation by using appropriate library software exclusively meant for audiovisual materials which has a great impact on its scientific organization and effective services to users. North-East region especially Mizoram due to climate condition needs scientific preservation strategies for electronic media materials. Libraries although have been neglected for a long time, it is high time to modernize infrastructure, training to the existing staff which can enhance the capacity building of the professional and semi-professional staff working in the library. Library staffs need to expose themselves various media libraries inside and outside India so that they can be better experienced in handling their own libraries and develop professional competencies to cater the users most effectively and efficiently.

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**Appendix**

Title of M.Phil dissertation

**“Media library collection and services in aizawl”**

**QUESTIONNAIRE**

**1.0 Name of the institution and**

**Address.** \_\_\_\_\_

\_\_\_\_\_ Opening Hour \_\_\_\_\_ No. of users

Per Week \_\_\_\_\_

**1.1 Detail Information about Library.**

**A. Physical Resources.**

i) Space: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

ii) Furniture and  
Equipment: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

iii) Computer and Other  
equipment: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

iv) Internet  
Access: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**B. Information Resources.**

**Print:-**

- i) Books: \_\_\_\_\_  
\_\_\_\_\_
- ii) Journals: \_\_\_\_\_  
\_\_\_\_\_
- iii) Reports: \_\_\_\_\_  
\_\_\_\_\_
- iv) Any Other (Please specify): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Non-Print:-**

- i) Audio/Visual  
Cassettes: \_\_\_\_\_  
\_\_\_\_\_
- ii) Video  
Cassettes: \_\_\_\_\_  
\_\_\_\_\_
- iii) CD's: \_\_\_\_\_  
\_\_\_\_\_
- iv) Any  
Other: \_\_\_\_\_



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**C. Human Resources(Library Staff).**

i) Professional: \_\_\_\_\_ ii) Semi

Professional: \_\_\_\_\_

ii) Any

Other: \_\_\_\_\_

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**D. Financial Resources .**

i) Budget Per

Annum: \_\_\_\_\_

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ii) Source: \_\_\_\_\_

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iii) Any other sources of

Finance: \_\_\_\_\_

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**E. Service Provided.**

i) Reprography Service

Yes/No \_\_\_\_\_

ii) CAS

Yes/No \_\_\_\_\_

iii) Documentation Service

Yes/No \_\_\_\_\_

iv) Bibliographic Service

Yes/No \_\_\_\_\_

v) Any Other Service(Please

Specify) \_\_\_\_\_

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**1.2 Preservation Strategies.**

a) Traditional Preservation (Please state Ways and

Means): \_\_\_\_\_

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b) Digital Preservation (Please State Method, Equipment and Strategy):

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**1.3 Please state The suggestions for improvement of your Library.**

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