

IV: ii

Video Collection Development

In the last decade, frequent introductions of new video formats were commonplace. Some of these formats, such as VHS, have received good consumer acceptance. Several formats, however, have yet to prove to consumers that they are worthwhile and offer significant value for investment. As you know, RCA recently discontinued the manufacture of capacitance electronic disc (CED) players but stated that manufacture of CED software will continue until the demand diminishes.

Video is one medium that librarians do not ignore, and although video is changing rapidly, it has become a collection/circulating service that many libraries are expanding, primarily because of patron demand. Contemporary society is a video society; it appears that the importance of video will increase as we approach the 21st century.

The articles in this issue discuss various aspects of video collection development. Daniel Callison of Indiana University discusses where video is and where it is going in "Video Collections: An Uncertain But Exciting Future." Callison projects a promising future for laser videodisc, as its versatility and its compatibility with other technologies permit the medium to offer numerous capabilities that are neither available nor perfected in other video formats.

Linda Waltman, Administrative Coordinator of AudioVisual Services, Kent Library System, Grand Rapids, Michigan, writes about "Video in Mishawaka-Penn Public Library." Waltman's advice to librarians is very straightforward: ". . . get into video as soon as possible."

In our third article, "Aliens, Cowboys, Monsters, Private Eyes—Video Collection Development in Popular Culture," Ray White of Ball State University discusses four areas of popular culture and suggests video titles in each of the areas for library collections. White selects motion pictures from the 1930s to the present, and although all of us have favorites in each of the four genres White discusses, he has given librarians a valuable filmography for selecting video titles in popular culture.

In "Changes in Media Services of Selected Public Libraries from 1978 to 1983," George T. Yeamans of Ball State University reports on a recent survey in which he identified changes in software collections, equipment holdings, and patron services in public libraries throughout the United States.

This issue will indicate the activity in video. And that activity belongs in libraries. The commitment to video requires a significant investment of not only funds but also manhours. The expansion of patron services and the resulting patron satisfaction, however, justifies the commitment.

— — — — —RT