



**FACULTY OF INFORMATION MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

Bachelor of Science (Hons.)
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MANAGEMENT OF AUDIO VISUAL RECORDS & ARCHIVES
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**“DILEMMA IN PRESERVING MASS MEDIA AND CULTURAL
HERITAGE INSTITUTIONS OF RECORDS”**

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ABSTRACT

Audiovisual nowadays became one of the media storage that replaces the physical storage in many institutions. Mostly people will say, audio visual records are easy to develop, maintain and keep rather than physical records but they didn't know what actually the challenging that faced by the institution in order to preserve the broadcast and culture heritage institution. Audio visual records is not just we keep document but it functioning to keep, preserve, and give services to users especially in term of preserve the records for future use whereby the value of records can be used for current situation. With the digitization of the audio-visual broadcast archive and cultural heritage institution, this paper addresses the issues of digitization and metadata.

Keywords – cultural heritage, broadcast, audio visual content, record preservation, records challenges

OBJECTIVE

The objective is to identify the similarities of the challenges on digital preservation for mass media and cultural heritage that have been faced by the institutions.

INTRODUCTION

Record is one of the things that are considered important to us especially to an organizational because records can provide evidence of business activity. Records can be produce in any types of format either in paper format or digital format. Today, majority of the records are 'born in digital' where records are produce electronically. The culture of keeping and management of physical records is being taken over by records in electronic formats and as Wamukoya and Mutula (2005) noted sound recordkeeping practices are "increasingly being emphasized on and demanded to enhance performance, transparency and accountability in government".

Digitization records can be stored and keep in variety of ways such as in database, hard drive, email accounts, shared folders and other media storage. The audiovisual materials such as tapes, magnetic disks, optical disks required special treatment and attention in order to preserve especially in order to ensure it can adapt to the new technology. It is not just we preserve for the future use but it is also to preserve its content from become reliability and authenticity in the future.

There are some myths that occur stated digital storage is easily to be preserve rather than physical storage, but the truth is the digital storage is not easy that we think. That is the fact that we must face it. Thus, most institution facing the same problem to ensure the credibility and reliability of information are securely protected instead of facing the issues that related to legal or law. In this paper, we will describe the two the similarities of the challenges on digital preservation for mass media and cultural heritage that have been faced by the institutions in term of digitization and metadata format.

DISCUSSION

Based on the findings of both article, the common challenges that occur in broadcast and cultural heritage materials are in term of digitization and metadata.

Digitization

i. Cost

In order to digitize audio visual materials, it is important to consider the cost of the digitization project whether the institution has sufficient budget to conduct or handle the digitization process. It is important to have budget because the budget is needed to maintain and provide the sufficient equipment for digitization.

According to Evens & Hautekeete (2011), one of the challenges that occur in digitization is financial sustainability. The cost of digitization may prevent the heritage institution because this type of cost does not include in a long term perspective. Based on the research, the result show that the heritage institution are unable to report on the expenses such as in-house budget and outsourcing budget that made for digitization. Most of the authors have discussed that the insufficient availability of funding for digitization is only a temporary basis. In Europe, all member states have started to digitize their heritage collections into digital libraries. The high amount of cultural heritage collections that need to be digitize, the high cost that needed for the institution to develop digitization process. This is because the digitization process needs to be done periodically in order to maintain the audio visual materials. The audio visual materials need to be maintained and preserve so that it will remain assessable and reliable to be used by the user. Moreover, the cost for the digitization is high and the institution need to allocate the sufficient budget and find the sponsor in order to gain financial support. Lack of attention on the institutional budget also can block investments in digitization. It may reduce the financial source of the institution since there are no investors.