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The Conservation Center for Art and Historic Artifacts celebrates UNESCO's World Day for Audiovisual Heritage with the debut of its online AV Media Preservation Video Series

Philadelphia, PA, September 15, 2009 -- The Conservation Center for Art and Historic Artifacts (CCAHA), the United States' largest nonprofit paper conservation lab, will debut its audiovisual media preservation video series as part of the United Nations Educational, Science and Cultural Organization's (UNESCO) World Day for Audiovisual Heritage on October 27, 2009 at www.ccaha.org. Once launched, *A Race Against Time: Preserving Our Audiovisual Media* will be permanently accessible on CCAHA's website.

Sound recordings and moving images contain the record of a significant portion of twentieth century history and risk becoming irretrievable as media deteriorate and recording formats become obsolete. The preservation requirements for audio visual collections can be complex and present new challenges to library, archive and museum professionals. These videos will provide an ongoing online resource to those responsible for audiovisual collections but unable to attend live conferences.

CCAHA staff and experts traveled to eight cities throughout the United States over the course of four years to present its two-day educational program, *A Race Against Time: Preserving Our Audio Visual Media*, which was funded by the IMLS and the Mellon Foundation. Based on this professional development program, the video series was developed to provide an ongoing online resource to those responsible for audiovisual collections but unable to attend the live conferences.

"As we presented *A Race Against Time: Preserving Our Audio Visual Media* across the country to hundreds of preservation professionals, it quickly became clear that this information was not only important, it was vital to share with those who couldn't attend," said Ingrid E. Bogel, CCAHA's Executive Director.

CCAHA asked leaders in the field of audiovisual preservation to take part in the video series. Presenters are George Blood, President, Safe Sound Archives, Philadelphia, PA; Alan Lewis, Consultant in Audiovisual Archives, Washington, DC; and Sarah Stauderman, Preservation Manager, Smithsonian Institution Archives, Washington, DC. They present timely and thorough audiovisual media preservation information in the following CCAHA video segments:

- Audiovisual preservation basics
- Film Preservation
- Audio Preservation
- Video Preservation
- Contracting for Reformatting

UNESCO, in association with the Co-ordinating Council of Audiovisual Archives Associations, declared October 27 as World Day for Audiovisual Heritage to raise awareness of the importance of sound and image as a source of history and to call attention to the importance of preserving this media. This year, the celebration has as its focus "The Audiovisual Heritage as a Witness of Cultural Diversity" which highlights the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

These videos were made possible through funding from the Gladys Kriebel Delmas Foundation with additional support from the Institute for Museum and Library Studies (IMLS) and the Andrew W. Mellon Foundation.

CCAHA's mission is to provide expertise and leadership in the preservation of the world's cultural heritage. CCAHA specializes in the treatment of works of art, artifacts on paper and photos; housing and framing services for paper-based objects; and imaging services. CCAHA also offers on-site consultation services, educational programs and seminars, internships, and emergency conservation services.

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