

# Bay Area Video Coalition Organizes Tape Collection

## The Challenge

The Bay Area Video Coalitions (BAVC) mission is to provide the non-profit sector with low-cost technical production assistance, equipment access, and training on current and constantly changing video and broadcast communication technologies. Over time, BAVC had accumulated a storeroom of equipment, supplies and a collection of mixed-format production media, all stored randomly on open metal shelving.

Jeannie Finley, Director of Operations for BAVC, was looking for a cost-effective way to safely archive BAVCs tape collection and remedy the overcrowded and disorganized situation when she first encountered Russ Bassett's unique high density pull-out shelving product, Gemtrac, at the National Association of Broadcasters Conference.

As a non-profit organization, affordability was a key issue; space was at a premium and limited to 200 square feet in the L-shaped storeroom. The solution needed to accommodate about 1,000 various-format tapes separately from the equipment and supplies. Jeannie stressed orderliness, easy access, and protection as other important criteria of the storage system. She also needed something that was adjustable to accommodate mixed size tapes, including possible new sizes that might be received in the future.



Shelves are adjustable without tools to easily accommodate changing media collections.



An organized and effortlessly retrievable tape collection. BAVC Staff Members Kacey Koeberer and Janel Quirante.

## The Solution

Gemtrac fit the bill perfectly. BAVC was pleasantly surprised by the affordability of the compact pull-out shelving unit. It fit along one wall of the storeroom, freeing up space for the other equipment and supplies. Within the Gemtracs compact 25 square feet of storage, BAVC is able to store its entire collection (1,000+ tapes). The enclosed Gemtrac system provides protection to the archived collection. The tapes are now quickly retrievable, arranged by project and department.

The staff at BAVC can continue to assist in the production of non-commercial film, video, and new media programs, confident in the knowledge that any client master will be easy to locate when needed.

Kacey Koeberer, Creative Services Assistant, stated, "We used to have to dig through boxes to find every master tape. Now I can go right to the one I need! (Gemtrac) has provided a lot of organization we didn't have before." Janel Quirante, Facility Technician, added, "The Gemtrac provides a safe place to archive client masters."



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