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The Journal of Film and Video

The Journal of Film and Video was first published in 1947 by the University Film Producers Council. From its first publication until about 1967, the journal's content dealt mostly with production related issues and subjects. But after the University Film Producers Council changed its name to the University Film and Video Association (UFVA), the journal became more receptive to issues and subjects concerning theory, criticism, and production as they relate to the field of film and video. The main mission of the journal is to publish articles that shed light on the way we view and teach production and study film and video.

Anyone can subscribe to the journal by becoming a member of the University Film and Video Association. The journal is currently sent to all UFVA members and institutions. All submissions are welcome and range from about twelve to thirty-five pages. The articles in the journal are the scholarly works of professionals and educators who work in the film and video field and use the journal to publish their work. The journal tries to publish scholarly works that represent the thoughts and ideas of the majority of the film and video professional community. This wide range of individuals includes Professors, Educators, Filmmakers, Scholars, Teachers, Graduate Students, and many well-known editors. The UFVA is currently an organization comprised of almost 800 professionals and institutions involved in the production and study of film, video, and newer media arts, all of which receive the journal as a benefit of membership.

The Journal of Film and Video welcome all who share an interest in the making and teaching of film and video. The audience for this journal would definitely have to be interested in the concepts of film and video, ranging from professional production to studies and evaluations of concepts in film and video. The journal would also be receptive to those interested in critical

studies of media, as it commonly deals with feminism, masculinity, and sexuality among other issues.

The journal commonly includes educational pieces about specific subjects, as well as interviews with important and influential people in the industry at both the production and academic level. When reading an article you will normally notice a few screen captures of scenes from a film being referred to or discussed. The journal deals with past films from the last five to ten years before the journal was published and examines the way that have affected or influenced society. It also deals with the way films, both past and present, resemble and complement each other.

The UFVA states that the journal is an internationally respected forum for articles on history, theory, aesthetics, criticism, production, pedagogy and review of films, videos and books in the field. The journal covers both American and International film and video, as well as issues that are important in the American and the International Film and Video field. This is particularly true in Volume 47, Number 4, which contains content that is completely related to international film and video. There will also occasionally be an issue published that is dedicated to an important or influential person in the industry who has passed, such as in Volume 51, Numbers 3 & 4 (Fall and Winter), which was dedicated to Nina Leibman. This also illustrates a case where the journal combined two volumes together into one.

The only regular feature of The Journal of Film and Video is the book review section, although video reviews are also frequently published. The book reviews usually provide a brief description of title, length, publisher, publisher's address, and price in addition to the reviewer's analysis and comments. When video reviews are published, they provide a brief description of

length, name, producer and director, format, and publisher's address in addition to the reviewer's analysis and comments.

Each published issue of the Journal of Film and Video lists current members of the Editorial Board and Video Review Board. These boards are made up of mostly scholars and Professors from various Universities. The journal has had direct ties to the University of North Texas in the past and currently in the present. Melinda Levin has served as Conference Vice-President from 1998-2002, Board of Directors from 1995-1996 and has been a member of the Editorial Board from 2001-2002 and Film Review Board from 1999-2000. Ben Levin served as President in 1991, Executive Vice President from 1999-2002 and was a member of the Editorial Board in 1993 and from 1995-2002.

One notable observation is that the Journal of Film and Video includes very little advertising, although they seem to recognize the need and value of self-promotion, as you will often see an application for membership to the University Film and Video Association. There are also advertisements dealing with film literature, non-technical introductions to film, special library collections, or other advertisements for other publications and books that deal with film and video. Advertisers that might target this publication would be anyone in the film and video sanctions of media.

From the 1990s until 2001 the covers of the journal were color coordinated. Each year contains one volume, and there are four separate issues within a volume (Spring, Summer, Fall, and Winter). All four issues of a volume were the same color, and there was a film strip of a movie down the far left end of the cover. The journal's title was in big bold letters across the top of the cover, and the titles of the articles were printed below it. From 2001 to the current volume, the covers of the journal remain color coordinated with the same title and content

layout, but there is no longer a film strip on the far left end side of the cover, there is just a horizontal black line. The last page of the journal includes a list of Sustaining Members of the University of Film and Video Association, commonly including such companies as Eastman Kodak, Avid Technology, and the Academy of Motion Picture Arts & Sciences.

I believe that the journal's place in the field is as a film and video barrier breaker, which tries to combine the two sides of the field, while many other journals separate them. There are publications that contain articles from the production view of film and video, and others that contain articles that take a more academic approach to the field of film and video. The Journal of Film and Video provides a publication where the works of production professionals, educators, and others in the field of film and video can publish equally respected works that can be enjoyed by anyone who is at all interested in the field, and can afford a small fee for a membership to the UFVA or have the time to visit their local library.