

CONFERENCE HIGHLIGHTS

Design for News: A Tour of Five Newsroom Intranets

By: TOM PELLEGRINE, JR.

THE JOURNAL GAZETTE, FORT WAYNE, INDIANA

In the good old days—five or 10 years ago—the first newsroom intranets were the static HTML pages that looked a lot like static news Web sites. But just as those Web sites often have evolved into interactive, user-driven displays of a news organization's content and imagination, the intranets have also begun to enter the 21st century.

During the "Design for News" CE course at SLA in Toronto, a tour of five newsroom intranets showed both the interactive potential for users and the pitfalls to getting the intranets that way.

At *The Columbus Dispatch*, Victor Black presides over Dewey, a newsroom intranet that is in part a dazzling array of single-subject public records databases he has linked together through an "expand your search" field. A reporter checking a marriage license, for example, is only one keystroke away from using that finding to get a divorce record or to see whether the couple has given birth to a child.

Dewey is no child—it has been revised four times since the mid-1990s. Besides the public records and the text archive, it has

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Dispatch intranet

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In her first column as Division Chair, Denise Jones explains the ramifications of a recent SLA change in governance year.

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From the minutes to mentoring, blogging to rocking, check out some of the highlights of this year's SLA Conference.

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KATHRYN PEASE

How many of you out there returned from the SLA conference as invigorated as I am? Not only was Toronto a gracious host city, but **Denise Jones** and **Jim Hunter** did an outstanding job with the programming and continuing education courses.

Blogging was not only a hot topic during the News Division's CE course; there were at least two other divisions demonstrating how librarians use blogs both professionally and personally. After a hands-on session, I'm thinking of setting one up myself.

And how many of you would like to create a new intranet or just beef up what you're currently working with? After the "Design for News: A Live Tour of Five Newsroom Intranets" course, some of my co-workers and I brushed up on Web authoring tools in order to get busy redesigning our paper's site.

Between seeing how social network analysis can be used for a myriad of projects and learning basic math formulas and how to use them in the newsroom, the 2005 conference provided us with a wealth of knowledge and sparked ideas that we can put into use in our everyday work.

For those of you who did not make it to Toronto, I hope that you will take advantage of the presentations and handouts posted to the News Division Web site.

Enjoy this post-conference wrap-up, and for a real treat, be sure to read Michael Knoop's review of the hottest media band in North America. Yes, folks, librarians can rock with the best of them.



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NOTES FROM THE CHAIR



BY DENISE JONES

I want to open my first column with a very big thank-you to all of those who helped with the conference in Toronto. If you were lucky enough to attend the Toronto conference, you know that the programs offered high-value content. I particularly want to thank the previous planner **Jen Evert** for her wisdom and patient answers to my many, many questions. A big thank-you also goes to the moderators who had the difficult task of planning and executing their programs. Well done everyone! That goes for the tours and banquet, too. All were great!

Another big expression of gratitude goes to my colleagues in Toronto for I could not have done it without you! You have a wonderful city that we all enjoyed. We loved seeing the *Toronto Star*, the *Toronto Sun*, CBC and that terrific rock band from *The Globe and Mail*.

And heart-felt appreciation also goes to the companies that generously helped sponsor our programs: ProQuest, LexisNexis, Heritage Microfilm, Factiva, Reference USA, EOS International, Copyright Clearance Center and Dialog. The News Division truly appreciates their support, which helped to make this a successful conference.

Now, to let you know about some changes you will be seeing in the division. In fall 2004 the SLA board of directors passed a motion to adjust the governance year to match the fiscal year. This means that our division officers will change in January each year and not July. The officers who started their positions in July 2005 will serve 18 months. Their terms will expire December 31, 2006. After that, division officers will serve from January through December. Elections will now be held in the fall instead of the spring.

Also in the past few years, SLA has expanded the planning cycle for annual conference to 18 months. SLA now requires that program descriptions and schedule details be completed almost a year in advance. Here's where things get tricky. The chair-elect of

the News Division will be responsible for the conference in June before they become chair in January. Since elections are now going to be held in the fall and conference planning will begin the following January and February, the News Division board has created a new position, future conference planner. The future conference planner will help the chair-elect with the last six months of preparation for the upcoming conference and at the same time begin planning for the following conference.

The News Division will not be holding elections this fall because of the transition. The next elections will be in fall 2006 and those officers elected will take office in January 2007. The future conference planner will run unopposed just as the chair-elect

always had. To prevent the expense of an election with one name on the ballot, the first future conference planner will be appointed by the nominating committee in the fall. The future conference planner will take office in January 2006 to begin planning for the 2007 conference in Denver, and, at the same time, assist Chair-Elect **Jim Hunter** with the upcoming Baltimore conference. When Jim becomes chair in January 2007, the future conference planner will become chair-elect.

Confused? We all were! After discussing, at length, several alternatives, adding the future conference planner position seemed to be the best solution for the new governance schedule and conference planning. We hope you will find that this plan improves both continuity and the planning process for those involved. Ultimately, this process should also benefit you by helping to assure that conferences continue to provide content that is timely, meaningful and useful.

“Here’s where things get tricky. The chair-elect of the News Division will be responsible for the conference in June before they become chair in January.”



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PEOPLE



BY JENNIFER O'NEILL

On the Move

Linda Amster, the first staffer in *The New York Times* research department, has retired after nearly 38 years. Manager of news research since 1974, Linda wrote the weekly news quiz, from 1976 until 1989, adding a quiz for the Web site from 1997 through 2000. She also wrote the Food Chain column for the Dining section and was responsible for the creation of a thriving kitchen industry within *The Times'* Book Development program. She edited *The New York Times Passover Cookbook*, now in its seventh printing; *The New York Times Jewish Cookbook*, at more than 600 all-kosher pages the matriarch of its class; and due next month, *The New York Times Chicken Cookbook*. Additionally, Linda co-curated the New York Public Library's 1996 exhibit "Headlines, Deadlines, Bylines", a celebration of the 100th anniversary of the purchase of *The Times* by Adolph Ochs.

On June 30 in Toronto, **Amanda Valpy** retired after many years at the helm of *The Globe and Mail* library. She was involved in the introduction of the first full-text newspaper database in the world when InfoGlobe went live in 1977 and supervised and encouraged many changes over her 35 years in the library. She was promoted to chief librarian in 1983 and oversaw a happy and productive staff. Celia Donnelly, assistant chief librarian for the past 15 years, has accepted the challenge of trying to fill Amanda's shoes. She has been granted a parking spot in the lower middle management garage and will continue to play rhythm guitar in *The Globe and Mail's* Executive Garage Band.

Theresa Butcher retired from Canada's *National Post* library on June 30. Theresa had been the librarian at the *Financial Post* when it became part of the brand-new national daily, the *National Post*. Theresa has been the chief librarian at the *Post* since its launch in October 1998. Replacing Theresa is **Scott Maniquet**.

Kelly Guckian has accepted a promotion

as the *San Antonio Express-News'* first-ever full-time database/CAR editor. Kelly will leave the news research team to join the projects team, reporting directly to the projects editor. Kelly will work with reporters in all departments and also serve as the newspaper's CAR trainer.

Former *Palm Beach Post* news researcher **Michelle Quigley** returned to *The Post* full-time on August 1. *The Post* also has a new intern, **Amy Hanaway**, who is a recent M.L.S. graduate from the University of Maryland.

Martha Reagan joined the *Boston Herald* Library as a research librarian on July 5. Martha is a 2005 graduate of Simmons College Graduate School of Library and Information Science and had been working for FMR Corp. prior to joining the *Herald*.

Awards & Acknowledgments

Susan Fifer Canby, vice president for libraries and information services at the National Geographic Society, won the 2005 Factiva Leadership Award. Nominated for this award by the entire SLA DC Chapter, Susan is widely known in the profession as a complete information professional: polished, prepared, a change agent, a leader and always willing to learn more. Put simply, she embodies the skills and abilities found in the SLA Competencies for Information Professionals in the 21st Century, which serve as the inspiration for the award.

Lisa Schwartz of ABC News won the Hayden Fellowship for continuing education, which was presented during the News Division Awards Banquet. She will be using the \$500 stipend to help to pay for a session of the IRE CAR Boot Camp in Columbia, Missouri.

This past May, **John Cronin** and **Jessica Baumgart** each received Achievement Awards from the Boston Chapter of SLA. Details, along with a photo of Jessica's award, can be found on her blog: <http://blogs.law.harvard.edu/jkbaumga/2005/05/26#a3611>.

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Ratios, Percentages and Statistics, Oh My!

BY ELI EDWARDS, INTERNET ARCHIVE

I am a fairly math-phobic person. So two things surprised me during the SLA Conference in Toronto:

- 1) I managed to learn useful math at 7:00 a.m. (4:00 a.m. in my native West Coast time).
- 2) There are many math-phobic librarians and journalists out there, but it's not too late to change.

John Martin, research editor at the *St. Petersburg Times* and Stephen Doig of the Cronkite School of Journalism at Arizona State University provided spirited talks on newsroom mathematics and how news librarians can help reporters and editors develop and maintain credibility with readers by using numbers thoughtfully and responsibly.

Martin began his talk with an oft-used quote regarding mathematics and reporting:

"The media's sloppy use of numbers about the incidence of accidents or disease frightens people and leaves them vulnerable to journalistic hype, political demagoguery and commercial fraud." - Max Frankel, 1995, *The New York Times*.

He then reported on the state of newsroom math skills, as measured by such people as Sarah Cohen (*Numbers in the Newsroom: Using Math and Statistics in News*) and Scott Maier (*Numeracy in the newsroom: A case study of mathematical competence and confidence*). The incidence of mathphobia in the newsroom is significant and historical: one heavily-repeated definition of a journalist is "a do-gooder who hates math".

Martin highlighted the contributing factors to poor math skills in newsrooms:

- ❖ Curricula of journalism schools not including mathematics/statistics courses
- ❖ Math anxiety
- ❖ Hubris



An unexpected crowd for the 7:00 a.m. math class

❖ Newsroom training, or lack thereof

❖ As the editors go, so goes the newsroom

He emphasized that core newsroom math skills are not difficult to master. Among such pertinent skills are basic arithmetic, the ability to calculate percentages and ratios, knowing the difference between mean and median, and understanding margins of error. Some common math mistakes that regularly show up in news reports are:

- ❖ When calculating percent change, not changing the formula if you're looking at a % increase or a % decrease
- ❖ Attempting to combine heterogeneous statistics or compare percentages with different bases
- ❖ Not understanding the difference between percent change and percentage points
- ❖ Confusing "times more" and "times as many"

Some fundamental math/numbers facts to keep in mind are:

- ❖ No percentage makes sense unless you know its base
- ❖ Understanding mean, median and mode:
 - mean: simple average (but can be skewed by extremes at either end of a set of values)
 - median: the middle values in a group
 - mode: the most commonly recurring value

So what should reporters do?

- ❖ Keep copy numbers-free (i.e. don't try to awe the audience with extraneous figures)
- ❖ Keep number of digits in a paragraph below 8
- ❖ Round off — a lot
- ❖ Memorize common numbers on a beat
- ❖ Use devices/metaphors from everyday life
- ❖ Learn to think in ratios

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BY ANGELICA CORTEZ

Meet **Kathrin Dodds**, aspiring news librarian. Dodds became interested in news libraries while earning her bachelor's degree in advertising/communications. As she learned about the many aspects of journalism, the newsroom library is what intrigued her the most.

"Upon learning what newsroom libraries do, I knew that this could be a career choice that would be enjoyable for me," she says.

Before entering Texas Woman's University's Library School, Dodds called her local paper to schedule a tour. Further enticed to enter the news library profession, Dodds began the MLS program, excited to begin her path to news librarianship.

During her studies, Dodds attempted to complete a practicum at her local news library. Unfortunately, due to issues with liability insurance, she was unable to do so. She ended up completing her practicum at an advertising agency who then offered her a full-time position after graduation.

Dodds continued to work for this advertising agency, and she eventually moved on to the Competitive Intelligence Department of its sister agency. While she found the fast-paced setting exciting, the department was unfortunately one of the first targets for layoffs.

Dodds then moved on to a temporary position at a community college and is currently a solo librarian for Mississippi State University's College of Architecture, serving students, faculty and area architects.



Dodds

With over 10 years experience in libraries, Dodds still thinks about the original reason she began library school: to become a news librarian.

"I enjoy digging up a wide variety of facts with short deadlines and a fast paced setting. I think it would be exciting to see the results of my data mining come to fruition through news stories," she says.

Yet she feels that because her experience is in other types of libraries, there is difficulty in landing her desired position of working as a news librarian.

"I have applied for both news librarian positions and internships with no luck. Sadly, my lack of experience in news positions is keeping me from getting an interview," she says.

Despite her struggle to enter the profession, Dodds remains positive. "I would love to be able to work in a newsroom library but have not had luck with any of the positions I've applied for - but will keep trying," she says.

She says her ideal position would be

"Upon learning what newsroom libraries do, I knew that this could be a career choice that would be enjoyable for me."

working for a large newspaper or network digging up facts quickly and accurately. While her career might have veered in a different direction due to circumstance, Dodds diligently works toward her original career goal of becoming a news librarian. "I do feel

that continued networking and participation in the News Division will be beneficial to me," she adds.

Do you want to be a news librarian? Send me an email at amcortez@gmail.com and you could be featured next!

This is CNN



By AMY DISCH



CNN New York Library Staff (L to R): Shira Kavon, Abigail Brigham, Koren Backstrand, Archives Manager Lori Kagan, Palmer Yale, Library Manager Moira Danehy, Michael Dougherty, Susan Kipp. (Not pictured: James Seward, Tom Padilla)

Cable News Network, more commonly referred to as CNN, celebrated its 25th anniversary on June 1, 2005, sharing the occasion with its main library, located at the network's headquarters in Atlanta. The CNN New York Library, based on Atlanta's model, moved to a larger and more visible location a block from Central Park in May 2004.

The library serves two primary functions for its New York bureau. First, it archives and makes available to its staff video footage created by its journalists. Its other major role is to provide research support for new and developing stories.

The library's collections consist of tens of thousands of videotapes dating back 20 years, various electronic public records, news and historical databases, and a small number of reference books. Also available are several newspapers and periodicals, including six New York

City daily newspapers, *The Washington Post* and *USA Today*, and other weekly magazines, business publications and selected journals.

Shira Kavon, senior news librarian, says, "For research purposes, the electronic editions of newspapers and magazines are the far more efficient and searchable choice." She adds that the print collection of newspapers and magazines are "mainly used to create video graphics for use in CNN broadcasts."

The library is staffed by a library manager and a video archives manager, three research librarians, four video archivists and a circulation coordinator. The archivists are responsible for reviewing videos, determining which should be added to the library's permanent collection and cataloging each to ensure it will be available for future use. The research librarians fulfill reference requests using "subscrip-

tion news databases, fee-based tools for searching public and court records, the Internet, and of course, the occasional print resource." In addition, Kavon says, "Our newsrooms have a generous number of database end-user accounts, and a great number of resources are also available at staff desktops via the CNN Library intranet." The intranet, which is managed by staff at the main library in Atlanta, will be featured at this year's Internet Librarian conference in Monterey, California, October 24-26. Make sure to check it out if you'll be in attendance.

Research requests are primarily received by phone and "responses to video requests are posted on a newsroom bulletin board system, where they can be retrieved by requestors." This system is very efficient, particularly during breaking news situations, because "all

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2005 News Division awards honorees and presenters.

From left are: Diane Rockall (presenter), Jennifer Small Evert (Ralph Shoemaker Award of Merit), Denise Jones (presenter), Mr. Rockall (presenter), Alice Pepper (Agnes Henebry Roll of Honor), Richard Geiger (Joseph F. Kwapil Memorial Award), Donna Scheeder (presenter), Amy Disch (presenter), Andrea Nemetz (Vormelker-Thomas Student Award), Ron Larson (Agnes Henebry Roll of Honor), Debra Bade (presenter), Barbara Semonche (presenter), Kathleen A. Hansen (David A. Rhydwen Award)



Stephen Abram auctions off *Cleveland Plain-Dealer* unmentionables. Were there any takers?



Awards Reception at Casa Loma sponsored by ProQuest

CONFERENCE HIGHLIGHTS



Left: News librarians enjoyed the Hockey Hall of Fame courtesy of LexisNexis



Below: Grooving to the Executive Garage Band

Design for News: A Tour of Five Newsroom Intranets

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Post-Dispatch intranet

links to convergence partners, the photos of staff members and even today's front pages from the Newseum.

Black, *The Dispatch's* information specialist/library intranet specialist, said he wants to develop relational databases and merge Dewey into the companywide intranet.

Similar wizardry was on display from the *St. Louis Post-Dispatch*, where **John Hurst**, newsroom technology director, is maestro of iNet—the *Post-Dispatch* Information

Network—an intranet with a front page built on the fly for the needs of every user.

Of special interest is iLinks, a searchable list of links selected and vetted by News Research and available by category. The site also has a research database in which users can list a research request, deadline and their name, among other fields. Hurst said he hoped to add additional RSS feeds to the site and to provide a single entryway for background checks.

On each of the intranets demonstrated,

the top of the home page was viewed as the most important real estate. When *Newsweek* redid its ResearchNet, for example, it placed an archive search, *Newsweek* cover image database and its catalog across the top. A "Hot Docs" section, containing items such as the 9/11 Commission Report, was just below.

Any researcher can add links, said **Dana Gordon**, deputy director of the *Newsweek* Research Center, and links can be relocated

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as needed. The new home page has a "QuickSearch" across *Newsweek* content, with other searches and news sources on the left of the page. This cuts down on the steps a user needs to take to perform a search.

Interviews with users showed they wanted to find people, find magazines, find information about companies and find

information about countries, said Madeline Cohen, director of the research center. Cohen said *Newsweek* hopes to put in an alert service to announce stored search results on requested subjects as they come along.

In Raleigh, N.C., and Atlanta, *The News & Observer* and *The Atlanta Journal-Constitution* have rehabbed their old intranets into much more user-friendly sites without the bells and whistles.

Susan Ebbs, a news researcher at *The N&O*, said the previous intranet, called

NeRD, was cluttered and had no consistent look. That changed with the help of Cindy McCracken, a library science student at the University of North Carolina who spent a semester on a NeRD field project.

Last fall, McCracken took five reporters through five tests on NeRD. She found they most often used forms, phone look-ups and the archive, but couldn't find the company's policies or its online and catalog services. She and the researchers then inventoried content to see what existed,

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The NeRD Page Home

N&O Communities: NeRD / News / Circulation / Classified Ads / Display Advertising / HR / Information Services

The NeRD Page

Home | Research Resources | Newsroom | Professional Development | Company Resources

The NeRD Page Research Ideas Information

FROM YOUR COLLEAGUES IN THE NEWS RESEARCH DEPARTMENT

Tuesday, August 02, 2005 10:37:50 AM

Announcements

New NeRD Page Help

- Take a tour
- Visit the Where Did It Go page
- Contact News Research

Learning Opportunities

New (8/1): Staff Development Day
August 18 is our first Development Day. Sign up now!

One Hour Sabbatical: Erwin Chemerinsky
August 18, 2005
Duke law professor who recently argued the Ten Commandments case before the Supreme Court. Sign up on the Professional Development page.

Research Resources

By Subject

- Agriculture
- Business
- Crime / Courts / Laws
- Demographics
- Education
- Features
- Government
- Health / Medicine
- Military
- Non-Profits
- Politics / Elections
- Religion
- Science / Environment
- Sports
- Transportation
- Weather

Local City/County Quick Facts

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Benson	Knightdale
Carrboro	Lee
Cary	Louisburg
Chapel Hill	Morrisville
Chatham	Orange
Clayton	Pittsboro
Durham	Raleigh
Durham (co.)	Sanford
Franklin	Siler City
Franklinton	Smithfield
Fuquay-Varina	Wake
Garner	Wake Forest
Hillsborough	Wendell
Holly Springs	Zebulon

North Carolina Quick Facts

Phone Numbers

Search Staff Phones

enter staff name

Staff Phones - Advanced Search
Update Your Entry in Staff Phones
Reference USA (national lookup)
Online Phone Books:
Bellsouth (Raleigh, Charlotte, Asheville, Greensboro, ...)
Sprint (Fayetteville, Jacksonville, Greenville, New Bern, ...)
More Phone sources

General Reference

- Dictionary
- Cool Calculators
- This Day in History
- NeRD's People Finding Page
- More General Reference sources**

From the Archives

- Timelines
- Tar Heel of the Week
- Search People Clip Files
- More sources From the Archives**

Common Tasks

Search the Archive

- Mediasphere
- Newsbank
- Factiva
- Access to the N&O archives and 8,000+ newspapers, magazines and trade journals.

Fill Out a Form

- Photo Request Form
- Graphics Request Form
- Online Expense Form (through the Peoplesoft portal of McClatchyNet)
- Conference Room Reservation
- Email Vacation Setup
- More Newsroom Forms**
- More Company-Wide Forms**

See N.C. News Headlines

Check out today's headlines from other N.C. newspapers.

Check the Weather

Triangle Area Weather
10:05 EDT, Tue Aug 02
Currently:
80° F
30.12" Hg →
VBL 5 mph
High of 92
Courtesy of WRAL.com

Newsroom Quick Links

- Copydesk Schedule
- Photo Sources
- The old NeRD page
- No longer being updated.

First Impressions, Lasting Memories

BY BILL LUCEY, *SOUTH FLORIDA SUN-SENTINEL*

Thanks to the *South Florida Sun-Sentinel*, I attended my very first SLA conference in Toronto in June.

I finally had the opportunity to view, first hand, the workshops and presentations by fellow news librarians that I've only been reading about on NewsLib for the last five years.

The conference, in my estimation, lived up to its prized billing and was well worth the price of admission.

When I first stepped into the Toronto Convention Centre bright and early Monday morning, I was expecting to run into a flock of fellow news librarians, never thinking to realize that SLA has a number of divisions and different chapters.

I quickly found myself lost in a sea of librarians with different agendas and itineraries, all scrambling to get to their meeting rooms on time. Punctuality, by the way, would become of paramount importance at this conference, which I'll get to in a minute.

Had I bothered to take time to look inside my complimentary brief case, which were provided to all SLA members at the registration table, I would have noticed the agenda was all mapped out in an easy to read guidebook. All I had to do was look for a workshop to my liking, and I was off to the races. I felt like a kid again at Christmas. I didn't know which gift to open up first.

The first presentation that caught my eye was "Blogging/RSSing the Librarian Way". Becoming more familiar with blogs in the newsroom sounded like a relevant topic since more and more newspapers are beginning to make blogs an important part of their online sites.

It was an excellent presentation that began with an informative overview on how blogs originally started, where to find

feeders specifically for blogs, and personal testimonies from panelists and their experiences with blogs. The presentation covered a great deal of information in a short period of time. Just enough to pique attendees' interest into leaving the room wanting to start their own blog.

The only problem, which I'm sure many others can attest to, was that if you didn't arrive about 15 minutes beforehand, there was no place to sit, little room to stand without stepping on other people's feet, and a short supply of handouts.

If you wanted to listen to the presentation, attendees who didn't arrive on time were left with two choices: listen from the hallway just outside the door, or resort to sitting on the floor. Since lunchtime was drawing near, I was afraid of being stampeded by a herd of hungry librarians. So I decided to stay on my feet and start crunching some toes.

It became a little uncomfortable for some, especially during a hot, muggy June week. But most made the best of it and absorbed the pearls of wisdom flowing from the group of panelists.

Other memorable speakers were librarian and research consultant Gary Price, and writer Genie Tyburski from The Virtual Chase Web site.

These popular speakers were wisely scheduled in a football field-sized auditorium with plenty of leg room, lots of ventilation, and a large overhead screen for demonstrating Web sites. It made for a pleasant and enlightening workshop.

If I had to name two of the best jewels I came away with from their presentation, my picks would go to ZoomInfo and Ziggs.

ZoomInfo, a diamond in the rough in my opinion, builds dossiers on high profile public figures. In fact, the night President Bush nominated John G. Roberts to the U.S. Supreme Court, just for kicks I

plugged in his name and ZoomInfo came back with a whole host of interesting details on his opinions on a variety of topics through the years.

The other winner, Ziggs, looks to be a great site when searching for business professionals, and searches come accompanied with phone numbers and email addresses. Not bad for a free database.

The last workshop that sticks out during the conference was "Ratios, Percentages, and Statistics", presented by John Martin from the *St. Petersburg Times* and Stephen Doig from Arizona State University's Cronkite School of Journalism.

Martin was like a football coach at half-time, encouraging the troops that we all need to step up our game with Excel spreadsheets or we'll be selling ourselves short as well as our clients in the newsroom. It was a nice pep talk, and his words didn't fall on deaf ears. *Numbers in the Newsroom* by Sarah Cohen is now parked on my desk.

The presentation was punctuated by Doig, who, after snapping his camera phone to prove to his wife that he was speaking to a full house at 7:00 a.m.—just a few hours after the News Division Awards Banquet had concluded—spoke in clear and concise language without getting bogged down in techie lingo. He gave specific examples on how to make some basic calculations on an Excel spreadsheet, such as converting fractions to decimals and comparing percent differences. In fact, Doig's "Newsroom Math Crib Sheet", also available on the News Division Web site, is now taped to my desk.

What impressed me the most about Doig is that he didn't wag his finger at the audience for not knowing how to crunch numbers as well as we should; instead, he treated us like we were all in the same boat, struggling with these formulas and trying to

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Design for News: A Tour of Five Newsroom Intranets

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how it was labeled and how it was maintained.

From this work, the newspaper developed new main categories. The new NeRD features high-priority tasks and access to the most-used content on its home page, with a cleaner interface and better migration. Even so, Ebbs said, "It's never finished." *The NeRD* hopes to add online training, RSS feeds and more and improved databases.

In Atlanta, the *Journal-Constitution* faced multiple platforms for its NRS intranet, said Jennifer Ryan, deputy director of news research services. As a result, changes were tested on as many browsers as possible, and browser-specific Java was avoided.

Without a budget for redesign, researchers used a Zoomerang Web survey to determine what users thought was right and wrong with the existing intranet, offering a prize to the department responding most. From there, they held three focus groups including 30 people from all newsroom job roles to get feedback on their plans.

Ryan's advice: Keep the meetings to an hour. Have only a few mock-ups on hand. Keep the designer out. Give participants hands-on access to the pages. Feed them.

There are as many different ways to approach an intranet as news organizations. But the work of these five are helping define what someday may be standard for all of us.



AJC intranet

First Impressions, Lasting Memories

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make them part of our everyday language.

So, my first SLA conference was a great experience. I learned a great deal, met some

remarkable people, and talked face to face for the first time with many News Division members that I've only known through NewsLib postings.

Taken together, all the "chefs" from the News Division should be congratulated for serving up such a

smorgasbord of interesting topics and making it an enjoyable, enlightening and entertaining few days

It was quite a feast, and I left Toronto hungry for more.

Annual Business Meeting Minutes

Monday, June 6, 2005

Metro Toronto Convention Centre,
Toronto, Canada

IN ATTENDANCE

News Division Executive Board members Jennifer Small Evert, Chair; Denise Jones, Chair-Elect; Linda Henderson, Past Chair/Director of Awards; Merrie Monteagudo, Secretary; Justin Scroggs, Treasurer; Jim Hunter, Director-Education/Professional Development; Leigh Poitinger, Director-Publications, other members and guests.

CALL TO ORDER

Chair Jennifer Small Evert called the meeting to order at 3:32 p.m.

APPROVAL OF MINUTES

Jennifer called for a motion to approve the minutes of the 2004 annual business meeting, as published in *News Library News* Vol. 26, No.4/Summer 2004. Linda Henderson moved for approval and Justin Scroggs seconded the motion. The motion was approved.

EXECUTIVE BOARD REPORTS

CHAIR-ELECT - DENISE JONES

Denise thanked everyone for his or her work on the conference. She announced that an estimated 300 News Division members were registered.

TREASURER - JUSTIN SCROGGS

Justin commended Jim Hunter for organizing popular and profitable Continuing Education courses and submitted the following reports:

Highlights for the year ending 6/3/2005:

On June 3, 2005, the Division had a checking account balance of \$46,337.92. In addition to general funds of \$39,324.93 the Division also carries a balance of \$5,687.37 designated for the C.B. Hayden Fellowship and \$1,325.93 on behalf of the Florida News Librarians Association.

This year the Division received a \$6,750 membership allotment* from SLA. For reference, here are the allotments received over the past five years:

As of *	Amount
12/31/2004	\$6,750
12/31/2003	\$7,300
12/31/2002	\$7,090
12/31/2001	\$7,300
12/31/2000	\$7,930



Jennifer Small Evert passes the gavel to incoming Chair Denise Jones.

*The allotment is computed at \$10/division member on record as of 12/31 each year.

Income/Expense 6/4/2004 through 6/3/2005

Income

Bulletin advertising Income	300.00
Dues Allotment	6,750.00
Meeting Income (2)	23,228.08
Misc. Income	487.63
Sponsorships	20,500.00
Total Income	51,265.71

Expenses

Archives(1)	147.00
NLN design/layout	3,157.00
Contribution Expenses	2,083.00
Meeting Expense	12,168.81
Meeting Expenses (FL)	500.00
Postage & Supply	467.59
Total Expenses	18,523.40

(1) Purchase of audio tapes of Division programming at the 2004 conf.

(2) Includes \$520 from the Florida News Librarians Association

Respectfully submitted,
Justin Scroggs
News Division Treasurer
6/6/2005

PAST CHAIR/AWARDS - LINDA HENDERSON

Linda thanked ProQuest for sponsoring the reception at this year's Awards Banquet at Casa Loma and Julie Kirsh for helping to choose the banquet site. She also thanked the 2005 awards committee, which included Charlie Campo, Kathy Foley, Peter Johnson and Margaret Neu. The Joseph F. Kwapil Award went to Richard Geiger, the Agnes Henebry Roll of Honor Award to Alice Pepper and the C.B. Hayden Fellowship to Lisa Schwartz. A new award, the David Rhydwen Award for Outstanding Scholarly Contribution to News Librarianship was awarded for the first time to Kathy Hansen of the University of Minnesota. Linda pointed out that it was particularly appropriate to celebrate this award in Toronto because Mr.

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Annual Business Meeting Minutes

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Rhydwen was with *The Globe and Mail* for 45 years as a reporter and librarian.

Linda also thanked Regina Avila for chairing the Vormelker-Thomas Student Award Committee. The committee also included Maureen Clements, Amy Disch and Astrid Lange. The award went to Andrea Nemetz.

Linda announced that buses to Casa Loma would leave from Front St. in front of the Convention Centre starting at 5:30.

PROFESSIONAL DEVELOPMENT DIRECTOR - JIM HUNTER

Jim reported that 37 people attended the sold-out "Blogging for News" continuing education session, making it financially successful. He thanked the presenters from that event and from the afternoon CE, "Design for News: A live tour of five newsroom intranets."

PUBLICATIONS DIRECTOR - LEIGH POITINGER

Leigh submitted the following written report:

NEWS LIBRARY NEWS - Kathryn Pease of *Newsday* took over from Ron Larson as *News Library News (NLN)* editor with the Fall 2004 issue. Kathryn has kept up the high standards and quality of *NLN*. Some of the highlights this past year include a story about how Florida news librarians weathered the hurricanes that battered the south last fall; an international edition with stories about news librarians who attended a conference in Austria entitled "Libraries for the 21st Century," a profile of the Politiken Newspapers Library in Denmark, and discussion of Romanian libraries and the press; and a pre-conference issue chock-full of Toronto tidbits. Kathryn has done a wonderful job as editor and deserves a big thank you for all of her hard work.

NLN is published quarterly and has been produced in a PDF-only version on the News Division Web site since Fall 2003. The switch to PDF was done to save money on printing and mailing costs. *NLN* was a huge expense for the division, and the switch to PDF seemed reasonable in light of the financial hardship the division incurred to produce it. From Fall 2002 to Fall 2003, the division spent approximately \$9,000 on printing and mailing costs. The division can now spend that money on other division activities.

The current main expense of producing *NLN* is the design cost. For the past several years the division

has contracted with graphic designer Cheri Dantin to do the newsletter layout. Since June 2004, the average design cost has been \$850 per issue (\$3,400 per year). The design cost varies with the number of pages. The most recent edition of *NLN* (Spring 2005) was one of the largest ever at 22 pages. Since Fall 2003 the average issue size has been 17 pages. Despite the increased design cost associated with more pages, switching to a PDF-only format has given us more flexibility to include content without worrying too much about size constraints. With the print version, we were usually limited to 12 pages for cost reasons. The production time has also decreased, which means that *NLN* can include more timely information.

During the past few months *NLN* has also seen an increase in ads. From January 2005 to May 5, 2005, *NLN* had \$850 in advertising revenue. Hopefully this trend will continue and help to offset design costs.

One issue that needs to be addressed is the availability of *NLN* on the News Division Web site. Traditionally, *NLN* was a benefit available only to News Division members. Since the switch to the electronic version, anyone who visits the Web site can now read *NLN*. If the division wants to maintain *NLN* as a benefit for members only, we need to consider moving *NLN* to a password-protected site. The division recently acquired this capability by getting space on the SLA Web server, which can limit access based on SLA membership. Members could continue to be alerted via NewsLib when a new issue is published, and then could link to the password-protected site to read the issue.

NEWS DIVISION MEMBERSHIP DIRECTORY - Another benefit of News Division membership is the annual Membership Directory.

The Membership Directory has been very generously sponsored and produced by NewsBank, Inc. since 1998. We owe a big thank you to NewsBank President Dan Jones for continuing to underwrite this invaluable News Division tool. Thanks also go to Linda Paschal of NewsBank for compiling the names and creating the index, to Becky Meland of NewsBank for doing the layout, and to Membership Chair Alice Pepper for updating the introductory material.

The biggest change this year is that we switched to a PDF version of the directory in order to save money on the mailing costs. Last year the division paid \$2,100 to mail the directory to members. The board has been considering this option for a while and decided to make the change with the 2005 directory.

Chair Jennifer Evert announced the decision to stop printing a full run of the Membership

Directory in the Winter 2005 issue of *News Library News*.

As a transition to the new online format, members were given the option of ordering a hard copy for \$5.00 if enough requests were received to merit having NewsBank print a limited run. An order request form was enclosed with the Spring 2005 News Division ballot that was mailed to all members.

We received 70 orders for the print edition and NewsBank printed 125 copies. The printed copies of the directory were mailed out the last week in May. If you would still like to buy a hard copy while supplies last, contact Justin Scroggs.

On June 2, News Division members were e-mailed a link to the online Membership Directory along with instructions on how to access the News Division's new password-protected Web site (<http://www.sla.org/division/dnws>). Members without an email address and those with invalid email addresses were sent letters with the same information.

The PDF version has the same layout and design as the previous printed editions, and members can download or print their own copy of it. Next year we might want to consider providing the directory in an additional format such as a spreadsheet.

NEWS DIVISION WEB SITE - The Web site has lots of information and is a wonderful resource for the division. Webmaster Jessica Baumgart continues to spearhead the huge task of keeping our Web site up-to-date and coordinating volunteers. Jessica is officially the webmaster until next June, but we need to start looking for a new webmaster now and hopefully transition that person in over the next year. If anybody is interested in the position, please contact Jessica or me.

One new Web development this year is that we now have space on the SLA Web server (<http://www.sla.org/division/dnws/>), which gives us the ability to password-protect content based on SLA membership. The site uses Cold Fusion, so if any division member has experience using Cold Fusion, we would love your help. We recently added the Membership Directory to this site.

So what's on the horizon for the Web site? One issue that has come up repeatedly in the past is redesigning the site and reorganizing the content. Jessica and I have started discussing what this would involve, and hopefully in the next few months there will be some progress on that. But undertaking a major Web overhaul is a huge project, and we need to recruit more volunteers to take over some of the regular updating of sites so that Jessica can concentrate on a redesign. In 2004 lots of people pitched in

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to update much of the content, but the number of volunteers has decreased this year. Amy Disch has very generously agreed to help out with posting the conference materials this year, which is always a big task. But I think we owe it to the Division and all the people who use the Web site to think about ways we can improve it and get more people involved in maintaining it. One suggestion is to have division chairs maintain content related to their area on the Web site.

The time is ripe for the division to start thinking about new content to add to the site, as well as content that might be appropriate for a members-only section of the Web site. The News Division has some excellent resources that could be limited to a members-only area as a way to add benefit to the price of membership. There is also lots of opportunity to expand content if people are willing to commit to keeping the information fresh.

In the coming months I'll be asking for volunteers for a Web task force that will look at these ideas more closely and come up with a plan for the site. Interested people should contact me.

NEWSLIBLOG - The News Division Web site is supplemented by the weblog "NewsliBlog," which was started by Liz Donovan in May 2003. The URL for the blog is: <http://newslib.blogspot.com/>. The blog is a way for members to post news and other items of interest to the division. The site also links to other news library bloggers. Liz Donovan and Jessica Baumgart are the primary contributors right now, although anyone who wants to post to the blog can be signed up. Perhaps after this year's blogging CE course more people will want to contribute to the blog.

NEWSLIB - NewsLib, the division's electronic discussion list, continues to be a robust tool heading into its 12th year of existence. As of April 2005, NewsLib had 1,110 subscribers, 177 of which are international subscribers.

Many thanks go to Barbara Semonche for her continued work as list administrator and to the University of North Carolina at Chapel Hill for hosting the list server.

Highlights of this past year include the "Best Practices for Copyright" and "Best Practices for Security" which were distributed to the list in July 2004. So far members have adhered well to the guidelines, with only a few gentle reminders from the administrator.

Barbara Semonche has written a more detailed

report about NewsLib. Copies of that report are available online at:

<http://parklibrary.jomc.unc.edu/NewsLibAnnualReport2005.doc>.

Barbara maintains other useful information about NewsLib, such as subscriber commands and best practices, at: <http://parklibrary.jomc.unc.edu/newslibyris.html>.

*Respectfully submitted,
Leigh Poitinger
Publications Director*

A discussion of free versus paid content on the News Division's Web site followed Leigh's report. Kathy Foley urged that the site remain free. Jim Hunter suggested that more valuable content on the site could compel membership in the Division. Such members-only (paid) content could include handouts and tip sheets from the continuing education sessions. A comparison was made to the IRE web site.

COMMITTEE REPORTS

ARCHIVE - TERESA LEONARD

Jennifer Evert gave the archives report for Teresa Leonard, saying that the 2004 program content has been added to the archive.

BROADCAST

Jennifer Evert announced that Laura Soto-Barra would take over the Broadcast Committee. [Editor's Note: Kee Malesky is taking over the Broadcast Committee.]

DIVERSITY

Kee Malesky will relinquish this position, creating an opening.

ELECTIONS - BILL VAN NIEKERKEN

Jennifer read the report from Bill Van Niekerken that 203 ballots were returned for the spring election.

MEMBERSHIP - ALICE PEPPER

SLA News Division
Membership Annual Report

THE NUMBERS

Membership has held steady this year at 705. Today we have 77 student members.

This is actually disappointing because 131 "welcome" packets (a letter of greeting and explanation of division resources, a 2004 Membership Directory, and the latest copy of *News Library News*) were sent to new members. That means about 130 people left us.

Emails or letters were sent to people who had dropped out of our division (and usually SLA too,) asking why they left. The targeted group was ex-members in news organizations. The typical response was they hadn't left at all - the check was in the mail, or the accounting department had messed up. Two people said they were not renewing because their company was not paying for their membership.

Many of our dropouts are students. I did not ask this group why they left, assuming it was job (or lack-of-job) related. There is no mechanism to track how many of the students morph into full-membership and stay in our division.

Emails and letters were also sent to SLA members who had not chosen a division and seemed likely candidates for our group. Again, the results could not be tracked - four new members is my best guess.

In addition to the "welcome" packets and tracking ex-members, we also again worked with our ever-generous sponsor NewsBank to produce a "value-added" Membership Directory.

Membership also tells the NewsLib administrator and the *News Library News* editor who has joined the division.

It is convenient at this point to restate our past membership numbers, as compiled by SLA: 2004 - 710; 2003 - 736; 2002 - 701; 2001 - 772; 2000 - 812; 1999 - 845; 1998 - 889; 1997 - 891; 1996 - 821; 1995 - 852; 1994 - 810.

NEW BUSINESS

Membership has been a one-person operation for several years, but with our numbers dropping, more muscle was needed.

Amy Disch and Kathryn Pease volunteered and are now on the committee.

Shira Kavon was drafted after she picked up the conference mentor coordinator job, an ad hoc task performed for many years by the charming and hospitable, but now retired, John Cronin. Division Chair Jennifer Evert and Chair-Elect Denise Jones agreed that conference mentoring should now be part of the membership committee.

We welcome more volunteers and hope to involve all members through mentoring and other strategies we haven't invented yet.

The committee has a long list of ideas for member recruitment and retention — some suggestions date back several years. The committee is evaluating these ideas, looking for more, and will take action, based on what is most important, what is practical and what is possible.

SLA headquarters has developed some tools to help recruiting. Last month an online Recruit-A-Member Center was unveiled. The site has form-letter e-mails targeted to colleagues and students, PDFs of membership brochures and lots of marketing tips.

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SLA also started a Membership Chairs Community of Practice forum on their Web site at the end of 2004. The most useful features are the reports listing new members. These electronic reports make it easier to send updates to the NewsLib administrator and the *News Library News* editor.

THE MEMBERSHIP DIRECTORY

The News Division executive board, the publications director, the webmaster and several other members discussed the pros and cons of a "members only" Web area and what content should be there. The Membership Directory was part of that discussion.

Our loyal directory sponsor, NewsBank, was looking at the printing costs and time spent on the directory. Linda Paschal, a News Division member and our liaison with NewsBank, voiced the company's desire to be sure they were providing a valuable service.

The information in the directory is also available on SLA.org. What makes the print version special is the geographical/company section, carefully compiled by Linda and laid out by Becky Meland at NewsBank.

The print directory also contains information that can be found on our Web site - division officers, journalism organizations, division awards and other resources.

Looking at all these factors, it was decided to put a PDF version of the 2005 membership directory in a News Division members-only area on the SLA Web site.

To ease the transition, members were invited to pay \$5.00 for a soft-bound directory. There were 70 orders, which were mailed out at the end of May.

All division members were to be sent an email with the password-protected SLA News Division Web address. There has not been time for feedback from the members on this new format.

THE TORONTO CONFERENCE

The newly-expanded membership committee will meet during the Toronto conference to continue our online discussions about challenges facing the division and start the battle.

Shira has put together an evenly matched group of seven mentors and seven mentees. Two mentees are students and the rest are working news librarians attending their first conference. The international mentee coming the greatest distance is from Singapore. The American mentee coming the greatest distance is from Manoa, Hawaii.

THANK YOU TO ...

* NewsBankers Linda Paschal, Becky Meland and Justin Scroggs for their work on the directory.

* Dan Jones, president of NewsBank, for continuing to support the production of our Membership Directory.

* *The Detroit Free Press* for covering the mailing and copying costs of the "welcome" packets.

* Amy, Kathryn and Shira, who don't know what they're getting into yet.

*Respectfully submitted,
Alice Pepper, Membership*

In a discussion that followed the membership report, Donna Scheeder asked about encouraging membership with different levels such as institutional memberships, virtual memberships or international memberships marketed as journal subscriptions. Alice asked Barbara Semonche to send her a copy of previous proposals to SLA about membership categories.

NOMINATIONS - JENNIFER EVERT & PETER JOHNSON

Linda Henderson will chair next year's committee

PUBLICITY/PUBLIC RELATIONS - DANA GORDON

Denise Jones reminded everyone to bring silent auction items to the suite. This committee will need a new chair.

STRATEGIC PLANNING

No report

Peter Johnson moved to accept the committee reports. The motion was seconded and approved.

OLD BUSINESS

Linda Henderson reported that a committee consisting of herself, Donna Scheeder and Teresa Leonard were working on revising the division bylaws and developing a "best practices" manual to explain what officers and committees do. The revisions were requested by SLA.

NEW BUSINESS

Jennifer Evert announced that Barbara Semonche is interested in finding a volunteer to update a day-in-the-life-of-a-news-librarian video. Barbara said that she had received a request to view a News Division video called "Unsung Heroes" which was filmed in the 1980s. This video has now been digitized and is available from the Park Library Web site, but that she hoped someone would be interested in creating a more up-to-date version.

Jen said that a new Poynter Institute/News Division seminar is being planned for 2006. Poynter canceled the leadership seminar planned for 2005 because they received an insufficient number of applicants. She also announced that anyone wanting to tour the *Toronto Sun* Research Centre Wednesday or Thursday between the hours of 10:00 a.m. and 5:00 p.m. should contact Manager Julie Kirsh. The Sun is at 333 King St. East.

A decision was made this year by the SLA board to match the governing year with the fiscal year. This means that in the future News Division offices will change in January and not at the June conference. The only real problem with this change is that under our current system the chair-elect who is elected each spring, is the designated program planner for the next year's conference.

In order to avoid having the incoming chair-elect who is responsible for planning the 2006 conference program in Baltimore also have to begin planning for the 2007 program in Denver, the Executive Board recommended that a new position of "conference planner" be created. The conference planner will be elected in a special election this fall, take office in January 2006, and begin planning for the 2007 conference. The conference planner will then become the chair-elect and the chair in succeeding years. Duties of the chair-elect and chair will shift slightly, and a vendor relations committee will be created to take on some of the responsibilities now handled by the chair-elect. The past-chair position will be phased out. Thus, the chair position will remain a three-year commitment encompassing three annual conferences and two mid-winter conferences. Leigh Poirtinger noted that under this plan, the current secretary and publications chair would remain in office an extra six months. New elections will be held again in the fall of 2006.

Members at the meeting agreed to allow the new conference planner to be elected in an uncontested election, as has been traditional for the post of chair-elect.

INSTALLATION OF NEW OFFICERS

The new division officers were installed: Chair-Elect—Jim Hunter, *The Columbus Dispatch*; Director of Education/Professional Development—Dana Gordon, *Newsweek*; and Treasurer—Peter Johnson, *Los Angeles Times*.

For the last time at an annual conference, Jennifer Small Evert passed the gavel to Denise Jones, who asked for a motion to adjourn. It was so moved and seconded. The meeting adjourned.

*Respectfully submitted,
Merrie Monteagudo, Secretary*

Mentoring Made Easy

By SHIRA KAVON, CNN NEW YORK

The News Division mentoring program, a popular feature of annual SLA conferences, was an important part of the action in the News Division Hospitality Suite again this past June in Toronto.

Among its many other wonderful uses, NewsLib acts each year as the vehicle for finding newcomers who would like mentors and the mentors who help them. This year's call for mentors and mentees went out in early May, and response was excellent in both categories. Seven newcomers and seven mentors responded.

The mentoring program, while it helps acquaint library students who may have an interest in news libraries with those working in the field, is not restricted to students alone. Its value as a networking tool makes it attractive for first-time conference attendees who may already be hard at work in news libraries, but may not have had the opportunity to attend conferences previously.

The traditional meet and greet event for mentors and mentees was held on Sunday evening, June 5 in the News Division

Hospitality Suite in Toronto's Fairmont Royal York Hotel. The suite that evening was generously sponsored by Heritage Microfilm. The mentor-mentee group turned out in force, and several walk-in newcomers seeking mentors also attended.

As current mentoring coordinator, I addressed newcomers and their mentors with some brief words. This was followed by remarks from longtime News Division mentoring guru, **John Cronin** of Boston, who also acted as a mentor to **Kelli Cronin** (no relation), a library student at the State University of New York at Buffalo.

Both groups received gift bags containing a variety of tchotchkes, including such "indulge your inner child" favorites as bubbles, whistles, rubber monster finger puppets, and the traditional food of the mentoring program, M & Ms, both plain and peanut.

We had some newcomers who came extraordinarily long distances to attend the conference, including **Mona Kwon** from the library program at the University of Hawaii, Manoa, and **Idris Rashid Khan Surattee** from Singapore Press Holdings. Other demographic information about the

mentors and mentees who responded to the NewsLib postings: slightly more men (4) acted as mentors than women (3), more women (5) were mentored than men (2). Of the seven newcomers who responded to the initial invitation to be mentored, only two were students; the other five were working librarians who were attending their first conference.

Mentoring continues beyond the week of the conference with the help of NewsLib and the members of the division. Two of our newcomers have found the mentoring experience of particular and immediate value: **Heather Gamberg** of San Diego State University has recently appealed to the list with a survey of news library practices, and **Anne Holcomb** of the *Kalamazoo Gazette* has launched "NewsLib Mini," a wiki for solo or small news libraries.

The mentoring program at the annual conference has been a great forum enabling experienced news librarians to help those new to the field. Many who have been mentored have gone on to mentor others, and the program looks forward to continuing success.

Shh! I can't hear myself rock!

By: MICHAEL KNOOR,

SAN ANTONIO EXPRESS-NEWS

News librarians have long been known to be rock solid, but Celia Donnelly at Toronto's *Globe & Mail* knows a thing or two about solid rock. Celia and her band mates, the Executive Garage Band, treated news librarians still in Toronto to a honest-to-goodness rock show the last night of the conference.

The event, christened the "Wild Librarians Wingding", took place at the well-heeled and spacious Original

Motorcycle Café & Lounge after a last-minute venue change. The EGB quickly won their audience over with their opening number, "There She Goes" by The La's. The band jumped through musical genres with the skill and precision of a third-grader playing hopscotch. Aretha's "Chain of Fools" collided with the edgy "Psycho Killer" in a "Brick House" by Talking Heads and Commodores respectively, but the EGB made it all make sense. Lead vocalist Penny Barr can do a 1980s-era Chrissie Hynde better than, well, Chrissie

Hynde as demonstrated by virtuoso performances of "Back on the Chain Gang" and "Brass In Pocket".

The second set found the band in a more rambunctious and playful mood as Penny and keyboard player Ted Mumford tried to get the rest of the band back on stage. Bassist Neil Teixeira took over lead vocals on "I Will Survive" by Gloria Gaynor and made playing a pair of sticks look unbelievably cool on Santana's "Oye Como Va". Drummer Peter "Lightning"

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Get Your Blog On

By: MICHAEL KNOOP,
SAN ANTONIO EXPRESS-NEWS

Sunday, June 5, I woke up in a strange new country (Canada) to learn about a strange new world (the Blogosphere). It was time for "Blogging For News", one of the CE courses offered at this year's SLA conference. While I speak the language of both a little better (Can I borrow a toonie, eh?), I am still by no means fluent (Sorting out feeds is still a pain in the RSS).

The session began with an introduction of blogs and feeds by avid blogger **Jessica Baumgart** of Harvard University's Office of News and Public Affairs. Jessica maintains that news librarians should care about blogs as a way to both retrieve and disseminate information. Jessica stressed the ease of creating and maintaining multiple blogs and stated she blogs less than an hour a day. The benefits of blogs as an

information source are similar to that of any other online source with an emphasis on immediacy. (Real-life example from my newsroom: a powerful and expensive commercial database was recently beaten to the proverbial punch on a Supreme Court decision by a lawyer's blog that the reporter had learned about.) There are feeds and aggregators that make finding content easy. Jessica closed with explanations on how to set up your own blog.

Liz Donovan then detailed her experiences with creating a blog at *The Miami Herald*, which grew from a "What's new?" page. Liz discussed some of the pitfalls of blogging within a news corporation. For example, your corporation might not want you to post links that take readers away from the corporate site. She also touched a little on the philosophy of blogging. The concept that really stuck with me was "Don't blog unless you have some-

thing to blog about."

The last part of the session was the fun hands-on stuff as we worked in groups to create our own blogs using Blogware. If this software is typical, then blogging is indeed mind-bogglingly easy. Within minutes we were posting links and photos to our blogs. Similarly, within minutes we had run out of things to blog. Granted, we were in a classroom environment so there wasn't anything we had to blog about, but that illustrates one of the problems I still have with blogging. How do you keep it going on a daily basis? More importantly, how do you get and keep your audience?

Although I may not be a blog convert yet, I see the value in News Research being the blog experts of the newsroom. So I will continue to educate myself on blogs. And Canadian culture - Timmy Ho's, anyone?

Shh! I can't hear myself rock!

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Bolt gave all the songs a vigorous "Keith Mooning" while Celia played rhythm guitar with her patented sly smile. Lead guitarist John Daly's solo on Marvin Gay's "What's Going On" left me gob-smacked (that's Canadian for "!!!!"). After closing with a raucous "Roadhouse Blues" by The Doors, the EGB seemed to call it a night. But those who stuck around were treated to a special secret version of Led Zeppelin's "Whole Lotta Love".

I have been to a lot of concerts and conferences but this is the first time they meshed so well together. Thank you EGB. Thank you YYZ. GOA forever!



This is CNN

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newsroom personnel are able to see the results in question. Information requests are fulfilled via e-mail with attached documents, suggested links or other data."

The library is staffed from 9 a.m. to 8 p.m. Monday through Friday and from 10 a.m. to 6 p.m. Saturday and Sunday, but the "collection is accessible 24/7/365 to any employee with keycard access." While some of CNN's programming allows the library staff to be aware of the usual requests they will receive and the sources they will turn to, there really isn't such a thing as a typical day. Kavon states that "it might have been easier to sketch out a typical day before September 11, 2001, but since then CNN New York has grown exponentially, so there are greater demands on the library and fewer typical days."

The library markets itself by offering training in Internet, database and intranet use and in the proper procedures for video archiving. Additionally, the Atlanta library produces a variety of products available network-wide, including a weekly Upcoming Events Calendar, Briefing Books covering major news events and Fast Facts, compiled information on people and events currently in the news.

Staff members are a regular presence at editorial and bureau-wide meetings, and they also attend the IRE and NICAR annual conferences to "sharpen our skills and get a better grasp of journalists' perspectives on gathering information."

Kavon was attending library school when one of her professors, who knew of her passion for news librarianship, told her of an available part-time position in CNN New York's library. She "hung on as long as was necessary for a full-time position to open," and now says, "I'm glad I waited because CNN is an exciting, stimulating workplace, with supportive colleagues within the library, the bureau and the network."

In general, the library expects staff to be

"tech-savvy, news-knowledgeable generalists with experience and/or interest in all news media, but most importantly in television news." They must be able to handle the pressures of a deadline-driven environment and work cooperatively with colleagues both within and outside of the library. Most importantly, the staff needs to have the ability to "work with journalists, rather than simply work for them, helping to formulate and focus their ideas by offering a fresh take on stories in the news."

Change at the New York library has "been revolutionary and has occurred at a very rapid pace." The past three years has seen the shift from a "telnet, text-based library catalog to a Windows-based point-and-click model," as well as a move from archiving video by watching tape to viewing footage on a desktop via a digital video server. In June of this year, the network launched "a web-based, video-on-demand feature for its viewers." These changes "are just a peek into our future."

The next few years will see a move to "an entirely server-based technological model, with packets of video data moving back and forth from Atlanta headquarters to bureaus via the World Wide Web." Kavon "envisions field studios where producers are able to edit their packages while on the scene at a news event and the use of global positioning systems and other technologies to add location indexing and other information automatically to video elements as digital bandwidth increases." Other technologies already in place have "made it possible for news producers to bring the library into the field with them."

Kavon says that an ideal, but impossible, scenario would be for these innovations to stop in order to give her time "to familiarize myself, my colleagues and our patrons with the wealth of tools available now." She adds, "We seem to have succeeded over the past 25 years with everything the CNN tech gurus have dreamt up for us. The next 25 years begin after this short break. Stay tuned."

New Members

Cryder Bankes III

*CBS News
New York, NY*

Dorothy Bing

*Pfizer Inc.
New York, NY*

Robert Britton

*People Magazine
New York, NY*

Kelli A. Cronin

*Student/SUNY Buffalo
Buffalo, NY*

Jaimi Dowdell

*St. Louis Post-Dispatch
St. Louis, MO*

Terzah Ewing

*Student
Columbia, MO*

Matthew Fernandes

*St. Louis Post-Dispatch
St. Louis, MO*

Heather Gamberg

*Student/ECC
Burlingame, CA*

Sarah Goldman

*The Associated Press
New York, NY*

D. Grant

*Student/San Antonio
Public Library
San Antonio, TX*

Ami Hall

Cardiff, CA

Sylvia Halladay

*Indianapolis Star
Indianapolis, IN*

Amy C. Hanaway

*Student/University of Maryland
College Park, MD*

Mark Hannan, Jr.

*USA Today
McLean, VA*

Karen Heitz

*Bloomberg LP
Princeton, NJ*

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New Members

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Susan Hornung

*Alliance for Children & Families
Severson National Information Center
Milwaukee, WI*

Susan Kipp

*CNN New York
New York, NY*

Beth Kopine

*IRE Inc.
Missouri School of Journalism
Columbia, MO*

Jennifer Kordosky

*Student/Clear Channel
Torrance, CA*

John Kuiken

*NewspaperARCHIVE.com
Cedar Rapids, IA*

Mary E. Lawson

*Student/Fox News
New York, NY*

Lynne Leaf

McLean, VA

Elizabeth Lukes

*The Baltimore Sun
Baltimore, MD*

Wynne K. McCormick

*Student/University of Texas
Austin, TX*

Ralph Montilio

*Harvard University,
Hilles Library
Cambridge, MA*

Frances Mozloom

*McNeil Consumer &
Specialty Pharmaceuticals
Fort Washington, PA*

Jennifer Osorio

*Student
Los Angeles, CA*

Steve Paetzold

*ProQuest
Ann Arbor, MI*

Sara Paul

*NY County District
Attorney's Office Library
New York, NY*

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People

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NPR's **Kee Malesky** received the Board of Directors Award from the DC Chapter of SLA last May. The award is given "in recognition of special achievement or contribution to the field of special librarianship." Kee said that the award means that the SLA "thinks the NPR librarians have the coolest jobs in the world."

Michael Jesse, library director of the *Indianapolis Star*, received the Synergy Award from the Indiana State Library in May. This award promotes and recognizes collaborative efforts between the Indiana State Library and other organizations. Michael was honored in recognition of his efforts to preserve past editions of the *Indianapolis Star* and *Indianapolis News*.

In other news...

Shira Kavon, senior librarian in the CNN New York Library, is joining the Public Relations Committee of SLA as a committee member at the invitation of Kate Arnold of NHS Direct Online, the committee's incoming chairperson and News Division member from the UK.

The San Diego Union-Tribune Library was profiled by their ombudsman, **Gina Lubrano**, in her weekly media column. The column appears at:

http://www.signonsandiego.com/union-trib/20050627/news_mz1e27lubran.html.

Vicky McCargar, associate editor for technology at the *Los Angeles Times*, will be conducting an online survey beginning in August, identifying trends and best practices for news archives, especially in the area of digital preservation. The project is funded by UCLA and InterPARES, an international digital preservation research initiative. Vicky will be seeking responses from our membership. Please keep your eyes open for this important survey, which will be announced on the listserv.

Vicky also wrote a short article for Seybold about the PREMIS committee work in preservation metadata, which should be of

interest to news archivists. It talks about the types of metadata considered absolutely essential for long-term file preservation of digital objects, including news photography. It's called "No Pain, No Metadata" and can be accessed at:

http://www.seyboldreports.com/TSR/subs/0506/no_pain_no_metadata.php.

Pam Eisenberg of the Orange County Register Photo Library found out recently that a monograph of hers, published by Arizona State University years ago while she was an Art History undergraduate there, is now selling for \$40.00 through Cahan Books. She is proud to see the work is now considered a scholarly rare book and a unique contribution to the general history of photography.

Carol Bradley Bursack, news researcher/elder care columnist at *The Forum* in Fargo, North Dakota, has written, *Minding Our Elders: Caregivers Share Their Personal Stories*. It should be available September 1.

Sandy Hall's latest project, *On This Day*, features events and Getty images for each day of the year from January 1 to December 31, covering human triumphs, tragedies, world events, quirky stories and little known facts. It is intended for the general reader and for media use for "color" stories. It will be released by her Australian publisher New Holland Press in October 2005 with a future U.S. distribution. Sandy adds that if you're looking to getting into print yourself, *On This Day* is an ideal project for a news librarian.

News librarians from Canada's largest media chain, CanWest Global, launched a new group within CanWest. It's called CNRG (pronounced synergy) for CanWest News Research Group. It's the new incarnation of what used to be called SLUG (Southam Library Users Group) in the 1980s. CNRG held its inaugural one-day conference in Toronto just before SLA. Members from CanWest news libraries in Vancouver, Calgary, Ottawa, Toronto, Windsor and Montreal were in attendance.

Ratios, Percentages and Statistics, Oh My!

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❖ Learn from one another

What is the role for librarians? Martin believes that news librarians have a significant role in encouraging good math among editors and reporters. News librarians are the bartenders of the newsroom and we should listen to reporters' frustrations. We need to avoid Chicken Little syndrome; don't be too melodramatic in demonstrating the need for math training in the newsroom. However, we should also consider the virtue of the Dog and Pony Show: Make math training into a formal event, comparable to database/archival search training. We then need to market our math competency and training opportunities. But Martin ends with a cautionary note: You can lead a journalist to training, but you can't make 'em think.

Doig, who is Knight Chair of Computer Aided Reporting at the Cronkite School reiterated the importance of this topic: we make too many stupid mistakes; to be a good journalist, you must be good at math, but the good news is that it's only 6th grade math. He proceeded to throw a lot of math (and common sense) at the audience.

Doig's full presentation and "crib sheet" can be found on the News Division Web site, but here are a few examples:

❖ Comparing new and old values (i.e. percent change)

$$(\text{NEW} / \text{OLD}) - 1 \times 100$$

This formula covers percent increases AND decreases.

- Beware of base changes
- Beware of small bases/figures

❖ Rates: number of events per some standard unit (per capita; per 100,000; etc.)

- Use to compare places of different size in terms of crime rates, accident rates, etc.:

$$(\# \text{ of events} / \text{population}) \times \text{per unit}$$

- Consumer Price Index (CPI) - Use the CPI to convert for inflation when comparing old and new prices/income/etc.:

$$\text{price now} / \text{price then} = \text{CPI now} / \text{CPI then}$$

❖ Weighted averages: don't average averages.

❖ Public opinion surveys:

- Survey vs. census: a survey is a random sampling of a population, while a census is the count of the entire population so don't confuse the two
- The size of the population doesn't matter, only the size of the sample matters
- Sampling error: the bigger the sample, the smaller the error — formula: $1 / \text{square root of } n$, where $n = \text{sample size}$

❖ Reporting poll results:

- Don't report unscientific polls
- Don't make a big deal about small differences/statistically insignificant results
- Beware of big error margins on subgroups
- Don't forget that a poll at best is a snapshot of the present, not a predictor of the future

❖ Estimating crowds:

- Beware of the official estimate (on both sides)
- A better method:
 - 1) Estimate the area in square feet (length X width);
 - 2) Divide by 10 - for a loose crowd or by 7.5 - for a tighter crowd
- Try to account for turnover

There was a lot to assimilate, but the presentations were thought-provoking and lively.

New Members

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Patricia Petruca

Information Consultant
Toronto, ON

Angela Prikockis

Student
Arlington, VA

Colleen Robledo

Student/Orange County Register
Santa Ana, CA

Gregg Schwenk

RSM EquiCo
Costa Mesa, CA

Jill Selden

The Garden City Group Inc.
Melville, NY

Kristen Shea

Student
Bernardsville, NJ

Lloyd G. Sher

Student
Tamarac, FL

Shannon Sofian

Student
St. Peters, MO

Carrie Tobey

Student
Monument Beach, MA

William Trask

Student
Mooresville, NC

Kristine E. Wich

Student/Drexel University
Philadelphia, PA

Cheri Widowski

Student
Liverpool, NY

Emily Yearwood-Lee

Student
Vancouver, BC

Makeover Technologies

c/o Michael Kopp

(organizational member)
San Francisco, CA