

LIBRARY PROFILE



By AMY DISCH

Meet the Gleaner's Library: Jamaica-Based with Global Reach, Renovated Digs and Revenue Streams

The Gleaner Company Limited publishes newspapers in Jamaica, North America and the United Kingdom and maintains several Web sites with community, entertainment and travel information for Jamaica's residents and visitors. The company's "flag-ship" paper, *The Gleaner*, is published mornings Monday through Saturday and contains "news, views, sports and in-depth reporting."

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The Gleaner's Library Staff (December 2006). Back row, l-r: Malekia Stennett, Junior Research Assistant: Apologies & Research; Kevin Fung, Research Assistant: Photographs & Research; Nicolía McDonald, Senior Researcher; Hyacinth Maitland, Photography Archives Clerk; Michele Anderson, Research Assistant: Indexer & Research; Sheree Rhoden, Research Assistant - Sales/Copyright & Research. Front row, l-r: Mavis Belasse, Manager - Information Systems; Ahon Gray, Junior Research Assistant: Archives & Research; Doneisha Williams, Junior Research Assistant: Apologies & Research; Judith Silvera, Indexer & Research; Oral Anderson, Archives Assistant; Nickolae Fletcher (Administrative Assistant).
PHOTO: Andrew Smith/Photography Editor

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LEIGH MONTGOMERY

It is now the depth of winter and despite the frigid temperatures, January always feels like a fresh start. It's as if the Zamboni has just resurfaced your own personal ice rink, wiped away last year's blade scrapings, gouges, scratches, scribbles, and hot chocolate spills. Time to lace up the skates and get ready for at the very least, an eventful 2007. I like to think this Winter issue of the *News Library News* will help you do just that!

Derek Willis is back with his Tech Tips column - one I know I will have taped to my new iMac myself - with his recommendations for customization. For non-Mac users, some cool library tools are also mentioned. **Amy Disch** is back with one of her wonderful

library profiles, so you can take a virtual visit to the Gleaner library in Jamaica! Catch up with your news library colleagues and moves in the People Column, and a most interesting seminar attended by some friends you might recognize...addressing multimedia journalism, and global topics for American audiences - or any audiences! We've got an item on the 20th anniversary of the database Military Periscope, and Notes from our new Chair, **Jim Hunter**.

So enjoy these inspiring stories of our colleagues and useful tips they have provided - to take to your own "home ice!"

"...January always feels like a fresh start."



"The EOS system as a whole has revolutionized work methods within the Library."

- Sarminah Tamsir
MediaCorp



EOS Record

Title: 1


Company: EOS International

Solution: Web-based Library Automation

Product: EOS.Web

Delivery: Local or ASP-hosted Solution

Comment: Easy, Fast & Flexible



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NOTES FROM THE CHAIR



BY JIM HUNTER

The word for today is transition.

In January, the News Division transitioned to new leadership, reflecting our new calendar year cycle.

Congratulations to **Justin Scroggs**, Chair Elect, NewsBank; Chair Elect Elect **Ron Larson**, *Wisconsin State Journal/The Capital Times*; Secretary **Amy Disch**, *Columbus Dispatch*; and Publications Director **Gail Hilden**, *Oregonian*; who will be working closely with newly appointed *News Library News* editor **Leigh Montgomery**, *Christian Science Monitor*; NewsLib listserv owner **Carolyn Edds**, *St. Petersburg Times*; and Webmaster **Amy Disch**, *Columbus Dispatch*. They join Past Chair **Denise Jones**, *Raleigh News & Observer*; Treasurer **Peter Johnson**, *Preservati Partners*; **Dana Gordon**, *Newsweek*, and myself as your leadership.

Dana Gordon has planned something special for us, an all-day CE entitled “News Researcher’s Tech Toolbox: Turning Data into Stories.” She will showcase some of the projects our colleagues have developed using public records or internal information to create databases or repositories; a “how to” on ways to automate the intake and updating of records, open source and other software available, working with your IT staff, and resources for learning more.

You don’t need to be a tech wiz to attend. You just need an interest in learning more about some cool technologies that are powering data-driven news projects— a transition we all need to embrace!

Justin Scroggs has been working hard on the Denver program and has put together a broad mix of important programs including a reception and tour of the *Denver Post* (fabulous!), high technology content management systems, the future of news libraries with **Nora Paul**, managing and preserving digital archive with **Vicky McCargar**, copyright issues in the 21st century, **Mary Ellen Bates**, and online sources for genealogical research.

Our new Chair Elect Elect is planning

farther out than just the next conference.

Ron Larson is already planning the conference after the current year (Seattle 2008). I’m a big fan of long term planning, continuity, goal setting, tackling larger issues, heading off problems and making the most of opportunities. The Chair Elect Elect position is a big step in that direction.

SLA is on the move as well.

Our association is revamping the mechanics of the annual conference; an event with far too many programs, duplicate programs and (quite frankly) weak programs. Under the new rules, divisions will be allowed to run 4 to 6 programs and will be able to cosponsor two additional programs with other divisions. (The News Division typically runs 10-11 programs). Since the News Division has a tradition of very strong programming, we will need to leave our “silo” to work with new partners by the Seattle conference. Ron has the challenge of planning programs with broader appeal to other divisions while satisfying the appetite of the News Division for intense programming.

Finally, the most painful transition of all, the perfect storm of print media to digital media continues unabated. Anecdotally we hear of drastic changes, newsrooms (and libraries) gutted and papers shrinking — a real shock-and-awe of downsizing. Yes, we’re losing staff and resources but most of us are hanging in there, becoming in some cases smaller and more multi-media, and continuing to provide real value to our news organizations as well as being daring and innovative.

I would love to know what’s going on in your news libraries. To those of you fighting the good fight, would you please drop me a line and tell me your challenges and hopes? I would like very much to sift through your ideas and pass them back as ammunition.

Courage is contagious.

jhunter@dispatch.com

News Librarians attend Knight/Salzburg Reunion in New York

Global topics for American audiences, multimedia storytelling addressed

BY LEIGH MONTGOMERY
THE CHRISTIAN SCIENCE MONITOR

Sixty-nine journalists convened at the Museum of Television and Radio in New York for a three-day discussion about global stories, multimedia storytelling, and future journalism programming for the host organization, the Salzburg Seminar, an Austria-based global organization and educational institution that brings journalists, professionals and policy-makers together to address global issues and problems.

The attendees were from a varied group of news organizations - from large city dailies to public radio stations; from editorial writers to foreign correspondents. This group also included five news librarians: **Susan Fifer Canby**, *National Geographic*, **Lu-Ann Farrar**, *The Lexington Herald-Leader*, **Leigh Montgomery**, *The Christian Science Monitor*, **Susann Rutledge**, *Business Week*, and **Barbara Semonche**, University of North Carolina / Chapel Hill.

"In a room filled with reporters, editors and producers, our perspectives as news media librarians brought value to the conference. Because we deal with all levels of our news organizations, we're especially talented at seeing the big picture and bringing disparate units together for collaboration.



Pictured left to right: Lu-Ann Farrar, *The Lexington Herald-Leader*, Leigh Montgomery, *The Christian Science Monitor*, Barbara Semonche, School of Journalism, University of North Carolina / Chapel Hill, Susan Fifer Canby, *National Geographic*, Susann Rutledge, *Business Week*.

Our occasional librarian huddles did not go unnoticed and more than one person referred to us as a cabal," wrote Susann Rutledge, recounting her conference experience in an e-mail message.

The conference's mission was to affirm that global topics are of increasing importance for American audiences, this despite the sobering reality that some newspapers are closing their foreign bureaus in order to cut costs and focus on local topics. While going 'hyper-local' is largely to appeal to advertisers as news organizations struggle to adapt to a multimedia environment, Americans - and

"The conference's mission was to affirm that global topics are of increasing importance for American audiences..."

indeed, all readers - need to be kept informed about our international economic and geopolitical situation. This conference sought to reinforce the fact, as well as that global topics can be covered in any news outlet and should be made relevant for their audiences.

The day began early with a wide-ranging discussion with an ambitious goal: identify the

most pressing topics that American audiences need to know about in the next five years. After ninety minutes, each of the groups came up with a list of topics, which were summarized on the final Sunday (see sidebar on page 7 for what they came up with).

The attendees also made recommendations for 'getting story-

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PEOPLE



By JENNIFER O'NEILL

Patti Graziano of *The Plain Dealer* in Cleveland, Ohio decided to take a buyout. She posted her farewell to the NewsLib listserv thanking us for being the consummate research and discussion group. She said it had been a tremendous 34 years, and she wished us all the best.

Darlean Spangenberg at the *Dallas Morning News* has accepted the position of the Reference Editor.

Sharon Reeves of *The San Diego Union-Tribune* decided to take a buyout. She says she will be signing onto the list from her home email address so she can stay in touch. She says, "It has been a real pleasure working with all of you over the years, and it is with very mixed emotions that I leave." Sharon became a member of SLA in 1972 and was president of her San Diego Chapter in 1981. In the News Division she was Strategic Planning Chair, Nominations Chair, and was a member of the Automation/Technology Committee/Text Archiving Special Interest Group. As **Barbara Semonche** said in her post regarding Sharon's departure, "Sharon, with rightful pride, announced on NewsLib in April 2006 that *The San Diego Union-Tribune's* research staff was part of the newspapers Pulitzer Prize-winning series. Sharon was always prepared to honor her library's team for their extraordinary research contributions. Seems only fair for us now to salute Sharon for her efforts and achievements over the past three decades."

Carol Bradley Bursack, News Researcher/Elder Care Columnist for *The Forum* in Fargo, ND has an ezine for caregivers and seniors at www.mindingoureldersblogs.com.

Julia Franco has retired from the *Los Angeles Times* Editorial Library after 14 years. She started as a News Research librarian, and became the Training/Communications Specialist. She says that she is retiring in order to have family time,

but will be working part-time at the Glendale Public Library at the Reference Desk for the next few years: "an interesting change of pace," she predicts.

Congratulations to **Belinda Harris** who graduated from the University of South Carolina in December with a Masters in Library and Information Science. She started at *The Roanoke Times* in 1978 and has been the librarian there since 1984. A librarian friend told her that the University of South Carolina was planning to start a distance education MLIS degree in Jan. 2003. She applied, was accepted and *The Roanoke Times* paid the tuition.

Derek Willis told me he'll be leaving his position as Research Database Editor for the *Washington Post* and joining washingtonpost.com as Database Editor. We know he'll do a great job in his new position.

Paul Koehler has been promoted to the position of Assistant Librarian at the *St. Louis Post-Dispatch*. Paul's new responsibilities include overseeing the creation and maintenance of the newspaper's digital and hard copy archives, including microfilming and vendor feeds. Paul was also recently married, on December 30th 2006, to Amanda.

Researcher **Matt Fernandes** at the *St. Louis Post-Dispatch* was recently engaged and plans to marry his fiancée, Rachel, on Labor Day.

Knight/Salzburg Conference - In Summary

BY SUSAN FIFER CANBY
NATIONAL GEOGRAPHIC

The Knight Fellows agreed that key subject trends for the new few years are:

- ❖ climate change (implications for water, food, energy, health, etc.)
 - ❖ America's role is the World (as economic leader, in terms of civil liberties, terrorism, etc.)
 - ❖ global immigration (conflict of cultures, ethnic pressures, regionalism, divides, deployment, disruption of civil life leads to war)
 - ❖ impact of technology and spread of knowledge
 - ❖ nuclear proliferation
- Journalists, in the future, should:
- ❖ make content relevant to reader
 - ❖ establish context - tell the larger story

- ❖ be a bridge
- ❖ encourage individual social responsibility
- ❖ creative presentations that may utilize pop culture to draw in reader
- ❖ come in for a story from the oblique or provide nuance

Strategically, news organizations, need to also focus on:

- ❖ increased collaboration across the news room, organization, and other news organizations to share resources (staff, money) for the bigger stories
 - ❖ use technology
- Using the media means:
- ❖ tell different stories with different mediums
 - ❖ first write the story - you'll need all the notes and the color to form the 'backbone'
 - ❖ photograph the faces to capture emo-

tion or pause the reader for a moment

- ❖ film anything that moves
- ❖ edit for the medium
- ❖ more citizen journalism with readers and journalists turning to the web for fast breaking news and to print sources for the "record"
- ❖ providing transparency on how stories are created or to provide additional information.

Journalists are expected to be able to communicate on a multi-media platform

- ❖ to file stories, shoot photos, report on their blogs.

Journalists are using news aggregators to keep up on international news:

www.Globalvoicesonline.org
www.WatchingAmerica.com
www.VoicesthatMustBeHeard
www.OhMyNews

News Librarians attend Knight/Salzburg Reunion in New York

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ries past gatekeepers', and also provided feedback for future programming and networking for the 17,000 strong Salzburg attendees - a priority for the new Salzburg Seminar president, Stephen Salyer.

Lu-Ann Farrar found this discussion inspiring. Writing about her conference impressions in an e-mail message, she stated: "At the *Herald-Leader*, I believe we will cease to think of ourselves as a state-wide media and will begin to realize that the world is now our market - more specifically, the world of readers who are interested in Kentucky. Sounds obvious, really, but our newsroom organizational structure, our writing and editing style and our content does not yet reflect this. To me, that is quite

a new way to think about journalism in Lexington, Kentucky. For the next week or so, I'm going to share a mental exercise in our morning news meeting: I'm going to see if I can attach the five international news trends to any stories on our daily budget."

Other highlights of the conference included a panel presentation by Andrew Nagorski, senior editor, *Newsweek International* - who discussed *Newsweek's International* editions, translated into different languages, and Srennath Sreenivasan, dean of students at Columbia University Journalism School, where he also runs the new media program. Sreenivasan not only mentioned several web sites that aggregate news in other languages, but also reminded attendees of some of the serious risks that young journalists are taking to cover conflicts around the world without the backing and training of an employer.

Other speakers included Mary Kay

Magistad, also of *The World*, who spoke about a profile she did of a Korean young man who had spent some time in the US, and how he used rap music to communicate his nationalist sentiments - this was an example of the use of music 'to pull the story along' for readers. Another presentation was from Kevin Sites, who covered world conflicts for a year as a multimedia journalist for Yahoo!'s 'Kevin Sites: In the Hot Zone.' His presentation was followed by Nishat Kurwa, news director and international desk editor of Youth Radio, which employs young people around the world to cover stories in their countries for audiences of all ages.

Susan Fifer Canby, who was also a moderator for the breakout sessions, was an advocate for the news library profession on occasion, summarizing so concisely on the final day: 'That all journalists need to start collaborating - more with librarians, and across their organizations.'

BY DEREK WILLIS
THE WASHINGTON POST

This holiday season I got exactly what I wanted: a new MacBook Pro, the top of the line laptop from Apple. So this column will be devoted to how I customized it with some of my favorite programs. For those of you who are new to Apple computers, or contemplating the switch, I hope to show you that the leap from Windows to Mac isn't very far and can be very rewarding.

New Mac desktops and laptops come with a wide array of software - the most well-known being the "iLife" suite that includes iTunes. But one built-in feature that most new users don't take note of is the most powerful application on the machine: the Terminal.

The Mac's Terminal is a command-line interface similar to the DOS or C:\ prompt on Microsoft Windows; you have to type things in to make anything happen, but in the case of Apple computers, the Terminal is a gateway to a whole other world. Apple's operating system, OS X, lies atop a Unix-based operating system called Darwin. So while the Mac OS looks really pretty when you start using an Apple, the blandness of the Terminal hides its power.

Inside the Terminal is where you'll access some of the best tools available for the Mac. These include my favorite scripting language, Python, but also other languages like Perl, PHP and Ruby. All of them are pre-installed on every Mac running OS X. Same thing for Apache, the popular server that runs most web sites - it's already included.

So what did I add to my new laptop? Those of you who have heard me talk about xPDF, a conversion utility that extracts text from electronic PDFs, know how useful it is to me. But there's no Mac version - unless I install it via the Terminal, since there is a Unix version available. So that was one of the first things I did.

I also installed my favorite database

manager, MySQL, but this time I did it via a package built specifically for the Mac. Then I downloaded and installed the Mac version of wget, which I use to retrieve entire websites or collections of pictures or documents. In order to install nearly anything on a Mac you need administrative rights. If you bought the machine, that's no problem; otherwise ask your IT department to make you an administrator.

“For those of you who are new to apple computers, or contemplating the switch, I hope to show you that the leap from Windows to Mac isn't very far and can be very rewarding.”

There's plenty to like about the software that comes with the Mac, but there are other applications I sometimes prefer to use. For example, instead of Apple's iChat instant messaging program, I use Adium, which keeps great logs of conversations. To keep track of my book collection, I use a program called Delicious Library, which has nothing to do with the web book-marking service. Delicious Library takes advantage of Amazon.com's collection and the MacBookPro's built-in iSight camera in a really neat way: when I want to add a new book to my collection, I simply hold up the bar code in front of the camera, which scans it and then fetches the details from Amazon.com. Imagine not having to enter book details any more!

Macs are great at dealing with video, but sometimes I want to watch something during my commute on my video iPod. So I

use HandBrake, a free program that converts video of nearly any format (DVD, MPEG, etc.) to an iPod-friendly format. And when it comes to large text files, I like TextWrangler, a free program from the makers of BBEdit, one of the best programming tools around. But I have to admit that I also downloaded and installed WriteRoom, an old-school sort of text editor that you have to see to believe: the default presentation is of a completely black screen with green lettering. No drop-down menus or toolbars, just like Atex!

Unfortunately, I can't leave the Windows world behind, but there's a great solution with the newest Apple computers that have an Intel processor. Parallels is software that costs about \$80 and enables Mac users to install and run Windows or another operating system alongside OS X. It's not a dual-boot system, where you have to log out of one OS to switch to another. Parallels will let you run two or more operating systems side by side, provided you have the memory to do it. And you can run Windows in full-screen mode, so everything looks the normal size. Now I can take my MacBookPro with me knowing that I have access to any files and programs I might need.

[Note: a full list of the programs mentioned here, and where you can go to download them, will also be posted on the News Division web site at <http://www.ibiblio.org/slanews/>], or refer to the following URLs:

xPDF - <http://www.foolabs.com/xpdf/>

MySQL - <http://www.mysql.com/>

Adium - <http://www.adiumx.com/>

Delicious Library - <http://www.delicious-monster.com/>

HandBrake - <http://handbrake.m0k.org/>

TextWrangler - <http://www.barebones.com/products/textwrangler/>

WriteRoom - <http://www.hogbayssoftware.com/product/writeroom>

Parallels - <http://www.parallels.com/en/products/desktop/>

Meet the Gleaner's Library: Jamaica-Based with Global Reach, Renovated Digs and Revenue Streams

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First published in 1834 and based in Kingston, Jamaica, it "is the oldest operating newspaper in the Caribbean."

The Gleaner Company's Library & Archive, which is part of the Information Systems Department, plays a crucial role within the company. Its primary goals, according to Mavis Belasse, Information Systems Department Manager and Librarian, "is to preserve in electronic and

paper form a complete record of all Gleaner publications and to provide information and services in support of the editors and reporters of The Gleaner Company as well as any other interested persons."

The value the Library & Archive provide is best demonstrated by its accomplishments over the past five years. Completed projects have included a library renovation, creation of a Research Desk, development of the book /periodicals /photographs and reports collections and establishment of "an e-commerce based photo gallery, scholarship database and print publication." In addition, there has been digitization of old photographs, implementation of several marketing initiatives, the development of a

strategic plan for the Information Systems Department and the launch on February 28, 2005 of *The Gleaner* newspaper archive.

The Library & Archive has an impressive collection of materials in both print and electronic format. The former includes 2,000 books, 25 magazine titles, statutory and non-statutory reports from 2001 to the present, photographs from 1948 to 2000, photo negatives from 1980 to 2002 and bound volumes of Gleaner publications from 1968 to the present. Electronic collections include a photograph database spanning 1948 to the present, an e-Library of Gleaner publications from 2001 to the present and a newspaper archive going back to *The Gleaner's* beginning in 1834. The

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The newly renovated Gleaner Library

Military Periscope Celebrates 20 Years as an Electronic Weapons Database

BY PAULA BROOKS, CLIENT SERVICES MANAGER
MILITARY PERISCOPE

Where does one go to find the missile warhead weight for a North Korean No Dong MRBM? The secret weapon of researchers is a user-friendly, authoritative database, Military Periscope. Military Periscope has been helping defense contractors, media researchers and military analysts obtain quick, accurate weapons information for decades.

Military Periscope celebrated its 20th anniversary as an American innovation for tracking military resources worldwide. The anniversary was marked by a luncheon at the Army and Navy Club in Washington, DC on November 15th. Two of the database's co-creators, Dr. Scott C. Truver, a researcher and author specializing in homeland defense and security and naval/maritime requirements, and Mr. Norman Polmar, an internationally known naval analyst and author, attended the luncheon. Dr. Truver presented a fascinating odyssey of how a few determined military analysts, most being one step away from a typewriter, developed a weapons database - that is - after the concept of a database was explained to them.

Were it not for author Tom Clancy, the database might never have been created. Flush with revenues after publishing Clancy's blockbuster title, *The Hunt for Red October* (1984), the United States Naval Institute (USNI) and Information Spectrum Inc. spearheaded the database in 1986 as an alternative to the paper version of researching weapons records. Military Periscope (then called the USNI Military Database) became the first all-electronic, subscription weapons database of global unclassified information that also included



Employees celebrate the twentieth anniversary of the Military Periscope database at the Army and Navy Club, Washington DC, in November 2006

each nation's order of battle.

UCG (a privately-held, Rockville, MD-based information company) took control of the database in 1989 and greatly expanded its coverage thereafter. Some of the earliest clients included the Pentagon Library, National Security Agency, National Defense University and the Australian Defence Armed Forces. Many in the media and defense industry quickly saw the benefits of having ready access to records and photos of weapons in an easy-to-use, updated format. It became a necessary resource for analysts worldwide.

One longtime subscriber notes: "The technical library has been using Military Periscope for many years," comments Mary-Ellen Read, Technical Librarian at BAE Systems in Nashua, N.H. "It is an excellent resource for information and it is a product that I value."

Today, Military Periscope's clients are global, including government agencies, armed forces, intelligence agencies, educational institutions, the media and defense contractors. Military Periscope includes more than 5,000 weapons records, spanning the spectrum of multinational weaponry: complex systems, combat ground vehicles, ships, aircraft, tanks, missiles, mines, chemical/biological/nuclear weapons, unmanned vehicles, a wide variety of sensors and experimental systems. Records on the military structure of more than 164 different nations, commonly referred to as the order of battle, are constantly updated.

"I enjoy Military Periscope immensely," notes D. Mitchell Garner, CEO & President of Symetrics Industries in Melbourne, Fla. "It contains all the infor-

Continued on next page

Military Periscope Celebrates 20 Years as an Electronic Weapons Database

Continued from previous page

mation we need on a day-to-day basis to assist us in our international marketing efforts.”

In response to client feedback, Military Periscope now includes databases on United Nations peacekeeping missions as well as terrorist organizations. The Web site carries current, often hard-to-find, military news: Daily Defense News Capsules. In addition, the editors provide subscribers with in-depth coverage of topical events through frequent special reports.

“Periscope is invaluable to journalists for up-to-date military information,” says Madeline Cohen, Director, Newsweek Research Center.

After 20 years of growing popularity, Military Periscope has proven that its creators were on target for this specialized market. Not all researchers know a Katyusha rocket from a Zelzal missile. However, they will if they subscribe to Military Periscope.

For further information on Military Periscope, visit the Web site, www.militaryperiscope.com.

Military PERISCOPE.com

Military Periscope thanks the media for trusting our services for the past 20 years.

You've used us as a daily resource for global military news, turned to us for terrorist information and consulted us as a reference for weapons and order of battle information from Desert Storm to the Iraq War.

Military Periscope is the online service for authoritative, open-source, global defense information:

- Order of Battle for global armed forces
- Weapons records for 164 nations
- Terrorist Organizations
- United Nations Peacekeeping Missions
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Meet the Gleaner's Library: Jamaica- Based with Global Reach, Renovated Digs and Revenue Streams

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library utilizes subscription databases such as Lexis / Nexis, Factiva and AutoTrack, as well as "local databases" for research purposes.

The library's recent renovation allowed for the addition of staff workstations and a customer service area where users can read magazines or utilize available PCs to search several Gleaner databases and library-created Web pages. The renovation also allowed for the incorporation of a Research Desk which has, according to Belasse, resulted in a better monitoring by staff of research requests and an improvement in customer service.

Twelve employees comprise the Library & Archive's staff. In addition to Information Systems Manager Mavis Belasse, there is one senior researcher who coordinates research efforts and supervises two research assistants, whose duties include indexing newspapers for inclusion in the library's digital database. There are two research assistants, one of whom performs research and fulfills hard copy photo requests and another who is responsible for research and sales and copyright issues, as well as three junior research assistants who deal primarily with archival issues. The remainder of the staff includes an archives assistant, a photography archive clerk who works with the electronic photo database and an administrative assistant. Working in the Gleaner Library, Belasse says, requires computer, research and "excellent organizational skills."



Students from St. Cecilia's Prep School tour the North Street offices of the Gleaner Company, October 2005.

PHOTO: Andrew Smith / Photography Editor

The Library & Archive is open from 8 a.m. to 9:30 p.m. for Gleaner employees and from 9 a.m. to 3 p.m. for public customers. Belasse says "there is no typical day" and that she and her staff "are extremely busy most days" dealing with requests from

says she and her staff "have to complete our routine tasks and assignments and projects around the requests of our customers." She adds that as a result, it is often difficult to plan a week's activities in advance.

Belasse has been with The Gleaner Company for five years and recounts her hesitation in pursuing the Information Systems Manager position. "I saw an ad in *The Gleaner* newspaper and thought I would apply as I met most of the requirements," she says, adding that the ad did not state a company name. "It was not until I received a call to say that I was short-listed for an interview that I knew the vacant position was at the

Gleaner." Belasse says she "became more apprehensive about pursuing the position as I knew nothing about working for a newspaper company or for that matter working for the private sector." (Belasse's

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Gleaner's London, New York and Toronto offices as well as with customers from around the world who contact the staff with requests via telephone and e-mail.

The amount of requests, which concern back issue and photograph sales as well as copyright issues, are so numerous Belasse

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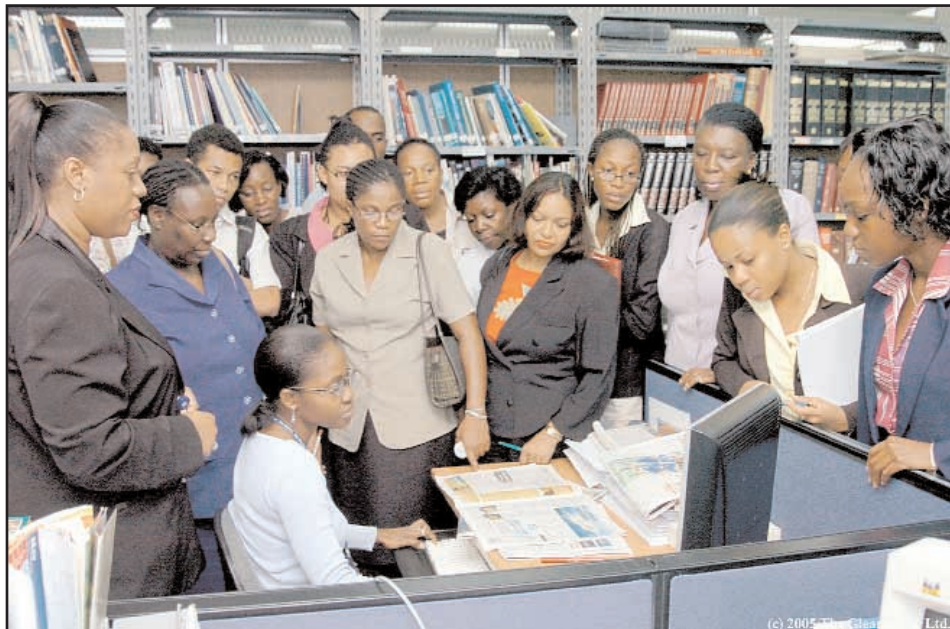
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past experiences have included ten years working in public libraries and seven years in college and university libraries.) With encouragement from friends and colleagues, Belasse went in for an interview "and to my surprise I was offered the job and decided to take on the challenge." That decision has proven to be a successful one. "I have gained so much knowledge and experience working at the Gleaner," she says. It has "given me many opportunities and given me the confidence to take on new challenges."

Many of those challenges fall within the areas of copyright and licensing and financial management. Of the former, Belasse points to the difficulty of drafting policy given Jamaica's 1993 Copyright Law, which "has brought about change in the way we use and re-use intellectual property."

As for financial matters, Belasse says being a senior manager means "my job is not so much hands-on but more decision making. Every decision I make has to be done with financial issues in mind, so assessing revenue loss or gain, budgeting and making projections is a must." She adds that both these topics are things she wished she would have learned about during her time in library school.

The library employs a variety of methods to market its services. Advertisements are placed in Gleaner publications, outside radio broadcasts promote library services and brochures and business cards are distributed. A feature known as "From our Archives" touts the photo collection and exhibitions displaying those photos are held. In addition, Belasse writes about the library in "Gleanings," The Gleaner



Librarians tour the Gleaner Library on Friday, September 30, 2005. Standing far left is the Manager for the Information Systems Department assisting Research Assistant, Judith Silver (seated) whilst she demonstrates how the newspapers are indexed and imported into the Library's electronic database.

Winston Sill / Freelance Photographer

Company's staff magazine and for "local library network newsletters." Library tours are offered to both internal and external customers and "open days" are held during "Library and Special Library Week."

With an eye toward the library's future, Belasse has two main initiatives she wants to focus on. The first is "doing more collaborative projects with the Editorial and On-line Departments of the newspaper." This has already occurred to a degree, with staff "collating information to produce both print and on-line publications for supplements, handbooks and scholarships," but Belasse is hoping for increased involvement in this area.

The second goal is to develop "sales and copyright initiatives to increase revenue" in order to meet the yearly target that is set for the library. Belasse adds that there is a need to further develop the library's photo gallery and she "would like to see us offer other products such as those offered by NI Syndications, Getty and *The Miami Herald*."

The important role the Library & Archive and its staff has and will continue to play in the company's success is perhaps best demonstrated by a quote on the Web page of The Gleaner Company's Information Systems Department. It simply states: "The Library & Archive is a rich source of information and a valuable national treasure."

Gleaner Web sites

- Gleaner Company: <http://www.go-jamaica.com/>
- Archives: <http://gleaner.newspaperarchive.com/DesktopDefault.aspx>
- Library services: <http://jamaica-gleaner.com/gleaner/library/>
- Scholarship database: <http://www.go-jamaica.com/scholarship/>
- Photo gallery: <http://www.discoverjamaica.com/gallery/>

A full list of Gleaner newspapers and Web sites can be found at:

<http://www.jamaica-gleaner.com/gleaner/about/newspapers.html#1>