

CONFERENCE ADVANCE

SLA conference returns to Seattle

BY RON LARSON

Grab your calendars and highlight the dates June 14 through 18, as the SLA annual conference returns to the Emerald City.

No, it's not Oz, but Seattle, and we won't be going to see the wizard but we will be hearing and learning a great deal from people who are qualified to be wizards.

The 2008 News Division conference program, listed below, is chock-full of topics and issues that are at the forefront of our profession, providing answers, solutions and challenges to your everyday questions and problems.

The conference kicks off on Saturday, June 14, with a reception and tour at the *Seattle Times*, hosted by **Katherine Long** and friends. The tour will include a close-up view of the *Times*' highly acclaimed newsroom intranet.

On Sunday, June 15, a "not to be missed" CE course, "Six Degrees of Separation: Mining Social Networks for News Research," will be offered from 1 p.m. until 5 p.m.

The News Division suite opens for business Sunday night, beginning with the annual mentor-mentee "meet and greet"



The Seattle skyline.

reception, followed by the News Division networking reception. The entire night at the suite is sponsored by Heritage Microfilm.

Three full days of sessions, exhibits and discussions begin bright and early Monday morning. But following busy days of learn-

ing, the evenings offer relaxing opportunities to eat, drink and be news librarians.

We will be entertained Monday evening with the traditional silent auction in the Division suite. Once again, this special evening will be sponsored by ProQuest.

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News librarian, **Stan Friedman**, wins an unusual award.

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NLN STAFF



BY LEIGH MONTGOMERY

In late January, I was on a long-awaited Florida vacation with my husband Chris enjoying some warmer climes, winter golf, and a few days to contemplate and relax. I'm a huge fan of the many pristine state parks and preserves of Florida, and we enjoyed sojourns in the places that don't appear in the tourist brochures. The 21st century fell away for awhile; away from the condominiums, the political primary that was happening that week, and all the other pasty sun-seekers like ourselves. Walking along the palmetto-flanked paths in the footsteps of Seminole Indians and Spanish explorers took us back in time, until coming to a placard on a bird sanctuary. It read:

SPECIALISTS AND GENERALISTS

It then proceeded to describe these two labels as they relate to preferences of the bird population, such as behavior, diet, and habitat. The specialist, such as the wood

tern, has certain conditional requirements. They are sensitive to disruption, such as environmental or human impact, which affects their reproduction. Generalists, such as the ibis, can tolerate changing variables. As a result, generalists endure or are found in greater numbers.

Of course the mere mention of these terms reminded me of librarianship, and the fact that in this profession, we tend to be generalists in terms of subject matter. This is due to the nature of the business we are in, that can be any topic in our own discrete universe. I then began to think of it in terms of skill acquisition, flexibility, and openness to new ways of thinking. Due to the great change that the news industry is facing, this requires a great deal of adaptability, innovation, and the ability to take advantage of changing conditions.

This also reminded me of an ibis we had seen at another state park a few days earlier, which had been perched in a tree. This all made sense after reading the placard. Along with the pleasant memory, it was an important lesson to bring back to my approach to daily journalism - that generalists will survive.

We've been talking for a few years about how librarians are open to change, and how they see it as a learning experience. As we look ahead to this year's conference, I'm sure we'll be doing things we never thought we would have a year ago, or even six months ago.

So while I wish I could give you the Florida sun, instead you have this parable of the ibis.

Rather than be overly concerned about acceleration of evolution, bring this little white wading bird's better attributes to your work. And take a few minutes each day to get out from behind the computer monitor, and open your eyes a little wider to the natural world. Enjoy this Winter Issue.

EOS

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

- Sarminah Tamsir
MediaCorp



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NOTES FROM THE CHAIR



BY JUSTIN SCROGGS

Wow, 2008. What happened to 2006? It seems the pace of change is exceeded only by the pace of additional changes. More thoughts on the new year in a moment, but a few things need to be addressed first.

A round of applause, please, for **Dana Gordon** and **Peter Johnson** for completing their terms on the division board. Due to SLA's tinkering with our fiscal/governance year, Peter (Treasurer) and Dana (Director of Education/Professional Development) served longer than usual terms. Well done and thank you.

Also in 2007, **Denise Jones** completed the division's board triathlon — chair-elect/conference planner, chair, and past-chair/awards/ nominating committee chair. Denise is hereby enshrined in the Cyber-Magnolia Hall of Fame. Thanks for your support.

Please also welcome your new board members. As of Jan. 1, **Megan Waters** is our Treasurer. I understand she has possession of the money bags and that the bulk silver is in transit. Also, with the start of the new year, **Jessica Baumgart** — 2007 Henebry Award winner — takes the helm as our Director of Education/Professional Development.

The division is yours, or better, you are the division. Please be in touch with your board. Let us hear from you, early and often. I'll segue to matters at hand with a final, sin-

cere, please!

Over the years SLA has tried several different formats/foci for the January mid-year meetings. I think they've hit the mark with the current incarnation. The Leadership Summit, held each January, targets SLA members wishing to enhance personal leadership skills including past, current, and future division and chapter leaders. This year's summit, held in Louisville, KY, focused on the future of SLA — from the keynote speaker to sessions on SLA's new Association Management System and the association's upcoming centennial celebration. If you'd like to read more about this year's summit, check out the conference handouts and proceedings at www.sla.org/content/resources/leadcenter/LeadershipSummit/08leadsummit/handouts.cfm.

In this issue of NLN, you'll find **Ron Larson's** report of what's in store for the upcoming Seattle conference. Ron and session moderators and presenters are creating a conference that promises to rival any I can remember. As you make your plans for Seattle, consider dropping Ron an email. There will be plenty of opportunities to make a difference, be that distributing handouts, tracking down an AV tech, recording session attendance, or helping with the silent auction. See you in Seattle.

“The division is yours, or better, you are the division.”

2008 SLA Conference

News Division Programs

SATURDAY, JUNE 14

5:00 p.m. - 6:30 p.m.
Seattle Times Reception and Tour

SUNDAY, JUNE 15

12:00 p.m. - 5:00 p.m.
**News Division CE course
 Six Degrees of Separation:
 Mining Social Networks for News
 Research**
 Speakers: TBA

The course will teach new methods for researching social connections on sites such as Facebook and MySpace, and the importance of understanding how "Web 2.0" social networking services must become a crucial part of news research. Attendees are expected to be familiar with standard public records databases used in the newsroom.

3:00 p.m. - 4:30 p.m.
**News Division Board of Directors
 Division Suite, Sheraton Seattle Hotel &
 Towers**

5:00 p.m. - 7:00 p.m.
SLA Opening General Session
Vinton G. Cerf, Vice President of Google

7:30 p.m. - 8:30 p.m.
**News Division Mentor and Mentee
 Meet and Greet**
Sponsored by Heritage Microfilm

8:00 p.m. - 11:30 p.m.
**News Division Networking
 Reception**
Sponsored by Heritage Microfilm

MONDAY, JUNE 16

7 a.m. - 8:30 a.m.
**Digital microfilm breakfast gathering
 in the News Division suite**
Enjoy a light breakfast while sharing conversation with news colleagues and microfilm vendors. Participating vendors: Heritage Microfilm, NewsBank, Northern Micrographics, and Proquest.

9 a.m. - 10:30 a.m.
Digital Microfilm Road Map
 Moderator: Mike Meiners, Director of News Research, *St. Louis Post-Dispatch*

Speakers: TBA

Digital microfilm is a technology that is heating up. The options for newspapers have increased while the cost of converting microfilm to digital has dropped. Case studies, guidelines and advice will be offered, providing news librarians a road map to their digital future. Sponsored by Heritage Microfilm, NewsBank, Northern Micrographics and Proquest.

11 a.m. - 1 p.m.
**SLA non-conflict time
 INFO-EXPO Hall**

1:30 p.m. - 3:20 p.m.
Technology Free-For-All
 Moderator: Amy Disch, Library Director, *The Columbus Dispatch*

Speakers: Derek Willis, Newsroom Developer, *New York Times*; Jessica Baumgart, Quality Assurance Engineer, *Reneysys*

A fast-paced session starring Derek Willis and Jessica Baumgart, two of the techno gurus in the News Division. Derek and Jessica will answer questions, prompt discussions and solicit demonstrations in this rapid fire exchange of ideas relating to the latest and greatest in library technology. Sponsored by Thomson/Dialog and Basch Subscriptions.

3:30 p.m. - 4:30 p.m.
News Division Business Meeting
 Moderator: Justin Scroggs, News Division chair

4:30 p.m. - 5:30 p.m.
News Division Board of Directors

6:00 p.m. - 11:00 p.m.
News Division Reception and Silent Auction
Sponsored by Proquest

TUESDAY, JUNE 17

7 a.m. - 8:30 a.m.
News Libraries 2.0
 Moderator: Julie Dommel, News Researcher, *San Antonio Express News*

Speakers: Amy Disch, Library Director, *The Columbus Dispatch*; David Milliron, Director of Media Services, *Caspio*; Lynne Palombo, News Researcher, *Oregonian*

Constant changes in technologies are

making it difficult to stay current with the tools we need to do our jobs. Learning about today's tools, such as RSS newsfeeds, mashups, aggregators, blogs, wikis, instant messaging, del.icio.us, social networking applications and more, can be a daunting task. Practical advice will be offered in how to win the technological battle in your news library. Sponsored by LexisNexis.

9 a.m. - 10:50 a.m.
UnSpun: Finding Facts in a World of Disinformation

Speaker: Brooks Jackson, co-author of "UnSpun: Finding Facts in the World of Disinformation."

Media audiences are spun by political parties and officials as well as various public interest groups and corporations. Jackson will discuss the tactics used by the "spinners" and why audiences buy into the spin. He will provide many recommendations for sources of reliable facts and offer proactive strategies people should use to ferret out the facts.

Sponsored by Dow Jones.

Shared program with the Government Division

11 a.m. - 12:30 p.m.
Panning for Gold: Using blogs, podcasts and newsgroups for competitive intelligence research

Speakers: Cynthia Cheng Correia, Knowledge in Form, Inc., TBA

Cyberspace abounds with prolific bloggers and chatters; some of them may be (or know) your competitors. How can you identify and monitor reputable sources of information from the blogosphere? This session will highlight effective techniques and tools for mining blogs, podcasts, and newsgroups.

Shared program with the Competitive Intelligence Division.

1:00 p.m. - 3:00 p.m.
SLA Non-Conflict Time

3:15 p.m. - 4:45 p.m.
It's not your father's archive anymore
 Moderator: Debra Bade, Editor, News Research and Archives, *Chicago Tribune*
 Speakers: TBA

PDF's, blogs, video, MP3, online material and more are grabbing our attention as archives expand and adapt to new demands.

Continued on page 7

PEOPLE



BY JENNIFER O'NEILL

Retirements

J. Stephen Bolhafner took an early retirement offer last fall after 24 years at the *St. Louis Post-Dispatch* (18 as a news researcher). Steve's intelligence, broad interests and attention to detail made him a terrific researcher and everyone at the *Post-Dispatch* misses his presence and his valuable contributions.

Gail Hulden has retired from her position as News Research Director at *The Oregonian*. She was with *The Oregonian* for 20 years; from 1987 to 1989 as a library clerk, from 1989 to 2000 as assistant head librarian, and from 2000 to 2007 as news research director. Before that she and her husband owned a travel agency in Lake Oswego, OR.

She wanted to thank us for our smart ideas, guidance, networking and friendship over the years. And to give us her personal email address which is ghu200@aol.com.

She says she is excited to be able to display lawn signs and bumper stickers and play in her garden. She is just loving retirement.

After seven years **Claire Wollen** has left the *Toronto Star*. She is excited to be returning to her roots, at the Rotman School of Management at the University of Toronto. She wanted to thank the news division our support, advice and many laughs. She expects to be at SLA in Seattle, and says she will spend a lot of her time in the News Division Suite! She can be reached at claire.wollen@rogers.com.

On the Move

Molly Motley has been promoted to Senior Librarian at *The Dallas Morning News*. Molly has been at *The News* for over 5 years, and in that time she has co-bylined over 40 stories, 12 of which were page 1a stories. She won a TX APME award and a Special Citation from the Education Writers Association for her work.

Stan Friedman, researcher at *Conde Nast* in Manhattan, won ESPN Zone's Ultimate Couch Potato Competition after more than 29 hours of continuous sports viewing. He beat out three other participants and won a \$5,000 prize package. (See story on page 7.)

Will Roostenburg extends warm greetings to all of us. He started a new job about a month ago. After working as Consultant Digital Library for 16 months at Cubiss in Tilburg (which is in the Netherlands), he made a shift into a management job again. Since

January 1st, he has been the Manager of Document and Data Services at the Delft University of Technology (also in the Netherlands). <http://www.tudelft.nl/en>. He is leading about 70 people, working in departments and self-organizing teams like the national repositories, e-journals, product management, librarians, collections, stocks, restaurateurs, IBL, document management and archives, electronic resources, training, projects and so on. He reports it's a very inspiring place and environment to work and encourages us to Google images of Delft TU Library/Bibliotheek. He is very happy in his new job that gives him many opportunities and challenges, in addition to even more international contacts. In his enthusiastic way he says he plans to make this the best job of his life! He can be reached at w.m.m.roostenburg@tudelft.nl

Dianna Baumann has taken the newly created position of Assistant News Researcher at The Forum and has signed on to NewsLib. She worked at The Forum for over twenty years before she left for Las Vegas. After some adventures in the southwest, she and her family returned to Fargo and Dianna eventually brought her vast experience back to *The Forum*.

Rebekah Zabrud Azen has started working full-time at *The Santa Fe New Mexican* after 10 years as a news library consultant. She says that *The Santa Fe New Mexican* is finally back in their historic building in downtown Santa Fe after a two-year renovation and the new digs are beautiful.

Ander Murane is leaving the newspaper business to go work for a Denver-based Web services company called Indigio. He started at the *Rocky Mountain News* in Denver, CO in 2004 after 6 years in the Pittsburgh public library system as a business librarian. He will be doing web analytics for Indigio.

Molly Motley has been promoted to Senior Librarian at *The Dallas Morning News*. Molly has been at *The News* for over 5 years, and in that time she co-bylined over forty stories. Twelve of those were on page 1A. She won a TX APME award and a Special Citation from the Education Writers Association for her work.

In December 2007, **Barbara Gray** became the new Director of News Research at the *New York Times*. She spent ten years at Fox News Channel's "Brainroom", most recently as Managing Coordinator. She has an MLIS from Palmer School of Library and Information Science.

2008 SLA Conference

Continued from page 5

Practical advice will be shared in how to approach the changing landscape of archiving and the tools needed to do the job.

Sponsored by Preservati Partners.

6:00 p.m. - 10:00 p.m.

News Division Awards Banquet at

Rock Bottom Brewery

Sponsored by NewsBank.

WEDNESDAY, JUNE 18

8 a.m. - 9:30 a.m.

“There’s gold in them thar files”

Moderator: Tim Rozgonyi, Research Editor, *St. Petersburg Times*

Speakers: Sharon Clairemont, Director of News Research, Orange County Register; TBA

In an era where news libraries are facing cutbacks in staffing and budgets, it’s time to be proactive by showing management how news libraries are no longer a service department, but a profit-generating force. An important element of a profit-center includes being knowledgeable about rights and permissions and copyright. Sponsored by Heritage Microfilm.

10:00 a.m. - 12:00 p.m.

SLA Non-Conflict Time
INFO-EXPO Hall

12:15 p.m. - 1:45 p.m.

Future of News Libraries, Part II

Moderator: Elaine Raines, News & Research Services Director, *Arizona Daily Star*

Speakers: Nora Paul, Director, Institute for New Media Studies, University of Minnesota, and Katherine Long, Research Editor, *Seattle Times*

What have news libraries done to adapt to the changing information and news media landscape? Audience participation in the debate and discussion will be a vital part of the session as Division members set a course to the future of news librarianship.

Sponsored by Reference USA.

2:00 p.m. - 4:30 p.m.

SLA Closing General Session
Seth Godin, author

5:00 p.m. - 8:00 p.m.

Conference-wide Party

Research librarian wins special award



Stan Friedman proudly displays his Couch Potato Trophy and his new television.

BY LEIGH MONTGOMERY

Stan Friedman has added another title along with those of Senior Research Librarian, *Conde Nast* and SLA News Division member: champion Couch Potato. Friedman won the ESPN Zone Ultimate Couch Potato Competition held this past January at the ESPN Zone restaurant in Times Square.

Friedman outlasted all other participants by enduring 29 hours of continuous sports viewing while sitting in recliners in front of a dozen 42-inch high-definition plasma televisions and a couple of 14-foot HD projection TVs. They were allowed to order unlimited food and drinks, but leaving their recliners was illegal, as was sleep -

except for sanctioned restroom breaks - once every eight hours. When his last competitor caved to nature’s call, Friedman was the victor.

Glory was not all: it came with a \$5,000 prize package including a giant TV, a recliner and a trophy with a potato on it.

“I have a 350-square-foot apartment, so I don’t know what I’ll do with the TV,” he told an Associated Press reporter. “But I’ll make room for the recliner.”

He did manage to arrange his living room in time for the Giants to win the Super Bowl, of course. Friedman, whose favorite sport is baseball, also added: “I’ve programmed the television’s V (for victory) chip to block out those tiresome Sox.”

SLA conference returns to Seattle

Continued from page 1

On Tuesday evening, the fun continues as the annual awards banquet will be held at the Rock Bottom Brewery. The awards banquet and reception will be graciously sponsored by NewsBank.

The conference wraps up on Wednesday evening with a conference-wide party.

This is a conference and city that you

won’t want to miss. Come early and stay late. It’s Seattle, with the fish market, the Experience Music Project, ferry rides, and much more.

If you have any questions about the program, please contact Ron Larson at rlarson@madison.com. For general conference and lodging information, go to www.sla.org.