

CONFERENCE REVIEW

News Division has packed program, five top association award winners at SLA 2009 annual conference in Washington, D.C.

By LEIGH MONTGOMERY
CHRISTIAN SCIENCE MONITOR

Buffed by the dual forces of the economic climate and a fast-moving technology convergence transforming the news and information industries, 116 News Division members enjoyed and produced a high-value program that attracted cross-division attendees from the 5,856 registrants at this year's SLA Conference held from June 14 to 17 in Washington, D.C.

In addition, five News Division members at varied stages of their careers received SLA's top awards, including its highest honor:

- ❖ John Cotton Dana Award: **Richard Geiger**
- ❖ SLA Fellow: **Ellie Briscoe**
- ❖ SLA Hall of Fame: **Donna Scheeder** and **Barbara Semonche**
- ❖ SLA Professional Award: **Anne Mintz**

SLA President **Gloria Zamora** called Sunday night's awards ceremony a "big



Think you have a backlog of papers waiting to be microfilmed? How about this one in the back room of the Newspaper and Current Periodical Reading Room at the Library of Congress?

Photo courtesy Amy Disch

night for the News Division." Division attendees took tremendous pride in the award winners as well as the great program put together by Division Chair-Elect and Conference Planner, **Amy Disch**. In a response by email, Disch said: "Overall, I

was thrilled with all my sessions in terms of speakers and attendance. I think the News Division had an excellent showing this year."

The educational portion began Sunday

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NEWS DIVISION EXECUTIVE BOARD

CHAIR, **Ron Larson**, *Wisconsin History Day by Day*,
McFarland, WI, 608/838-4279,
e-mail: rlarsen@wishistory.com

CHAIR-ELECT, **Amy Disch**, *Columbus Dispatch*,
Columbus, OH, 614/461-5177,
e-mail: adisch@dispatch.com

2010 Conference Planner, **Leigh Montgomery**,
Christian Science Monitor, Boston, MA,
617/450-2682,
e-mail: montgomery1@csmonitor.com

PAST CHAIR/DIRECTOR-AWARDS,
Justin Scroggs, *Newsbank, Inc.*, Naples, FL,
239/263-6004,
e-mail: jscroggs@newsbank.com

SECRETARY, **Vacant**

TREASURER, **Megan Waters**, *Miami Herald*, Miami,
FL, 305/376-3289,
e-mail: mwaters@miamiherald.com

DIRECTOR-EDUCATION/PROFESSIONAL
DEVELOPMENT CHAIR, **Jessica Baumgart**,
Renesisys, Manchester, NH, 603/643-9300 X121,
e-mail: jkbaumga@yahoo.com

DIRECTOR-PUBLICATIONS, **Catherine Kitchell**,
BNA, Arlington, VA, 703/341-3311,
e-mail: ckitchell@bna.com

COMMITTEE CHAIRS

NEWS DIVISION COMMITTEE CHAIRS

ARCHIVIST CHAIR, **Kee Malesky**, *National Public
Radio*, Washington, DC, 202/513-2356
e-mail: kmalesky@npr.org

AUTOMATED-TECHNOLOGY CHAIR, **Vacant**

BROADCAST CHAIR, **Shira Kavon**, *CNN NY
Library*, New York, NY, 212/275-7849
e-mail: shira.kavon@turner.com

GOVERNMENT RELATIONS CHAIR, **Vacant**

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MEMBERSHIP CHAIR, **Ginny Hauswald**, Winston-
Salem, MI, 27104-5304, 336/659-0346
e-mail: vhauswald@triad.rr.com

NOMINATIONS CHAIR, **Ron Larson**, *Wisconsin
History Day by Day*, McFarland, WI, 608/838-
4279, e-mail: rlarsen@wishistory.com

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The Oregonian, Portland, OR, 503/294-5084,
e-mail: lynnepalombo@news.oregonian.com

WEBMEISTRESS, **Alice Pepper**, *Detroit Free Press*,
Detroit, MI, 313/222-5135,
e-mail: newdivisionweb@yahoo.com or
apepper@freepress.com

NLN MANAGING EDITOR

Julie Domel
San Antonio Express-News
San Antonio, TX
210/250-3276
e-mail: jdomel@express-news.net

CONTRIBUTING EDITORS

PEOPLE
Amy Disch
Columbus Dispatch
Columbus, OH
614/461-5177
e-mail: adisch@dispatch.com

LIBRARY PROFILES
Hannah Sommers
National Public Radio
Washington, D.C.
202/513-2064
e-mail: hannahsommers@yahoo.com

TECH TIPS
Derek Willis
New York Times
Washington, DC
e-mail: dwillis@gmail.com

Total membership: 421

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NLN STAFF



BY JULIE DOMEL

A recent issue of my college alumni magazine discussed why the classes of the 1980s (and to a lesser extent, the 1990s) were not very active alumni. A few of the reasons were unique to the University of Texas (a terrible football team, for one), but one reason is not so unique: members of Generation X (persons born between roughly 1965 and 1980) are not joiners. The more I think about it, the more I see it as a problem for all kinds of organizations, not just SLA.

The generations before (Boomers) and after (Millennials) have strong charitable streaks and share the desire to change their world. Gen Xers just want the world to leave them alone. Yeah, I'm generalizing: I'm Gen X (and a bit of a hermit), but my parents always encouraged me to take an active role in my clubs and groups. Plus, I like having a say, and you can't do that if you don't take part. I know plenty of others who devote time to a charitable, special interest or professional group, such as the News Division.

Nonetheless, that article made me stop and think about many other friends and coworkers who aren't members of organizations or clubs, and just don't care to be. They make their excuses: dues are too expensive, meetings are boring, the topics at seminars don't interest them, they have family commitments, etc. Sometimes I see their point, but how do we get past the excuses and encourage colleagues to join SLA and the Division?

Do we talk up the benefits like the freebies on the SLA website or low-cost educational opportunities (especially useful in these no-travel-budget times)? Do we mention the networking activities or (when we are low) commiserating opportunities for

the more social in our circles? Do we talk up this fine publication or NewsLib? Do we appeal to their sense of altruism? Do we describe our own paths of personal growth through SLA? Do we challenge them to find ways to make meetings more exciting and seminars more useful? I don't have an easy answer, and Chair **Ron Larson** offers his own thoughts on the topic in his column.

I've always been nosy, so I've never really understood how people can sit by the sidelines and be purposely uninformed. If there is a meeting, I want to be at it. Even the boring ones — you might pick up a useful fact or make a friend. I'm terrible at small talk, but at an SLA event, I have at

“...we owe it to our younger colleagues to be present in the profession and SLA...”

least one thing in common with everyone — we are all librarians

(even if our job descriptions don't say that).

Do we write off our non-joining librarian and info pro colleagues and move on to the Millennials starting to enter the field? Absolutely not.

As the more experienced members of our profession retire or lose their jobs, us Gen Xers are becoming the experts, the mentors, the future Kwapil and Henebry winners...and we owe it to our younger colleagues to be present in the profession and SLA....that's it: Guilt! Why didn't I think of that earlier?

Editor's Note: A hearty congratulations to Hannah Sommers, our Library Profile writer, on the arrival of Baby Noah. As you might guess, Hannah decided to take this issue off.

As has been mentioned on NewsLib, due to the Division's financial difficulties, this issue of NLN is the last for 2009. We will meet you back here in February.

NOTES FROM THE CHAIR



By RON LARSON

A fine conference was enjoyed in Washington, D.C., this past June by approximately 100 of our News Division colleagues. Many thanks go out to program planner **Amy Disch**, CE course planner **Jessica Baumgart**, awards banquet planner **Justin Scroggs**, **Laura Soto-Barra** and her staff at NPR, **Georgia Higley** and the staff at the Newspaper Section, Serial & Government Publications Division at the Library of Congress, the many moderators and speakers and our sponsors for making our 85th conference a great event.

Once again, the conference provided a valuable setting for networking, catching up with friends and colleagues and learning about new resources, services and technologies. The annual SLA conference is such a valuable experience; it provides information that is extremely critical for our growth as information professionals.

SLA's theme this year is "Align in '09," as we work at making needed changes in the organization to ensure growth, viability and success. It isn't just the organization, however, that SLA is concerned with, rather it is primarily the survival and growth of our profession that is at the center of the "Align in '09" campaign.

It was stated at the conference that there needs to be a revolution, not evolution, in the ranks of the information professional. The Align Campaign is more than simple changes, it requires all of us to work together to define who we are as a profession. We need to incite a movement through energy and passion, communicating our core values and benefits.

As we communicate, we must use language that corporate executives recognize and understand. We must promote ourselves, not defend; we need to believe that we, information professionals, are the bridge between

information and action/results; and we must focus our attention on the "suite" spot by communicating directly to the corporate executives.

SLA has been working with a communications strategy firm to help with the "Align in '09" campaign. They have done extensive interviews and surveys, gathering information to understand the profession's strengths and weaknesses. It will come as no surprise that the information gathered has shown that the word "librarian" is a double-edged sword. It has negative connotations along with positive. The term "special libraries" received a very low rating among corporate execs; so be prepared, a name change is in the works.

Members of the News Division need to be involved in the "Align in '09" campaign, if not at the larger organizational level, then for sure at the Division level. As you know, the News Division is in trouble. Membership is

falling, our finances are dwindling and our future is in doubt. As a Division, we need to have our own revolution in order to ensure our future.

At the annual business meeting, I outlined my goals, listed below, that I believe will help in turning around the downward trend.

1. Expand our base

a. We need to improve our membership numbers. First, that means those you who have let your SLA membership lapse must renew your membership – today! The value of SLA membership has been debated by our group in the past, but the \$160 fee is well worth the expertise and leadership SLA will provide as the information profession begins its revolution. The membership fee amounts to \$13.33 a month – not a bad investment when you consider what SLA has available on its Web site, *News Library News*, the News Division web site and NewsLib. Yes,

“We need to incite a movement through energy and passion, communicating our core values and benefits.”

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Vormelker-Thomas Student Award winner Theresa Lepine looks back at her first SLA Conference

When asked to share a first-timer's perspective of SLA's annual gathering, I gladly agreed to write about my conference experience, knowing the event would be especially memorable. Winning the 2009 Vormelker-Thomas student stipend award shortly before completing my master's degree allowed me to attend the conference in this centennial year and take advantage of the event's networking opportunities as I launch a career in news research.

I consider Washington, D.C., a news junkie's paradise; for me the conference location strengthened the unparalleled networking events that featured tours of widely respected media organizations. The tour of National Public Radio started with a reception where I met many New Division members for the first time. The overview of library operations and guided tour of the production center facility by NPR librarians was insightful.

Tours of the National Geographic Society Library and the Library of Congress Newspaper and Current Periodical Reading Room were equally informative and provided more opportunities to meet and greet colleagues, which I found especially beneficial. It was thrilling and exciting to meet fellow conference attendees, including long-time News Division members, Catherine "Kitty" Scott and Barbara Semonche. I truly felt welcomed by everyone in the News Division and appreciated everyone's willingness to share knowledge, help navigate conference venues, and help me be at ease during social events. The collective intelligence of the keen observers and deep thinkers in attendance will surely shape my professional endeavors as a new member of the information profession.

With the theme, "From Information to Inspiration: Knowledge and Vision Shaping the Future," there were many meaningful programs that provided inspiration as well as practical information. While the breadth and depth of information available made it difficult to choose one program over another, the pre-conference planning materials and resources, particularly the News Division's D.C. primer and mentoring program, made it somewhat easier to select from concurrent sessions and effectively prepare an itinerary. Unfortunately, it was especially difficult to choose from the interesting line-up of sessions included in the Monday morning schedule. While many of the conference presentations have been posted on the SLA Web site, many are still unavailable online.

Judging by the overcrowded meeting room, many conference attendees were interested in learning about how social media sites such as MySpace, Facebook, Wikipedia and Twitter can be exploited for use as a critical reporting tool. Meg Smith, the Washington Post's embedded News Researcher for the Metro Section, led an

illuminating discussion about the paper's best practices in using these sites. She shared how the Post's high school and college sportswriters were early adopters, but Facebook "usage and acceptance surged" following an internal brown bag training session that researchers held for staff reporters. Now the researchers and reporters have learned to search social media sites in ways that allow them to "crush the competition."

The state of information gathering was discussed in many of the sessions including the opening and closing general sessions. Former U.S. Secretary of State General Colin Powell said in his opening keynote remarks that with information moving at the speed of light, getting it to where it needs to be requires fresh new thinking. Broadcast journalist Judy Woodruff, in moderating the closing session's panel discussion, uncovered that researchers are the most powerful search engines. With an ability to evaluate the credibility of information sources and alert the public to relevant information, librarians and researchers are crucial in an information economy.

Since the Internet will continue to shape information research and the future of the profession, mastering new and emerging technology will help us lead the transition to digital journalism. I envision building the necessary skills with the help of SLA's professional development and continuing education programs in the years ahead.

Theresa Lepine recently received her MLIS from the Dominican University Graduate School of Library and Information Science in Chicago, Ill.



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PEOPLE



BY AMY DISCH

On the Move

Barbara Semonche retired as director of the Park Library at the University of North Carolina at Chapel Hill's School of Journalism and Mass Communication on May 29. In her "farewell" message posted to NewsLib, Barbara let us all know "what an important part of my professional life you have all been for me. You are all champion info pros and I'm so very proud to have known you and to have worked with you."

Barbara will retain her UNC e-mail account, bpsemonch@unc.edu, for a couple months and promises to let us all know her new e-mail address soon. She also promises that she "will continue to be as active as possible in SLA as a retired member."

Stephanie Willen Brown assumed the directorship of the Park Library on June 1. She can be contacted by phone at 919-843-8300 or by e-mail, swbrown@unc.edu.

Alice Pepper worked her last day at the *Detroit Free Press* on May 22 and reported the sad news that the library would remain open for one month before being closed. Alice can now be contacted at aapepper@comcast.net.

Gail Bulfin worked her last day as Editor for News Research, Training and Readership at the *South Florida Sun-Sentinel* on May 21. In her message to NewsLib, Gail said this was part of a reorganization of the paper's Research Center. "The good news is that our two archivists will be moving to the layout desk and, with that, may gain some additional exposure for the solid work they do. They will continue to archive print and online content, as well as microfilm and our ongoing photo digitization project. Our sole researcher will also move into the newsroom daily operation." Gail added that she "enjoyed my time with *Tribune* more than you can imagine and was very lucky to have spent 23 years with one company."

Gail will remain a "card-carrying" SLA member. She can be contacted at Gbulfin1@aol.com.

Tony Skaggs of the Newsweek Research Center reported in a message to NewsLib that on June 4, ABC's News Research Center "had a regrettable downsizing, and it seems, closure. Nearly all our colleagues and (friends) there lost their jobs, and it's an open question whether the remaining few will be allowed to stay as permanent employees." According to a memo by ABC News President David Westin, the News

Research Center will be converted to a "Digital Research Facility." You can read Westin's memo at <http://bit.ly/4wXqJn>

Tony added that he has "so much respect for what the ABC News Research Center was. It was expertly developed by Madeline Cohen, then so ably managed by the late **C. B. Hayden**, and in recent years by **Candy Stuart**. It was an excellent example of what a news research library should be."

Sally Besten, librarian at *The Cincinnati Enquirer*, was let go on July 9, a month shy of her 27th anniversary with the paper. In a message posted to NewsLib, Sally said "It's been great. Good luck to all of you."

Julie Domel of the *San Antonio Express-News* posted a link to a story about the longtime librarian at the *Reno Gazette-Journal* being laid off. **Jeanne Rasmussen** had been with the paper forty years. You can read the story at <http://bit.ly/bQoht>

Michelle Quigley, News Researcher at *The Palm Beach Post*, volunteered to compile a list of news library layoffs and buyouts. The list is currently available as a Google document at <http://tinyurl.com/news-library-layoffs> and is also available via the News Division's Web site. Please e-mail Michelle at mquigley@pbpost.com with any additions, edits or questions.

Anne Holcomb left her job as Online content editor for the *Kalamazoo Gazette* to become the Media & Technology Librarian at the Willard Public Library in Battle Creek, Michigan. In her new role Anne is "responsible for their extensive DVD and audio book collections along with doing reference and conducting technology training for the library staff and the public." Anne offers her thanks to the News Division, "a great group of smart, talented people that welcomed me in with open arms."

Margot Williams reports that she is leaving *The New York Times* "to join longtime investigative journalists Sue Schmidt and Glenn Simpson in their new consulting firm as Director of Research. SNS Global LLC provides intelligence-gathering, analytic and strategic advisory services to nonprofit foundations, law firms, media organizations and selected private sponsors. We plan to do the same work we have always done, using our extensive experience and contacts in politics, the law, counterterrorism and financial crime, to conduct in-depth investigations of fraud, corruption and waste."

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Why APIs

By DEREK WILLIS

Giving away content over the Internet isn't exactly a popular idea in a lot of newsrooms. To my mind, it depends on the content, and the idea that this is a one-way transaction - a free gift - is a misreading of the situation. When given proper consideration, giving away your content can have a lot of benefits. This idea is part of the reason why news organizations are developing and releasing APIs. API stands for Application Programming Interface. You can think of them this way: you use a web browser to access a Web site, and you use an API to access a site's data without all of the design elements. So if your news organization provides an archival feed for a vendor, that's fairly close to an API.

The difference is that most APIs provide a way for approved users (people who sign up for a key) to access certain types of data. For example, at the *New York Times* we have an Article Search API, which allows users to search our recent archives by keyword, desk, byline, facet or other parameter. You can see the documentation [here](#). Why use an API over a Web search form? The main reason is so that you can grab the results and re-use them as data, since most APIs return results in formats such as XML or JSON.

One reason for releasing an API is that readers will use it to create interesting and useful applications, but it's not just an altruistic thing. We also can take advantage of our own APIs for internal projects. Here's an example: when we're building an application that involves *New York Times* stories, we don't have direct access to the content management system where articles are stored. So we get articles from the API, which means that we don't have to worry about asking permission or whether our needs will conflict with the CMS. We just grab the content we want.

Using our own APIs also makes it easier to build applications that do many different things. For example, our Congress API has details about members, votes and legislation, so if we wanted to build an application that combined voting records with our latest congressional coverage, we can automate the process by pulling from our APIs rather than having someone compile the information by hand. And so can you - our Congress API can be used for commercial purposes, so it's possible that your newsroom can build a resource that tracks the votes of your elected officials using our API. We update the data, so you don't have to worry about that part.

If you're still not convinced, think of it this way: how many times have you been asked to do math on your archive, e.g., count the number of stories per byline, or section? Some archives can do this pretty easily; most I've seen make it harder than it should be. However, an API can be designed to allow for aggregate queries, so you can see very quickly how many stories meet a certain criteria. APIs make the information, not the interface, the most important element of the data.

The number of APIs is growing rapidly: we have 11 at [nytimes.com](#); [Billboard](#) has one for its music data. Other APIs allow you to pass a block of text (from, say, a story) and get a list of addresses inside returned to you. Among news organizations, [NPR](#) and [The Guardian](#) have them, too.

APIs could open a new set of possibilities for using and reusing news archives, and for that reason alone are worthy of a look. You can see how ours work at our [API Tool](#). Let me know if you have any questions or ideas, and start thinking (and talking) about APIs in your newsroom.

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with the CE course, “Doing More with Less,” a theme echoed by a Tuesday News Division session and several others at the conference. Despite the sober and unfortunate title for an even more unfortunate predicament for news librarians, over the next four hours a panel of leaders in the news library profession poured forth their knowledge to the 15 attendees. Seasoned manager and news librarian **Linda Henderson**, formerly of the *Providence Journal*, shared pragmatic advice on valuing mission-oriented tasks to make the most of your time, and developing your reach and allies in the newsroom – on and off-line. (See *Linda Henderson’s article, next page*)

Maureen Clements, a librarian from National Public Radio, had the audience agape as she described how her team in the broadcast library (7 full-time and 1 part-time) lobbied to align themselves with the digital staff, where they would be more involved with NPR’s new focus on the web site and receive more resources, over the editorial staff, whose future was less certain. Having attained this goal, they proposed a major digitization project of their reel-to-reel media – 45,000 reels worth - not only to archive this disintegrating format, but to expedite requests for audio footage.

The costs of the original proposal, including time, staff and resources needed for the multi-month project would equal upward of \$400,000. The project was approved – but the librarians were told they would not have a budget with which to accomplish it. The project would be done after hours or on down time, with ‘lots of interns,’ a used ‘oven’ bought on the Internet to bake the tape, repurposed CD cases that saved \$1,000, and every other



Graffiti on a piece of the Berlin Wall on display at the Newseum in Washington, D.C., offers some advice all news librarians should take these days – seconded by a few 2009 conference presenters.

Photo courtesy Amy Disch

possible avenue to save funds – including Clements driving the CDs to the University of Maryland herself.

Other presenters included **David Cappoli**, Digital Resources Librarian, UCLA Department of Information Studies (See *UCLA Digital Resources, page 13*); **Sandi Fox**, the sole librarian at the “NewsHour with Jim Lehrer,” who had a great list of free resources for intranets; and a prerecorded video from **Anne Holcomb**, formerly of the *Kalamazoo Gazette* and now a public librarian, on using Twitter effectively.

Derek Willis of NYTimes.com gave one of his always-thorough presentations filled with freeware, plug-ins and strongly held convictions. Willis is a firm believer in using technology in practical ways to advance journalism and the information professional – and had special criticism for “doing more with less,” which means – becoming superhuman, which for most of us is impossible, or making cuts. He then took the group through automation by var-

ious applications (“because you shouldn’t repeat anything on a computer – ever”) to uses of software for some of NYTimes.com’s features such as the New York Restaurant List, facilitated by Amazon’s Mechanical Turk, to “forget” software like Microsoft Access for the free SQLite Manager Firefox add-on.

Conference planner **Amy Disch** remarked in a follow-up email as to how she thought the course went: “I thought the CE was excellent and since we had more non-News Division attendees, it’s clear the topic of doing more with less had huge appeal.”

The first of Monday’s presentations was dedicated to negotiation by **Mary Ellen Bates** of Bates Information Services. Bates, as always, offered concise advice: reminding the audience that life itself was a series of negotiations, that the first response is always the first offer and then you take it from there, that it “never hurts to ask” and how to be assertive without being aggressive.

Continued on next page

News Division has packed program

Continued from previous page

The next session was a panel discussion with statisticians from the U.S. Census Bureau on changes for Census 2010. The main assertion here was that many of the detailed questions will be found in the American Community Survey on an annual basis – and there will be more effort to collect data from populations in small population centers.

Tuesday featured back-to-back courses starting early with Time Management with **Pat Wagner**, who was introduced by **Leslie Norman**, formerly of the *Wall Street Journal*.

“The Role of Social Networking Sites in Research,” with *Washington Post* researcher **Meg Smith**, was crammed with over 300 attendees in the room. Smith described daily use of popular sites such as Facebook, MySpace, LinkedIn and Wikipedia serving as 21st century digital shoe leather – whether tracking down the Internet trails of troubled teenagers or gang members, to associates and companies under investigation. A particularly awe-inspiring example was the discovery that the lone suspect in the anthrax case investigation had been frequently commenting and editing a particular Wikipedia page – enabling the *Post* to develop its own exclusive on a story with national attention devoted to it. “One of the best sessions I’ve attended in four conferences” one librarian breathlessly said after Smith was mobbed for contact info and handouts, post-presentation. “I think I could listen to presentations from news librarians for hours. Social media & research session is awesome” said one @nperkins, via Twitter.

Tuesday afternoon’s session, “Research Methods for Journalism,” was presented by **Anne Mintz**, professor at City University of New York and former Director of Knowledge Management at Forbes, and **Consuella Askew**, professor and librarian

at CUNY’s Graduate School of Journalism. They helped design the GSJ’s Research Methods course, required in the first semester for all students. The course introduces students to business & legal sources, court documents, social media and more. Mintz and Askew have been conducting ongoing studies into outcomes when a librarian teaches the course, and they also presented research on media libraries and training that was conducted prior to the conference.

News Division members also enjoyed their favorite perennial social events, such as the News Division auction of media swag, the Mentor-Mentee meet-and-greet coordinated once again by **Shira Kavon**, CNN New York, and a beautiful banquet and moving speeches above Capitol Hill at the Reserve Officers’ Club. Receiving awards at the banquet were:

❖ Vormelker-Thomas Student Award: **Theresa Lepine**, MLIS candidate in the Dominican University Graduate School of Library and Information Science in Chicago, Ill.

❖ Agnes Henebry Roll of Honor Award: **Sammy Alzofon**, former Library Director of the *Palm Beach Post*, and **Mona Hatfield**, formerly with the *Contra Costa Times*

❖ Joseph F. Kwapil Memorial Award: **Jim Hunter**, former Library Director at the *Columbus Dispatch*

The week’s events were humorously capped off with Scott Dikkers, editor and founder of a favorite news site for many – *The Onion* (another publication cutting back on its print format) - who called “for an end to reading.”

Other events included a special tour of NPR hosted by **Kee Malesky**, and an open house at the Newspaper and Periodical Room at the Library of Congress on Tuesday evening after which attendees returned home and to their newsrooms, reinvigorated by all of the many successes and honors reflected in the Division – and hopefully a renewed sense of joy and purpose in news librarianship.

The full News Division program, with links to presentations, may be found here: <http://www.ibiblio.org/slanews/conferences/sla2009/index.htm>

Leigh Montgomery is Librarian for *The Christian Science Monitor* in Boston, Mass., as well as 2010 Conference Planner and Chair-Elect of the News Division.

Linda Henderson’s Non-Technical Advice for Doing More with Less

- + Value your time. Convey that to those who want to co-opt it.
- + Identify newsroom allies.
- + Stay connected to newsroom’s mission, prioritize projects accordingly.

On Research and Information dissemination

- + Empower end-users – share your knowledge.
- + Fight for your commercial research tools.
- + Maintain some kind of online presence – Intranet, wiki, etc.

On Archiving

- + Keywording is essential for quality retrieval, but if there is no time, that may have to be abandoned (albeit at a time when metadata is more important than ever).
- + Work with the web staff to automate content feeds into the archive

General Advice

- + Be visible and proactive – how can I contribute to our mission?
- + Do not multi-task.
- + Manage email as it comes in.
- + Do not let anything languish on your desk.

For more tips see page 13

News Division Annual Business Meeting Minutes

*Monday, June 15, 2009
Washington, D.C.*

Call to Order

Chair **Ron Larson** called the Business Meeting to order at 3:35 p.m. He called on **Amy Disch** to read the minutes from the 2008 Business Meeting.

Secretary's Report

Read by **Amy Disch** on behalf of Secretary **Anne Holcomb** who was unable to attend the conference. A motion was made and seconded to accept the minutes. The minutes were approved by the membership in attendance.

Treasurer's Report

On May 31, 2009, the Division had a checking account balance of \$23,650.97, representing the latest reconciled bank statement received prior to the 2009 annual conference business meeting plus several un-reconciled sponsorship deposits totaling \$3,000.00 and debits totaling \$5,367.50.

There are four outstanding payments: one in the amount of \$1,500 for the Vormelker-Thomas Award, \$2,550 for Hyatt catering, \$800.00 for layout of the Spring issue of *News Library News*, and \$17.50 in postal service costs to ship needed materials to the annual meeting. This reduces the balance to \$18,783.47. Payments received for awards dinner tickets not purchased via SLA registration are not included in this total.

This balance also includes:

- \$1,000.00 sponsorship from ProQuest for the 'Doing More with Less' CE course.
- \$500.00 provided by Factiva for Sponsorship of the SLA News Division 'Role of Social Networking Sites in Research' session.
- \$1,500.00 sponsorship of 'Research Methods for Journalists' session from ReferenceUSA for an actual balance of uncommitted funds of \$21,783.47.

The annual dues allotment from SLA has not yet been received and totals are unknown for this pending deposit.

Expenses yet-to-be-paid for this year's conference will include (but are not limited to): housing for the division chair and AV charges.

Income yet-to-be realized includes the silent auction, Division meeting room (suite) fees, and awards dinner tickets sold through the division and via conference registration.

A concerted effort has been made this past year to:

- Reduce expenses (including efforts to hold down AV costs, a slightly-less-fancy meeting room/suite).

- Increase conference sponsorships.
- Make the silent auction and the collection of suite fees as successful as possible, as they are a major source of income for the division.

I will be leaving my news library position at *The Miami Herald* this June for a new job at DePaul University in Chicago, IL, but will be available to complete the Division's 2009 annual financial report due in January as well as assist with the transition to a new Treasurer.

*Respectfully submitted,
Megan Waters*

A motion was made and seconded to accept the treasurer's report. The motion was passed by the members in attendance.

Committee Reports

ARCHIVES

No report

BROADCAST

The News Division Broadcast Librarians Special Interest Group has had a quiet year since last conference.

While we had a good turnout at the informal get-together we held at the Seattle Conference in 2008, the year that followed was so busy, with the Presidential election run-up, the actual election and the first 100 days, there was no time to devise special programming for the group. Also, we are a diverse group geographically making programming during the year, when we are all in our home cities, difficult.

Latest news on several members of the Broadcast contingent is that many of the librarians at ABC (home of C.B. Hayden and other News Division long-timers), may have just lost their jobs in ABC's move to (in CEO David Westin's words to the journalists at ABC):

"...[develop], with an outside research consultant, a state of the art research system tailored to our particular needs. When this new system is completed, you will be able to get the information you need and conduct your own searches from your desktop."

I would like feedback from the News Division leadership as to whether having a Broadcast SIG, which some may feel fractures the Division, is advisable at this time. I think Broadcast Librarians' needs may be different than the needs of newspaper librarians, but as newspaper librarian jobs and, now, even broadcast librarian jobs depart, I wonder how we might support ourselves as a SIG, but also the Division as a whole.

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Annual Business Meeting Minutes

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It is possible that Broadcast Librarians might have some ideas to share with the other members of the division as newspaper web sites, with video and audio components, are becoming de rigueur in the newspaper world. It's possible that by expanding the Broadcast Librarians group to include librarians who may be working in Web 2.0 environments we may all be able to benefit from the brainstorming that might result.

Respectfully submitted by Shira Kavon

MENTORING

The News Division Mentor-Mentee Matchup for the Annual Conference continues to be a popular program. It received good response in light of (and even despite) job losses and belt-tightening this year across the board for newcomers and veterans in the Division.

The first e-mail call for the annual Mentor-Mentee matchup was issued on Mother's Day (re-christened Mentors Day) on May 10, 2009, five weeks prior to the Annual Conference. Response from Mentee candidates was enthusiastic and swift. Three of four of our Mentees replied to my e-mail within three days of my posting to Newslib. The fourth Mentee candidate, Lea Iadorola, works for my own news organization and had requested a mentor privately from me long before the formal call went out. She was matched with a sister broadcast librarian, **Kee Malesky**.

Mentors were a bit slower to respond, except in the case of **Beth Shankle** of the National Press Club, who responded immediately. She had been a Mentee and first-timer at the 2008 Conference, and I was pleased to see how quickly she responded. That is primarily a compliment to her for being so willing to "give back," and for being a welcoming hostess as the conference comes to her town. But, I also like to think that a good Mentoring experience at the Seattle conference (Beth was mentored by **Amy Disch**), accounts in no small part for her involvement.

Beth's role as a Librarian at an institution that is not a newspaper or broadcaster but serves those entities, makes her the perfect Mentor candidate for our only student Mentee this conference, **Theresa Lepine** of Dominican University. It's hoped that with hard times prevailing at newspapers and broadcasters, the match with a News Librarian in an unusual role will inspire a newly-minted news librarian just entering the field.

A second e-mail call, with the emphasis on Mentors, went

out on May 25, 2009 and got the desired response, though it came from the "usual suspects" – **Baumgart, Malesky, Disch, and Montgomery** – and all but Amy Disch have been assigned Mentees.

Leigh Montgomery was matched with **Vinessa Erminio**, a newcomer from the *Star-Ledger* of New Jersey. The hope was that the match with Leigh, whose paper has just recently gone primarily digital, would be inspiring for Vinessa, whose paper is just absorbing the shocks of moving to a much smaller newsroom and far different model than has been its tradition.

Jessica Baumgart of Renesys was matched with **Annette Feldman** of AP's Information Management group. Annette lamented that she was "not really involved in news research at all," but in schema, taxonomy management and metadata. "Techie" Jessica seemed a perfect match.

I extend sincere thanks to all Mentors and a sincere welcome to all Mentees.

*Mentor-Mentee Matches for SLA 2009
Washington, DC*

MENTORS

Beth Shankle
Natl Press Club

Kee Malesky
NPR

Leigh Montgomery
Christian Science Monitor

Jessica Baumgart
Renesys

MENTEES

Theresa Lepine
Dominican University

Lea Iadorola
CNN

Vinessa Erminio
The Star-Ledger

Annette Feldman
The Associated Press

Respectfully submitted by Shira Kavon

TELLER/ELECTIONS

Committee chair **Lynne Palombo** was unable to attend but Ron Larson mentioned there had been two changes in the elections the past year. For the first time, the elections had been uncontested and the voting was done online.

NEWSLIB

Carolyn Edds gave a report on the healthy status of NewsLib, with over 1,100 subscribers.

PUBLICATIONS

Catherine Kitchell reported on the upcoming changes to the Web site and to *News Library News*. She announced the formation of a committee that will be working on the publication upgrades. The changes will reflect the abilities of the News Division members.

As approved by the News Division Board, the Publication Chair will now be known as Communication Chair.

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News Division Website Annual Report

Page views for 11 months, July 1, 2008 - May 31, 2009

269,646 page views (subtracting menu and banner)

Most popular: home page/slnews, internet, jobs, conferences, news library news/nln

[Tables showing breakdown of page views were submitted.]

*Most popular pages under **internet** are the ones describing national and international newspapers and availability of archives.*

*Page views for **jobs and internships** were 22,868.*

*Page views under **conferences** were 20,848.*

How can we make the Website better?

Is the page still an appropriate marketing tool?

The Website has been updated with the latest *News Library News*, new officers, job postings and a few other pages.

However, a major overhaul is needed, both for a new look and functionality. Carolyn backed up the entire site, so we can start over.

We can buy our own domain name (per Carolyn) and download free templates from the Internet (per Dana.) I suggested a content management system, but it has to be compatible with our host system, be easy to learn and be cheap.

I don't know what happened to News Division on SLA's site. The membership directory had been posted there, but the update was dropped last year.

We have not been taking full advantage of Web 2.0. Would our blog be better than a Website?

The information about the blog and social networking pages isn't obvious on the site.

Jessica has suggested a Wiki — and committee conversations could be password protected.

Amy and Julie started Facebook and LinkedIn pages for the division. (There is a brief discussion on our LinkedIn site about switching the NewsLib forum to that platform.)

Jessica suggested moving newslib.blogspot.com to Blogger. It isn't updated often and I don't have the password. (Liz's e-mail link should be removed.) Do we need an official blogmaster?

Derek has volunteered several times to handle databases for us — most recently for Michelle's list of news library layoffs. A database would be better a better format for our international news archive pages (now woefully out of date.)

And how to put this altogether with volunteers from our shrinking membership?

*Respectfully submitted,
Alice Pepper
June 11, 2009*

NEWS LIBRARY NEWS

On behalf of **Julie Domel**, who was unable to attend the conference, Ron Larson reported that there were four issues of *NLN* published during the year. **Amy Disch** took over the People column and **Hannah Sommers** took over the Library Profiles column.

It was reported that due to financial constraints, the Division will not be publishing a fall 2009 issue of *NLN*. A format change for *NLN* will be studied this fall along with a change to the Division's Web site that will be launched in mid-2010.

SMALL LIBRARIES

No report

AUTOMATION-TECHNOLOGY

No report

INTERNATIONAL RELATIONS

No report

PUBLICITY/PUBLIC RELATIONS

No report

GOVERNANCE

No report

MEMBERSHIP

Ron Larson reported the Division membership had fallen to 438 members.

Old Business

There was no old business.

New Business

- ❖ Danny Maiello of Fleishman-Hillard, a communications strategy firm working with SLA in regards to the "Align in '09" campaign, spoke to give members an update on the align campaign.
- ❖ **Kate Arnold** of the SLA Board and a member of the Association of United Kingdom Media Libraries shared the difficulties AUKML is having in attracting members and remaining solvent. She said AUKML was planning a July meeting where the possibility of dissolving the organization was going to be discussed. If so, she stated there might be a number of AUKML members who would be interested in being a member of the News Division.
- ❖ Virtual Veranda Discussion: A great deal of the discussion centered around the upcoming changes to the Division's Web site and newsletter, membership and marketing the News Division.

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Notes from the Chair

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the News Division resources are free to anyone, but becoming a member will ensure that those resources continue.

b. Also, as an organization, we need to look seriously at expanding our base by including professions that are related to us, such as records management, archivists, online industry and data management. Expanding our group and changing the name of the Division will need to occur to ensure our survival.

c. In order for our membership to grow, it is essential that we have a very active membership committee and international relations committee. **Ginny Hauswald** has volunteered to chair the membership committee. I am still looking for someone to lead the international relations committee, preferably someone from outside the U.S. or Canada.

2. Marketing

It is essential that we get the word out about who we are, what our profession is all about and what benefits we bring to our organizations. We need to identify the “suite” spot and communicate our value. In order for this to happen, the News Division needs to have a very active public relations/publicity committee. This committee will target outlets – blogs, trade publications, listservs, etc. – and send press releases, articles, comments, letters and so forth to spread the word about the value of the news information professional.

If you are interested in heading this committee, please let me

know. The requirement for the position is someone who can communicate with passion and energy.

3. Talk the talk, walk the walk

We are doing a lot of talking through our marketing and membership campaigns, but we will also need to show that we have substance behind our talk. We need to demonstrate that news information professionals practice what they preach by having the best newsletter and web site of any group in SLA.

The content and layout of *News Library News* has always been terrific, but it is looking quite dated—as does our web site. Therefore, the News Division is planning on updating/changing/improving the look of the Web site and NLN. The project will be led by **Catherine Kitchell** with assistance from **Alice Pepper**, **Carolyn Edds** and Julie Domel. I’m sure they would welcome anyone who would be interested in working on this exciting project. Work will seriously commence this fall with a goal of mid-2010 for the unveiling of the new Web site and newsletter.

The alignment project is all about growth and success, for SLA, the News Division and for the information profession. We need to move the profession and Division forward by working together and communicating passionately about who we are and what we can do for our organizations. We need you to be not only a member, but to be an active and involved member. We need a strong and active membership to ensure that the News Division has a future as a viable and vital organization.

Annual Business Meeting Minutes

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- ❖ Congratulations were given to five distinguished members of the News Division who were honored by SLA the night before. The members receiving accolades were **Donna Scheeder**, **Barbara Semonche**, **Ann Mintz**, **Ellie Briscoe** and **Richard Geiger**.
- ❖ Candidates will be needed for the upcoming elections: Chair-Elect-Elect, Education Director, and Treasurer. A new secretary will need to be appointed to fill the one year remaining for **Anne Holcomb’s** term.
- ❖ Thanks were given to the News Division conference sponsors – LexisNexis, Proquest, ReferenceUSA and DowJones.
- ❖ The chair’s gavel was ceremoniously passed from **Ron Larson** to **Amy Disch**.

Adjourn

A motion was made to adjourn and seconded at 5:11.

UCLA Digital Resources Librarian David Cappoli’s recommendations

- ▲ Streamline your workflow.
- ▲ Reach out to others in your organization. Speak their language, with clarity and brevity.
- ▲ Don’t use “library-speak.”
- ▲ Make the most of your vendor relationships.
- ▲ Get documentation and training from them.
- ▲ Get free trials, and give them product evaluations; this is valuable feedback that makes for better products and relationships, possibly even discounts.
- ▲ Internships always have mutual benefits, whether formal or informal, for credit or experience.
- ▲ Propose and pursue projects that need to be done. Look for those that not only have high value, but are ongoing with high visibility and sustainability.

People

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Margot says she is “looking forward to a new phase in my career and in my life. I will miss the *Times* and the daily rush, and I will miss you all but I hope to remain friends and colleagues with you in the future.” Margot can be reached at margot.williams@g mail.com.

Palmer Yale has been promoted to the position of Director, Digital Media Services for the Fox News Channel & the Fox Business Network. He was previously the Senior Manager for the same department.

The archives of the *Rocky Mountain News*, which published its last print edition on Feb. 27, 2009, are going to the Denver Public Library. An article published in June 2009 reported that the *Rocky Mountain News*' owner, The E.W. Scripps Company, was finalizing an arrangement with the library, “which would assume ownership of the *Rocky*'s voluminous archives,” including all clipping files, microfilm reels, books and other files. A similar arrangement is being negotiated with “the Colorado Historical Society, which will assume ownership of such other artifacts as signs, photographs, special editions, artwork and other information that documents the history of the *Rocky*.” The complete article is available at <http://bit.ly/2x7e8>

Honors

The News Division was well-represented at the Awards Presentation at the SLA annual conference in Washington, D.C.:

❖ **Ellie Briscoe**, Manager at the *National Geographic* Library, is now a Fellow of SLA. Read more about Ellie and the other fellows on the Fellows News & Notes page, <http://bit.ly/xUQoh>

❖ **Anne Mintz**, an Adjunct Faculty member at The City University of New York Graduate School of Journalism, received the SLA Professional Award.

❖ **Donna Scheeder**, Acting Law Librarian

of Congress at the Library of Congress and **Barbara Semonche**, former director of the Park Library at the University of North Carolina at Chapel Hill's School of Journalism and Mass Communication, were elected to the SLA Hall of Fame.

❖ **Richard Geiger**, former library director at the *San Francisco Chronicle*, was the recipient of the John Cotton Dana Award. Read more about Richard and the presentation of his award at <http://bit.ly/gRvBm>

A full description of the SLA Awards can be found at <http://bit.ly/4ye3k>

Notable Mentions

Barbara Semonche alerts us “to a most interesting and valuable article about **Susan Fifer Canby** and how she builds a knowledge culture at the National Geographic Society. The article, written by **Guy St. Clair**, is available at <http://bit.ly/yjpXv>

Vicky McCargar will be leading a panel titled “All the News That's Fit to Keep: The Challenges of News Preservation in the Digital Age” at the Society of American Archivists' annual meeting in Austin, Texas, Aug. 11–16, 2009. The panel's discussion will be focused on “the problems of archiving born-digital news.” Vicky says this is “the first time SAA has deigned to put news archives on the table.” Vicky has also “been invited to participate in a roundtable discussion at the Library of Congress in September on the same topic.” Titled “Today's News, Tomorrow's History: Preserving Digital News for the Future,” the roundtable will discuss the Library of Congress' wish “to join with other organizations to develop a national strategy for collecting and preserving news content that exists only in digital form.” This effort falls under the “National Digital Information Infrastructure Preservation Project (a.k.a. NDIIPP).”

Nisa Asokan, a former long-time news researcher with the *Atlanta Journal-Constitution* who runs an independent

publishing group, Fifth Planet Press, reports that her group's Atlanta-based literary annual, the *Open Face Sandwich*, has been nominated in the category of Best New Publication 2009 in the Utne Independent Press Awards. The complete press release on the nomination is available at <http://bit.ly/6ArTX>

Julie Albert, Information Specialist in the Editorial Library of *The Columbus Dispatch*, was the presenter at a joint meeting of the Central Ohio Chapter of the American Society for Information Science & Technology (CO-ASIS&T) and the Central Ohio chapter of the Special Libraries Association (SLA) on Aug. 4, 2009. Julie spoke about the tools and infrastructure involved in the creation and updating of the Dispatch's editorial department intranet, DEWEY.

Linda Lynn, News Research Editor at *The Oklahoman*, reports that News Research Specialist **Mary Phillips** has a new blog, appropriately titled “The Archivist.” It can be accessed at <http://bit.ly/5lAkY>

South Florida Sun-Sentinel librarian **Barbara Hijek** and feature writer Liz Doup have a blog, FloriDUH, “Where we bring you every strange, stupid and salacious thing that happens in this fabulous state.” It can be found at <http://bit.ly/BW4WK>

In Memoriam

Christine Irizarry posted a message on NewsLib noting the passing on July 29, 2009 of **Chantay Steptoe Buford**.

Christine's message read in part: “Some of you may remember Chantay in Nashville. She worked at the newspaper, *The Tennessean*, for decades. Her photo appears in the Spring 2004, vol. 26, No. 3 issue of *News Library News*, in the article by **David Dwiggin** titled “*The Tennessean* Library and Archives.” She knew the newspaper — its people, its assets, its mission — better than anyone I know. May she be remembered for a long, long, long time.”