

NEWS LIBRARY News

Vol. 13, No. 3 / SPRING 1991

NLN FEATURE

Dealing With The Digital Darkroom

By Michael E. Schroeder

Sometime in the next year, most newspapers in the United States will have to decide how they will deal with pictures without paper – and without negatives, too.

With the implementation of PhotoStream, The Associated Press' digital picture service, and the installation of the Leaf Picture Desk to receive it, all AP Press member newspapers will have little choice but to finally figure out how to manage pictures in electronic form.

First, a few words on what is going on.

Almost all newspapers now receive analog news-service transmissions. These produce the bromide-based photos that are cropped, scaled, retouched and shot or scanned in the composing room. They then land in the laps of the librarians to be filed one way or another, either in the carefully alphabetized manila folder or the round file next to the desk.

PhotoStream will provide these pictures in digital form, as they say, faster, lighter, cheaper.

Because the new form is digital, AP can move pictures at a 60-second clip (rather than the eight minutes it takes now). With electronic processing, the darkroom is moved onto the screen of a PC or Macintosh, where all the sorcery that took place with chemicals can be produced with a twist of a mouse, most often with better results.

Since the entire process is electronic, no paper is involved, unless you want it to be. The finished product can, and most often is, better because of the steps that are avoided: direct-to-scanner transmissions over cable rather than a clerk walking back a third-generation print that's been through the hands of just about everybody before it makes it into the paper.

And what a savings in consumables! No more rolls of the paper that only went up in price every year — and maybe even some savings on those stinking chemicals they use for printing. The bean counters are already drooling.

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Is this the perfect time to establish a Special Interest Group for Broadcast Librarians?

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Jeanette Curby, head librarian at the *San Antonio Light*, is hosting a tour of the *Light's* library, but she's done much more work behind the scenes.

QUICK & DIRTY/20

The government makes available various sales estimates *not published* in the *Monthly Retail Trade Reports*. For a minimum charge, sales estimates can be obtained for major businesses.

And The Winners Are...

News Division members went to the polls in April faced with an outstanding slate of candidates for division office. Congratulations to these newly elected division officers.



John Cronin
Chair-Elect



Mary Ann Skinner
Treasurer



Teresa Leonard
Director of Education

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T H E H . W . W I L S O N C O M P A N Y

9 5 0 U N I V E R S I T Y A V E N U E , B R O N X , N Y 1 0 4 5 2



By Teresa Leonard

I'm trying to find someone who can print a bumper sticker for me that says "I ♥ DIRECTORIES." If I had to choose one source to take with me to a desert island, you can bet it would be a directory (probably the *Encyclopedia of Associations*).

One I just learned about is the *American Hospital Association Guide to the Health Care Field*. It lists hospitals by state with patient data, including number of beds, admissions, occupancy rate, and number of births; and financial data including total expenses and payroll. A map section shows graphically the number of hospitals in each city. A final section includes listings of related state and local government organizations, licensing agencies, HMOs, hospice agencies, and so forth. And for all you computer types who are not on a desert island, there is a diskette version.

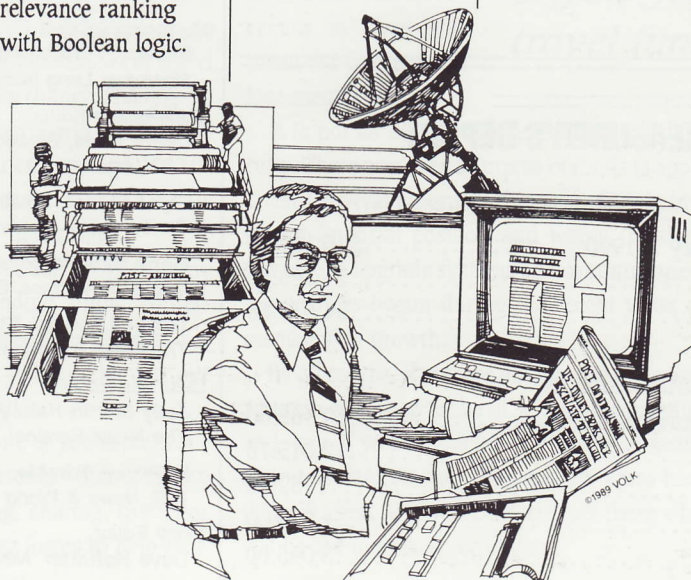
DataTimes is working in cooperation with Personal Library Software, Inc., to market a new product called PC DataTimes. Available in both a windows and a command version, PC DataTimes can be used on a stand-alone PC, PC network or PC-based editorial system. It uses the concept of probable relevance ranking, which automatically links terms to retrieve stories that may not contain the terms in the search request but represent the "same idea." Although it's designed for use by the novice searcher, sophisticated searchers can override the probable relevance ranking with Boolean logic.

Field searching for sections in newspaper databases can be tricky because of inconsistency in both newspapers and databases in section names and even in field names. DIALOG has created a section heading (SH=) field for all of the newspapers in its PAPERS file. The individual section names for each paper are listed in the February issue of Chronolog. You can check there to find out which papers call their real estate section HOMES or their business section FINANCIAL and adjust your search accordingly.

The folks at NewsView are at it again — they are marketing the *Lewiston Morning Tribune* on diskette. Loaded onto 20 to 25 diskettes, the 1990 database contains about 25,000 locally produced stories and a read-only version of their NewsView search software. It's selling to subscribers for \$99 and to non-subscribers for \$129. If you're interested in how it's working out, contact Glenn Cruickshank at the Tribune Publishing Company (208) 743-9411.

You've used their print directories. You've loved their online version. Now *Thomas Register* is as handy as your telephone with their newest product: *Thomas Register By Fax*. By dialing a 900 telephone number (900-FAX-THOM) and using your telephone keypad to type in your search request, you can access their database of 52,000 product categories and 150,000 companies. Information is delivered immediately via fax. If you don't have a fax machine, the computer will read the information to you. This is the first commercial application of Searchcraft, Inc.'s Faxtex search technology. The service is available 24 hours a day at a fee of \$1.50 per page, charged to your phone bill.

• Interested?
Contact Teresa Leonard at (919) 829-4866



THE ASIDE BAR

I like change. I don't mean the kind that jingles around in your pocket, but the kind that keeps life just a little bit unpredictable and puts an edge on the ordinary.

NLN has changed a great deal in the past year. As you can see, those changes continue in this issue.

Now, some of you may suspect that I simply can't make up my mind. So true, if confronted with too many Katharine Hepburn movies at the local Blockbuster Video, but not the case with NLN.

The fact is that it's taken some time to execute the new life originally planned for NLN, and the changes have come in stages. Ideas that seemed wonderful a year ago proved to have no shelf life and new, better ideas came along. One of those new ideas appears in this issue—thanks to the magic pen of Craig MacIntosh, cartoonist at the *Minneapolis Star Tribune*.

I believe we're on the right track, and my goal now is to fine-tune NLN into a bulletin of information and news that will make your professional life easier and more informed.

If you have opinions or suggestions we're inviting you to speak up. Charlie Campo and I hope to hold an informal session one night at conference. Look for a sign in the hospitality suite — then stop by and share your ideas.

By the by, no eager volunteers will be turned away.

Elizabeth Whisnant,
Managing Editor

NEWS DIVISION TREASURER'S REPORT

INCOME:

Opening Balance January 1, 1990	\$10,190.48
Total Income	24,386.18
Total Available	34,576.66

EXPENDITURES AND DISBURSEMENTS:

Bulletin Costs — Non Advertising	\$9,168.60
Costs for Meetings	12,015.76
Bank Charges	52.00
Awards	1,500.00
Awards Dinner	5,095.60
Total Expenditures and Disbursements	27,831.96
CLOSING BALANCE DECEMBER 31, 1990	\$6,744.70

NEWS DIVISION EXECUTIVE BOARD & COMMITTEE CHAIRS

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The State Journal-Register, Springfield, IL

Membership, **Teresa Leonard**
The News & Observer, Raleigh, NC

Nominations, **Carolyn Hardnett**
The Sun, Baltimore, MD

Publicity-Public Relations, **Nora Paul**
The Miami Herald

Small Libraries, **Elyse Eisner**
Contra Costa Times, Walnut Creek, CA

Vendor Membership (Ad Hoc), **Homer Martin**
Bergen Record, Retired

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Mona Hatfield, People
Capital City Press, Baton Rouge, LA

Teresa Leonard, Stop the Presses
The News & Observer, Raleigh, NC

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News Library News

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Copy for bylined columns should be submitted to the column editor. All other copy may be submitted to **Elizabeth Whisnant, Newsday, Library, 235 Pinelawn Road, Melville, NY 11747.**

Notes From The Chair



By Lany Walden
McDonald

About this time of year, I begin to get excited about our annual SLA conference. But this year is different.

Sure, I am still excited about going to San Antonio, that magical city I fell in love with many years ago — the River Walk, the Spanish missions, the mariachis, the Japanese Tea Gardens (no kidding!), great Mexican food, and a constant fiesta atmosphere.

And of course program chairman **Margaret Neu**, education director **Sharon Reeves** and the conference planning committee have designed a week of must-attend programs — visits to San Antonio newspapers, digital photo technology, information resources in the 90's, a CE on the latest automation and technology issues, and more and more and more...

Monday night's awards gala comes complete with a dance band, thanks to awards chairman **Sharon Ostmann's** inspired planning. And with honorees like **Bob Isaacs**, **Kathy Foley** and **Carolyn Hardnett** — well, it just has to be a great party! They deserve it.

So what's wrong?

Hard times in the news industry, that's what. I am concerned that many of you will not be in San Antonio on June 9th.

In phone conversations I have had with many division members from all geographic areas and various sizes of news libraries, I am hearing, "Travel funds have been cut." Newsroom budgets are being slashed left and right. Projected ad revenues are down, so all departments, not just the libraries, are subject to stringent restraints on spending.

If misery loves company, the guest room is overflowing. But I urge you not to give up, to keep going back to your fountainhead of travel funds. Revenue pictures can change. I have great hopes that post-war euphoria will cause post-war spending and post-war advertising and post-war reinstatement of our travel budgets. So be the first in line when that time comes.

There are some professional needs that are greater than others. Attending annual conference ranks way up at the top of my professional MUST list. It is hard to put a value on our conference that does it justice.

And I want every last one of you there. Your presence makes the conference what it is—an important time of learning, sharing, catching-up, celebrating, and joining forces to help each other excel in our profession.

SLA Dues Increase

These days everyone is poor-mouthing. (Is that just a southern expression or do all y'all understand that?) SLA is no exception. They want to raise the dues by \$15 next year and \$5 more each year for the following five years. SLA headquarters has made its case for these increases in the last few issues of *SpecialList*—a rather one-sided case, of course. No one should expect balanced reporting in an association newsletter.

I do recommend you read the March issue of *SpecialList*. Please note on page ten under "Where Do We Go From Here?" that there will be a vote on the dues increase at the SLA annual business meeting on Wednesday, June 12 in San Antonio. Since a majority of SLA's members do not get to attend the annual conference, this effectively eliminates the majority of SLA members from voting on this important pocketbook issue.

SO IF YOU WANT TO HAVE YOUR SAY... assume that SLA is sincere when it adds in that same paragraph that they would like to hear your thoughts. Feel free to write or call in. If you haven't much time, don't worry about a formal business letter. Whether you are for or against the dues increase, just let your views be known.

Personally, I am sorry that this issue will probably be decided by those members most able to afford the dues increases—those whose businesses have not cut their funds for travel and professional dues. And in this time of serious economic downturn, I fear that an increase in dues will mean our division will lose members.

It is not as though SLA is in financial difficulty. There was even a surplus of funds to apply toward several programs this year. SLA is in a strong financial position and wants the dues increase to upgrade systems and continue offering services begun during the recent years of membership growth.

By all means, if you are planning to go to San Antonio, please go to the SLA business meeting and vote. If you cannot be there, let SLA headquarters hear from you. They need to know how this will affect ALL members, not just those who will be at the annual conference.

"I urge you not to give up, to keep going back to your fountainhead of travel funds."

People



By Mona Hatfield

Farewell to Long-Time Members

Joe Mehr, librarian of the *Providence [RI] Journal-Bulletin*, announces his decision to retire effective May 1. Joe will be devoting much energy to that elusive prize, a good day on the golf course.

Joe has attended every annual conference since joining the News Division in 1968 and sends his thanks to all of the good friends and fellow librarians he has met over the years. "I say thanks for all the good memories and thanks for the assistance I have received from you... these years have been extremely valuable to me in my profession."

You're invited to drop in or call when up in New England. His address is 66 Brookside Drive, North Kingstown, RI 02852; Phone: (401) 884-4877.

Robertta Grant has left the *Financial Times of Canada* [Toronto, ON] and the field of news librarianship and has accepted a position as Director of Research for Egon Zehnder International Inc., an executive headhunting firm. Replacing Robertta as Chief Librarian at the *Financial Times* is ten year veteran Jennifer Osther. Jennifer plans to join the News Division soon and is currently in the midst of obtaining her MLS.

Publishing Prowess

The *Oakland [CA] Tribune* recently pooled its staff resources and published a book, *Bay Area at War*, for sale to the public. Librarian Yae Shinomiya and her assistant, Stephen LaVoie, each contributed a section of the book. Yae compiled profiles of the countries involved in Operation Desert Storm. Stephen contributed biographical sketches on the major players in the conflict as well as a miscellaneous facts digest along the lines of a "Harper's Index."

SLA Fellows Award

Congratulations to Anne Mintz, Director, Information Services, *Forbes*, Inc., who has been selected as a 1991 recipient of the SLA Fellows Award. The Fellows Award recognizes leadership in the field of special librarianship and outstanding contribution to the Association. Anne will receive her award at the annual SLA Awards banquet, Wednesday, June 12.

What's The Cost of Making a Buck?

The February 1991 issue of "FineLine" contains an article by Nora Paul, librarian at the *Miami Herald*. The article, "The ethics of information selling: Problems for library reference services" explores the pros and cons of "going commercial" with your library's information. Included with the article are viewpoints of five other division members. Strong ethical questions are raised that you, your editors, and others affected in your company might do well to address and agree upon before going headlong into the money-making world of selling reference services.

Back In Touch With The Newsroom

Shortly after automating their library, Diane Spooner and her assistant Janet Boss, of the *Rocky Mountain News* [Denver, CO] became concerned at the growing lack of contact with their newsroom. Fresh from attending the Poynter Institute seminar on news librarianship, Janet worked with the reference staff and developed a proactive rather than reactive approach to helping reporters. As a result, the library has received

more concrete recognition from the newsroom. For example, a managing editor recently surprised them by writing a column detailing their good efforts in the weekly company newsletter. High praise indeed considering the newsletter had never mentioned the library's efforts in the past!

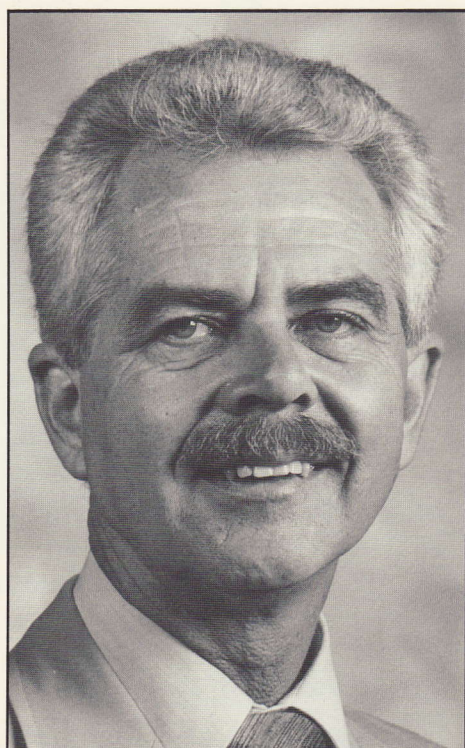




MASTERMINDING TOMORROW'S INFORMATION...

Creative Strategies for the 90's

SPECIAL LIBRARIES ASSOCIATION 82nd ANNUAL CONFERENCE
San Antonio, Texas • June 8-13, 1991



Bob Isaacs To Receive Kwapil Memorial Award

Bob Isaacs (*Sun-Sentinel* [Fort Lauderdale]) is named recipient of the prestigious Joseph F. Kwapil Memorial Award.

Isaacs, Manager of Library Services at the *Sun-Sentinel*, is an active and devoted member of the News Division. He has served energetically as Chair, Awards Committee Chair, Director of Publications, and Editor of *News Library News* since becoming a member of SLA in 1965. As Director of Publications, Isaacs guided the publication of the division's 60th anniversary commemorative issue.

He is a charter member and past director of the Florida Chapter of SLA and was, with Louise LeGette, instrumental in forming the Florida News Libraries Association in May 1984.

As a member of the Tribune Company Electronic Library Task Force, Isaacs assisted in

formulating guidelines for computerizing all Tribune subsidiary libraries.

Isaacs's news career began as a reporter at the *Winston-Salem Journal/Sentinel*, and in 1961 he became the newspaper's head librarian. He has since directed the editorial libraries of the *Orlando Sentinel*, *Greensboro [NC] Daily News*, and *Sun-Sentinel*.

Though his professional accomplishments cannot be diminished, it is Bob Isaacs's sincerity and friendliness that many division members know best. As Dargan Richards (*The State Newspaper* [Columbia, SC]) says, "The word unassuming was created to describe Bobby Isaacs. He is one of the hardest working people in the division and he always has been. He's a lot of fun too!"

Foley and Hardnett Share Henebry Award

Kathy Foley (*The Washington Post*) and **Carolyn Hardnett** (*The Baltimore Sun*) share the Agnes Henebry Roll of Honor Award.



Foley joined the *Houston Post* library staff in 1974 and in 1978 was promoted to Chief Librarian. During her tenure at the newspaper she directed a program to upgrade library services which embraced online database searching and research.

In 1986 Foley was named Deputy Director of Information Services at *The Washington Post*, where she was responsible for automating the clipping collection.

Foley has been a member of the News Division since 1975 and has served as Chair, editor of *Automating The Newspaper Clipping Files: A Practical Guide*, and conference program coordinator. As chair, she led the News Division name change effort.



Hardnett began her library career at the *Chicago Tribune* Washington Bureau where she was librarian from 1976-1985. She was named Director, Library Services at *The Baltimore Sun* in 1985.

Hardnett has been an active member of SLA and the News Division since 1977. She has served as division secretary/treasurer and chair, and was elected to the Board of Directors of SLA. She has held numerous committee positions on the national, division, and local levels.

In addition to lecturing widely, Hardnett is an active member of the Baltimore Association of Black Media Workers and National Association of Black Journalists.

ON THE 'LIGHT' SIDE

A Tour of the San Antonio Light Library

By Margaret Neu

Join **Jeanette Curby** and her library staff for a tour of the *San Antonio Light* editorial library. Tourists will see the Stauffer-Gold system and special services offered by the library staff.

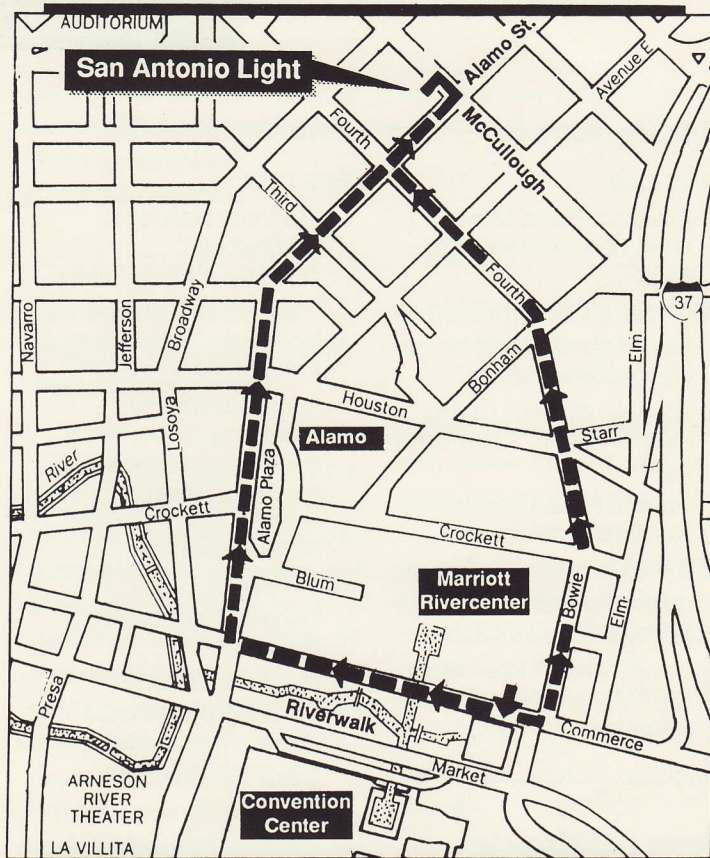
Take a short walk or taxi ride to the *San Antonio Light* building and enter through the back door on McCullough, as indicated on the map. The library is located on the second floor.

Judy Zipp, library director at the *San Antonio Express-News* will provide information on that library. The *Express-News* facility is being remodeled and the library is unavailable for touring.

Refreshments will be provided courtesy of the *San Antonio Light*. Take advantage of the social hour to quiz the local librarians about their favorite restaurants and nightspots!

What You Need To Know:

- *San Antonio Light* Tour
- Sunday June 9, 1991
- 2:30-4:30
- McCullough & Broadway (512) 271-2700



SMALL LIBRARY NEWS

Life and Times in the Express-News Library

By Judy Zipp

The *Express-News* library was established in the 1940's and the Express-News Corporation was founded in 1865. Back then, there were two dailies, the *San Antonio Express* and the *San Antonio Evening News*. The two papers combined in September 1984, becoming the *San Antonio Express-News*.

In the early library there were few clippings or photos saved for use in the daily paper. In 1954 the library began to grow, saving more clippings and metal cuts. I remember saving metal cuts and having to remove the tape stuck to the back of each cut before it could be identified for filing.

When cold type arrived, the metal cuts were discarded and we began saving veloxes, though the library still displays a few cuts for nostalgia's sake. We found that veloxes, which turned yellow after a short time and would not reproduce well in the newspapers, weren't a permanent solution.

As the years passed, the library grew tremendously. Today, the library staff numbers four. We are in the process of developing our own storage and retrieval computer system for articles published in the newspaper. With computer equipment constantly changing, I cannot feel totally confident that storing newspaper clips on disks is the best and most economical way to go, but it provides more ease in accessing stories for the reporters and library staff.

Color transparencies, graphics and photos organized in the library have taken on greater value and those files have grown continually as more art is used to enhance the newspaper. Photos are now housed in moveable shelving units that save space and can be expanded easily. Newspaper clip files are slowly being replaced by microfiche, microfilm and the computer.

The library is a major working tool of the newspaper operation and production costs would

rise tremendously if photos, graphics and information were not readily available.

The *Express-News* is undergoing a \$94 million expansion. The building which housed editorial has been torn down and editorial departments, including the library, moved last year into the main building. Various departments are scattered throughout this building, but this hasn't destroyed our motivation and spirit as we look forward to moving into our new quarters!

Times have really changed in the newspaper business, and it has been a pleasure to be a part of the excitement and still face challenges everyday.

I apologize for not being able to give you a tour of our library because of the expansion construction. I hope the conference here is successful and informative and that you enjoy your stay in friendly San Antonio.

• Judy Zipp is Head Librarian, *San Antonio Express-News*

CONFERENCE PROGRAM

Sunday, June 9

11:30-1:30

Executive Board Meeting
News Division Hospitality
Suite

2:30-4:30

Tour of the *San Antonio Light* editorial library
Hostess: Jeanette Curby,
Head Librarian, *San Antonio Light*
Open to News Division
members

6:00-8:30

Chair's Reception hosted by
MEAD DATA CENTRAL
News Division Hospitality
Suite Open to News Division
members and invited guests

News Division Hospitality Suite Marriott Rivercenter

Be sure to stop by the News
Division's Hospitality Suite in the
Marriott Rivercenter. It's the place
for informal networking or a
quick mental health break from
the issues of the day.

Monday, June 10

9:00-12:00

Electronic Darkroom
Technology:
Its Status & Future for the
News Library
Moderator: Linda James, *St. Paul Pioneer Press*
Speakers: George
Schluebier, *Sacramento Bee*; Mary Ann Skinner,
Newsday; Nora Paul, *Miami Herald*; Lany McDonald,
News & Observer

12:00-1:30

Congressional Quarterly
Luncheon
Presentation: 1992
Presidential Elections:
Issues, Players, Outlook and
Research Strategies

1:30-2:30

News Division Business
Meeting

3:00-5:00

Database Vendors' Update
and Discussions
Vendors: DataTimes, Vu/
Text, DIALOG, Mead Data
Central, CQ Washington
Alert, Burrelles

6:30-7:30

Cocktail Reception, Plaza
Club
Sponsored by University
Microfilms International

7:30-10:00

Awards Banquet, Plaza Club
Open to News Division
members and invited guests.
Awards Banquet Ticket \$50

10:00-midnight

Live Entertainment,
Dancing, Plaza Club

Tuesday, June 11

9:00-12:00

Beyond Our Files:
Developing Information
Resources for the 1990's
Moderator: Aurora Davis,
Kansas City Star-Times
Speakers: Sylvia James,
Consultant;
Steve Proulx, *Ottawa Citizen*;
Kee Malesky, *National Public Radio*
Sponsored by Dow Jones

1:30-3:00

Census Update '90
Co-Sponsored with the
Information Technology,
Education, and Social
Sciences Divisions
Moderator: Bridget Janus,
Cedar Rapids Gazette
Speakers: To Be Announced

3:30-4:30

Broadcast Libraries Interest
Group Planning Meeting
Facilitators: Debra K. Bade,
Cable News Network; Kathy
Christensen, *Cable News Network*; Lany McDonald,
News & Observer

News Division Hospitality
Suite
Open to all broadcast and
print media

6:00-midnight

DataTimes Open House
News Division Hospitality
Suite

Wednesday, June 12

7:30-8:00

Informal Networking Session

8:00-9:00

Continental Breakfast and
Program
Sponsored by Newsbank

11:30-12:45

Providing 1990's Service on
a 1930's Budget
Moderator: Elyse Eisner,
Contra Costa Times
Speakers: Bridget Janus,
Cedar Rapids Gazette; Jan
Summers, *Columbia [MO] Daily Tribune*; Jeanette
Curby, *San Antonio Light*;
Sherry Adams, *Houston Chronicle*

1:00-2:30

Town Meeting Issues Forum
Moderator: Ellie Briscoe,
National Geographic
Sponsored by NewsNet

2:30-3:00

NewsNet Tea

3:00-4:00

Executive Board Meeting
News Division Hospitality
Suite

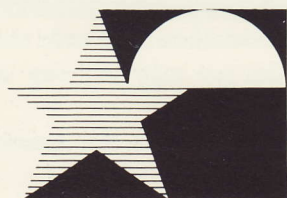
6:00-midnight

Vu/Text and DIALOG Open
House
News Division Hospitality
Suite

Thursday, June 13

9:00-3:00

Continuing Education
Seminar:
Automation and Technology
Update
Moderator: Sharon Reeves,
San Diego Union-Tribune
Presenters: SII, Camex,
Verity, DataTimes, Dewar



MASTERMINDING TOMORROW'S INFORMATION ...
Creative Strategies for the '90s

Special Libraries Association
82nd Annual Conference
San Antonio, Texas
June 8-13, 1991

PROGRAM DESCRIPTIONS

Woody Allen once wrote a hilarious short story about how ridiculous and uninformative college catalog course descriptions are. Program schedules can be just as bad.

In times of austerity News Division members need clear ideas and information to support conference expenditures. The moderators of each division program have provided these expanded

program descriptions to help you make a case for booking that flight to San Antonio.

Electronic Darkroom Technology: Its Status and Future for News Libraries

What proved to be one of the liveliest and talked-about sessions last year will be updated by panelists who will present an overview of electronic darkroom and photo archiving technology for the news library. The News Division electronic darkroom and photo archiving task force will provide an action report on issues and problems encountered during the last year and will discuss what news librarians face in the future.

Lany McDonald, News Division Chair, will report on the activities of the AP electronic darkroom committee and on what issues and problems she, as a member of that committee, anticipates for news librarians.

Examples of libraries using electronic photo archiving in various stages of development will be provided with an opportunity to discuss the merits and weaknesses of those systems. Electronic archiving technology will be demonstrated and a glossary of terms for understanding the technology will be distributed.

Beyond Our Files: Developing Information Resources for the '90's

In addition to the familiar clippings and electronic databases, there are many lesser-known resources that help news librarians provide information on a wide range of ready reference and research questions. This "resources update" will concentrate on four geographic regions likely to be the subjects of newsgathering in the next decade: the Middle East, Europe 1992, Canada, and Latin America.

Speakers, including U.K. business consultant Sylvia James and Steve Proulx (*Ottawa Citizen*), will report on forthcoming electronic, print, and organizational sources that will provide information on these areas. Round-table discussions follow the presentation. Librarians can compare their experiences and problems, and share strategies and solutions.

Continuing Education Seminar: Automation and Technology Update

The continuing education program will update news librarians on technology advances in the news industry. Topics to be discussed include the new "fourth wave" of front-end systems with PC windowing, pagination and graphics capabilities, and new library systems using some innovative approaches to a familiar subject.

The seminar gives news librarians the opportunity to discuss and understand the technology issues facing editorial and how the demands for information and service will be affected and altered by those technologies.

Providing 1990's Service on a 1930's Budget:

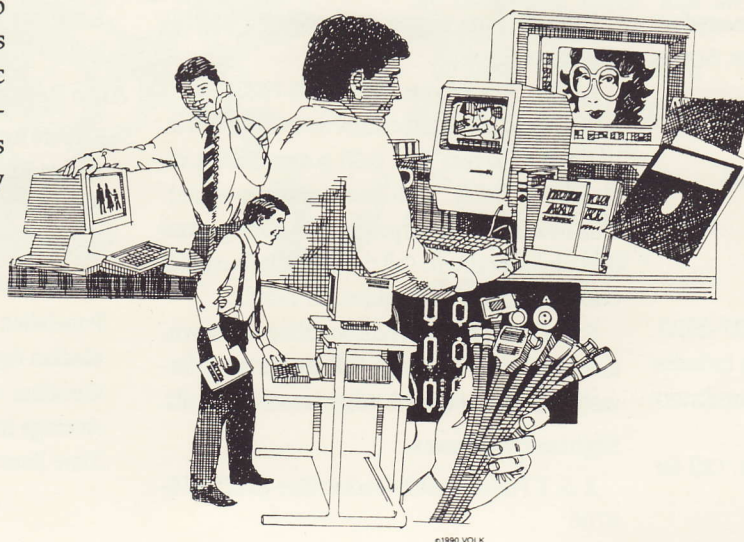
Panelists from dynamic libraries with modest budgets will discuss expanding your library's resources. Guidelines for successful networking with other librarians and information specialists, securing free materials and services, expanding the library's share of the budget, and bringing online databases into the library through trial periods and inexpensive vendors will be discussed.

Strategies and experiences will be presented and time for questions will be provided. The program is sponsored by the Small Libraries Interest Group, but all are welcome.

Census Update 1990:

Ready or not, it's here — the Census. The 1990 Census will be an important tool for newspaper departments — editorial, as well as marketing and circulation. Not only will researchers have to cope with organizing and providing useful information from mountains of facts and figures, but also with a variety of formats. Paper, online, CD-ROM, fiche, and tape will be available, and the news librarian must be informed on the usefulness and merits of these formats for his or her company.

A panel of Census data users and Census Bureau personnel discuss those formats, their availability and cost and how to use them effectively for news organizations.



CONVENTION PASTIMES

THE ALAMO

Alamo Plaza
(512) 225-1391
Need we say more?

BRACKENRIDGE PARK

2800 Block of North Broadway. Park, zoo, horse trails, skyride, golf, polo, and paddle boats.

HEMISFARE 200

South Alamo. Site of 1968 World's Fair. Tower of the Americas, water park, Institute of Texan Cultures.

INSTITUTE OF TEXAN CULTURES

801 South Bowie (512) 226-7651. Museum for the interpretation and representation of Texan culture. Dome show multimedia exhibit using 36 screens to present dramatic events.

LA VILLITA

418 Villata (512) 299-8610. Near the convention center and Paseo del Rio. Original settlement of old San Antonio. Shops, artists and restaurants.

MISSIONS OF SAN ANTONIO

San Antonio Mission National Park (512) 229-5701. Call for more information. Chain of missions built early in the 1700s by the Franciscans during Spain's greatest colonial effort. Four missions, located along Mission Trail, still serve as parish churches.

MARKET SQUARE

514 West Commerce (512) 299-8600. Early morning farmers' market. El Mercado, 33 specialty shops patterned after Mexico's open air markets.

PASEO DEL RIO

Heart of Downtown. Cobblestone walkways, river level restaurants, shops and nightclubs. Luncheon and dinner boats available.

SEA WORLD OF TEXAS

10500 Sea World Dr., Off Highway 151. (512) 523-3611. The world's largest marine life park. Education exhibits, attractions, and more than 25 shows. Special evening extravaganzas.

SOUTHWEST CRAFT CENTER

300 Augusta (512) 224-1848. Located on historic grounds of Ursuline Academy and Convent. Art center offering classes, exhibits, and a restaurant.

FIESTA FLAMENCA

Arneson River Theatre. (512) 927-3389. Spanish dancing on Sunday, Monday and Wednesday evenings. Less than \$10.

JAPANESE TEA GARDENS

3800 North St. Mary's. Winding walkways, stone bridges, tranquil pools, and floral displays.

CONVENTION CONNECTIONS

Planes, Trains and Automobiles

Tourist Info:

Visitor Information Center, 317 Alamo Plaza. (512) 299-8155. 9:00 a.m. - 5:30 p.m. everyday. Maps, sightseeing brochures, directions. Across the street from the Alamo.

Phone Numbers:

Bus and Trolley Info (512) 227-2020
Weather Service (512) 828-3384
Emergency — Dial 911

Transportation:

VIA San Antonio Streetcar, (512) 227-2020. Reproduction 1920s streetcars. Route includes downtown, St. Paul's Square, King William district and El Mercado. Cost: \$.10 (true).

VIA Public Buses, (512) 227-2020. Call for route information

Yellow Cab, (512) 226-4242
Checker Cab, (512) 222-2151

Airport Info:

Airport Information, (512) 821-3411.
Cab ride from airport to downtown hotel is approximately \$13.

Airport Van Service, (512) 344-7433. Regular service between airport and downtown hotels.

Airport Express Bus 6:00 a.m. - 6:00 p.m. Monday - Friday. \$.75 one way (true again). This bus leaves the airport and stops at general downtown locations. Call the Visitor Information Center or airport information for details.

SuperVan Shuttle Transportation to downtown hotels. \$7 one way. Call the Visitor Information Center or airport information for details.

Sightseeing Buses:

B & T Fuller Double-Decker Bus (512) 734-8706

Texas Bus Lines (512) 271-9841

Horse Drawn Carriages:

H.R.H. Carriage (512) 225-7840
Lone Star Carriage (512) 656-7527
Yellow Rose Carriage (512) 225-6490

Auto Rental:

Airport Rent-A-Car (512) 342-8926
Alamo Rent-A-Car (512) 828-7967
Avis Rent-A-Car (512) 826-6332
Budget Rent-A-Car (512) 828-5693

San Antonio Etc:

Population — 951,000
Median Age — 29.6
Elevation — 701 feet
Average June Temperature — 81°F
Time Zone — Central

News Librarians After Dark

For division members who come to life after sundown, San Antonio offers an abundant nightlife. Follow your ears or use this handy guide to letting your hair down. Clubs listed have little or no cover charge.

COUNTRY

BLUE BONNET PALACE

16842 IH 35 North Schertz, TX
(512) 651-6702
Bull riding and country music.
Transportation required.

FARMER'S DAUGHTER

542 North W.W. White Road
(512) 333-7391
Transportation required.

TEXAS STAR INN

7400 Bandera Highway
(512) 684-9954
Transportation required.

JAZZ

DICK'S LAST RESORT

406 Navarro on the River Walk
(512) 224-0026 Live Dixieland jazz

PJ'S

700 North St. Mary's
(512) 225-8400

ROCK

LA PLAYA SANTA MARIA

2702 N. St. Mary's
(512) 737-1005

ST. MARY'S BAR & GRILL

3000 N. St. Mary's
(512) 737-3900

TYCOON FLATS

2926 North St. Mary's
(512) 737-1929



MARIACHIES AT MARKET SQUARE — The colorful costumes and exciting Hispanic rhythms of San Antonio's mariachi musicians set the mood for a visit to this city abounding with Mexican and Spanish traditions and architecture. Photo: San Antonio Convention & Visitors Bureau.

In Search Of The Perfect Enchilada

So much *cerveza* — so little time!

Let's face it. If you love Mexican food you are going to waddle home from conference this year. The cafes and restaurants of San Antonio are prepared to satisfy a boundless appetite for tacos, guacamole, chili rellenos and enchiladas.

All but one of the restaurants listed here are within a short trek of the conference center and are moderately priced.

Go ahead — you deserve it!

ALDACO'S MEXICAN CUISINE

1141 East Commerce
(512) 222-0561

CARLOS O'BRIEN'S*

3011 North St. Mary's
(512) 733-3003

CASA RIO MEXICAN RESTAURANT

430 East Commerce
(512) 225-6718

COCULA RESTAURANT*

329 Alamo Plaza
(512) 223-2281

LA CALESA*

2103 East Hildebrand
(512) 822-4475
(Transportation Required)

LA MARGARITA MEXICAN RESTAURANT & OYSTER BAR

120 Produce Row
(512) 227-7140

MI TIERRA CAFE & BAKERY

218 Produce Row
(512) 225-1262

RIO RIO CANTINA

421 East Commerce
(512) 226-8462

*Recommended by *San Antonio Light* restaurant critic.



Common Ground

How to hold down costs and get to San Antonio, too!

By Elizabeth Marchak

Raises have been canceled for the rest of the fiscal year. Overtime is a distant memory. Editor's lunches are rationed. The war in the Persian Gulf scudded the travel budget for the foreseeable future. Money is tight. Money is really tight.

There's a special library conference next month. Should you go? **ABSOLUTELY.**

The conference will give you a chance to compare ideas with contemporaries who are faced with the same tight finances. You'll get a chance to cruise the exhibit hall, get a few of those black-and-yellow Nexis/Lexis pens, find a cheap way to get 10-K reports for the business editor and collect bags of information about every database known to online mavens.

How do you justify it?

If no one, including the publisher, is traveling, then you may have a fight on your hands, but if anyone has hopped a plane, you should too.

Let people know what you've learned at past conferences. If it's saved money or helped produce a great story, show—don't tell—the person in charge of the purse strings.

Meanwhile, it's time to take a good hard look at what's in your library and what it does. Chances are you can operate more efficiently. Publicizing your cost-savings will make you look like a team player.

After your annual usage survey, address changing needs in the newsroom. *Spin* magazine gets checked out four times a year? Drop it. If only two people make requests before 10 a.m., realign your staff accordingly. Keep your results handy for budget discussions.

Take a close look at online services. Chances are your staff is overwhelmed at the 120-plus newspapers online and doesn't know the cheapest way to *The Boston Globe* may be on DIALOG during the day and Knowledge In-

dex after 6 p.m. They've probably been opening a new file in Nexis.

Create a spreadsheet that lists the newspaper, city, state, and the databases you have available, when the papers came online, and the per minute rate. Make alphabetical printouts for listing newspapers, cities, and states.

Next, tune up your staff's interviewing skills. Make sure they ask the right questions before they go online or dive into stacks and clip files. How far back does the search need to go? Can the search be done overnight? What's the story about? Don't let the reporters tell you what they want; make them tell you what the story is about. They don't know all your resources. If necessary, doubleteam some of your toughest customers. If reporters refuse to cooperate, refuse to do the search and tell the appropriate editors.

Librarians shouldn't waste time and money answering requests for "Everything you've got on Donald Trump." Reporters don't need everything. And depending on the question, rarely need a Nexis.

Zero in on your Nexis account.

Never mind that Mead Data Central is charging you the highest phone line rates in the industry or that you pay a monthly charge, it's those file charges that really add up. It's \$27 to search the CURRNT file, and most that's available elsewhere, \$21 to search the wires that you can get elsewhere, \$21 for papers, virtually all of which (except the *New York Times*) are elsewhere.

Many libraries, including ours, are now using Nexis only as the last resort, and then only as a cite list. Then we pull out the microform.

Next, follow up with a little quality control. Take search information and visit reporters. What did they need? Did they get what they wanted? You might be surprised at the results. Tell them "We got the Minneapolis paper on Database X,

the Chicago paper on Database Y and the rest of your request we did cheaply on Database Z." They won't remember what you said but they'll be impressed that you followed up and you know how to get it.

Quality control will tell you which librarians need to tune up their interviewing and searching skills.

Set up an advisory committee from the newsroom — look for talkative popular types who give you ideas about what the newsroom needs who will act as liaisons. Hold meetings only when necessary. Feed them if you can. Reporters, like the military, travel on their stomachs.

Mainstream the library into the newsroom. Let the newsroom know if one of your searchers collects rock 'n' roll memorabilia. Host brown-bag lunches to discuss topics like "Resources Available to Cover the Persian Gulf War" or "What the Government is Doing With the Census." Use an overhead projector to enliven the presentation.

If your library isn't a part of all news meetings, show up. Advance notice on a story will give you a chance to show off a cheap off-hours search or use interlibrary loan.

Review all contracts. Make sure you know what each fee is for. Database X charges \$125 per month to belong while Database Y charges only a \$35 sign-up fee. Sales people are counting on your gentle reputation to pay their commissions. Don't sign a fixed rate contract until your usage is down to the level you want. Haggle, haggle, haggle.

The argument has been made by librarians that they can't afford more than one database. You can't afford not to have more than one. Few charge monthly fees and a little duplication doesn't hurt. Let those market forces work for you — make sure the sales people know you are using the competition.

• Elizabeth Marchak is Database Editor, *The Washington Times*.

What You Don't Know

Selectivity In Online Services

By John Buckman

Mr. Publishing Executive swears he saw an article in a California newspaper while on a West Coast trip, but he can't remember exactly what day or in what newspaper. All he knows is that he wants a copy of the article. Now.

No problem, you think, here's a perfect opportunity to show off the power of online database information networks. Put in a key word or two, select a file of California newspapers, and presto, the boss man will have his article.

Except that the required article may never show up. And since bosses are never wrong, especially in a recession, you can only assume that the newspapers you are searching are not, contrary to your cozy belief, fully stored by your favorite online service.

Your hunch may be right. The not-so-secret fact of life for online information searchers is that even full-text information retrieval systems rarely carry every article published by a newspaper or magazine. And that gap can be frustrating, even infuriating, for advanced online users when an urgently needed information tidbit simply cannot be found.

Why the gap? And how can online users become more knowledgeable about the whole issue of the selectivity of articles retrievable through online services?

To be sure, some well-known information database services are intentionally incomplete. The publications files offered by Information Access Company and UMI/Data Courier's Business Dateline (both of which are available through a number of online networks) include only a limited number of articles from the sources carried by those respective outfits. And sometimes, frankly, the choice of what articles get included can be a baffle to outsiders.

In other cases, the problem sometimes begins – and often ends – with the legal ability of a publisher to share articles with a database service. Some publishes are contractually forbidden from including syndicated columns or other similar materials for which the copyright belongs to a third party. The fact that a syndicated column nevertheless might appear in a newspaper's electronic file, even though the copyright belongs to the syndicate, usually indicates either an error or oversight on the part of the publishing company.

In other cases, technological advances in broad searching techniques have prompted a new appraisal of exactly what articles should be in-

cluded in an electronic file.

DataTimes, the worldwide information network that offers access to more than 645 publications and information sources from four continents, is a case in point. Last year, DataTimes unveiled its new global searching option, through which a DataTimes user can search through some 450 publications and information sources simultaneously.

Though the global search option made life a lot easier for DataTimes subscribers, it also created a bit of a problem as well. Because so many of the publications carried by the service run stories by the AP, Dow Jones and other widely used wire services, the same articles kept surfacing over and over again. How many times does an online searcher need to see the same AP story about George Bush's latest flip-flop?

"Every advancement brings something new," says Wes Crews, the product services manager for DataTimes. "After we launched our Global Search, we had some complaints from subscribers regarding the duplication of wire stories. So now, for our additions to the service, we usually are including only the locally produced stories carried by a publication. The wire stories are still available. We're striving for no net loss, only the elimination of the duplication."

"Obviously, some users are not aware that when they access into a publication file, not everything that ran in the paper or magazine will be retrievable electronically," Crews said.

But how can an online user know what publication is included cover-to-cover?

Vu/Text, Nexis and DataTimes show in their user guides which sources are selected.

But even checking your service's marketing materials may not

be enough. "Users should ask, demand to know," Crews suggests. "If the database service can't provide that type of information quickly, one may wonder about the integrity. Online users definitely have a right to know what they are paying for."

• John Buckman is a consultant for the information industry and a public relations consultant for DataTimes.

"The not-so-secret fact of life is that even full-text information retrieval systems rarely carry every article published..."

Dealing With The Digital Darkroom

Continued from Page 1

The device that brings this whole process home is the Leaf Picture Desk itself. This modified PC receives the news-service feed (yes, Reuter and UPI are also preparing to go digital), stores the pictures, and allows an editor to retouch, crop, size, print and transmit them. *Newsday's* photo department has been using the Leaf desk for the last six months with great success, albeit with an analog feed from the news services.

So with all the great press, where's the catch? There's got to be one, right? There are a few major problems that seemed unmanageable, but I am happy to report all is not lost.

First, one of the major problems has been the proprietary nature of the Leaf desk. It's built in its own box, so to speak.

That is, it's not just a program and a card you slip into any old PC. So you are stuck with what they give you, even if it is a good product. Leaf also happens to sell scanners, so it should be no surprise that the workstation can only accept input from a Leaf scanner. *Newsday* has several Nikon scanners connected to Macs that have been doing great live work for us the last year, and we'd like to keep them. This is a problem when we decide to go fully digital.

More importantly, though, is the Leaf's proprietary file format. The machine does not use standard graphics formats to store its pictures, like TIFF and PICT used in the Mac world. This doesn't make much difference if you are only using the picture desk to do all your photography work, but it becomes a major problem if you want to use other software programs to manipulate the picture (like Adobe Photoshop) or want to store photos for archiving purposes elsewhere. Oops, there goes that dirty word in most electronic photo setups — archiving. It seems that most developers would rather just pretend the need doesn't exist, but we know better, right?

Theoretically, the digital world would allow us to save the pictures much as many of us do text,

with vast amounts of data searchable immediately, with the results spit out to your local printer. Headshots on demand, so to speak. But it isn't so, yet. First, images take up a lot of room. A typical color photo, saved in reproduction quality, will take up as much disk space as that nine-part series that been filling up a filing cabinet for the last 10 years.

And there are a lot of them to save. The *Newsday* library alone has over a million pictures in files going up to the rafters. Leaf has no way to store photos long-term. (Let's not put all

the heat on Leaf, though. No other manufacturer of picture desks has a clue, either.) Use and toss, they seem to be saying. Unfortunately, you can't depend on the news services to replace your picture library. Remember that rerun you

needed that finally was transmitted two hours after deadline?

Some options are coming, though. Leaf is just introducing a Mac interface that allows a window on a Mac to simulate a Leaf desk. Leaf pictures can be translated into TIFF or PICT and moved to other programs, including Photoshop, archiving programs and graphical databases. This scheme also provides a way for images scanned in using other hardware and software (including the Nikon scanner) to be placed into the Leaf database.

Third-party vendors are beginning to show archiving add-on systems that may actually work. AXS in New York City touts a system that can store up to 6,000 medium-resolution images on a compact disk much like the one in many homes, and can chain thousands of CD readers together for immediate access in a database search. These low-resolution images can then be tagged to the high-resolution versions for use in the paper. The price is not cheap, but it isn't outrageous, either.

Image Concepts, a firm in New Hampshire, has a system that handles low-resolution images in use at the United Nations and the Na-

tional Agriculture Library in Washington. It incorporates a high-quality database and videodisk technology to put up to 23,000 images on a disk, immediately accessible.

Both Leaf and the other vendors are counting on compression to help relieve the storage burden. AXS is already working with 10:1 to 15:1 reduction, and the AP expects about the same saving when it incorporates the technology by the end of the year. With the size of high-resolution color images, compression is an absolute necessity to preserve images economically.

Let's not forget the cost of these systems. The Associated Press will loan each paper a Leaf desk to capture its feed, but if you want more, you have to pay. Although smaller papers may be able to live with the Leaf's storage capacity (400 to 600 pictures — the AP says that is two days' transmissions), many will have to buy additional file servers. Want to input staff photos? You buy the scanner (and maybe the Mac and interface to connect it). And for archiving, you are on your own.

Good luck!

• Michael Schroeder is Manager of Editorial Technology, *Newsday*.

Last Call For Conference Tapes

Audio tapes of News Division programs presented during the SLA conference in Pittsburgh are still available. Each tape costs \$5 and a check payable to News Division, SLA must accompany your order. Titles available are:

- Annual Business Meeting
- The Library and the Electronic Darkroom
- Electronic Darkroom and Transmission of Wire Photos
- Developing Photo Library Collections
- Access to Broadcast Images and Computer Graphics
- Inexpensive News on Non-News Databases
- Ethics and the News

Send your order and check to Kathy McKula, News Library, Hartford Courant, 285 Broad Street, Hartford, CT 06115.

Broadcast Libraries: A Special Interest Group?

By Debra K. Bade

Reflecting on our continued growth and professional responsibilities as librarians seems appropriate as we prepare to gather in San Antonio. During the year, too many of us get bogged down with the daily responsibilities of providing information services to library users. We may neglect responsibilities to our own profession in doing so. I speak of our duties to keep in touch with the literature and technological advances in our field, as well as to maintain and enhance communication with library colleagues.

We in the News Division benefit from seeing a wide range of skills and talents in our colleagues. This is a truly diverse group, and that diversity contributes to our individual productivity and professionalism as well as to the strength of the News Division as a professional organization.

Broadcast librarians are just one of the emerging clusters of specialization within the division. This column has in recent issues mentioned the possibility of establishing a Special

Interest Group (SIG) for broadcast librarians and other interested information professionals — now may be the perfect time to act on this. The formation of such a coalition would facilitate discussion of problems unique to the broadcast world, stimulate solutions or at least help us define creative strategies for dealing with those problems, and generate plans for effective implementation of changes in broadcast library environments. In addition, a SIG can represent conference programming or seminars that will address the needs of broadcast librarians.

Time has been reserved on the conference program schedule for a Broadcast Libraries Special Interest Group planning meeting. I invite those of you who work in, or are interested in broadcast libraries to attend this session. Voice your thoughts on how we might wish to proceed — what types of information would be most valuable to you? How should that information be shared? Some of our options for communicating might be via the newsletter or a stronger

national network, arranging consultancy programs to reach out to local radio and television stations, organizing regional seminars or a library task force to examine specific problems, or possibly setting up a librarian exchange program which would allow librarians from all walks of life to have a taste of what may be their dream job in librarianship.

Authorization for a Special Interest Group must come from the Executive Board of the News Division, following a written petition from members endorsing the creation of such a unit. A petition will be circulated at the planning meeting to fulfill this requirement. If you are unable to attend the meeting but would like to add your name, please write to me prior to the conference.

- Send your ideas or your endorsement of a Broadcast Libraries SIG to: Debra K. Bade, Reference/Special Projects Librarian, *Cable News Network* Library, 1 CNN Center, Box 105366, Atlanta, GA 30348.

We Listen.

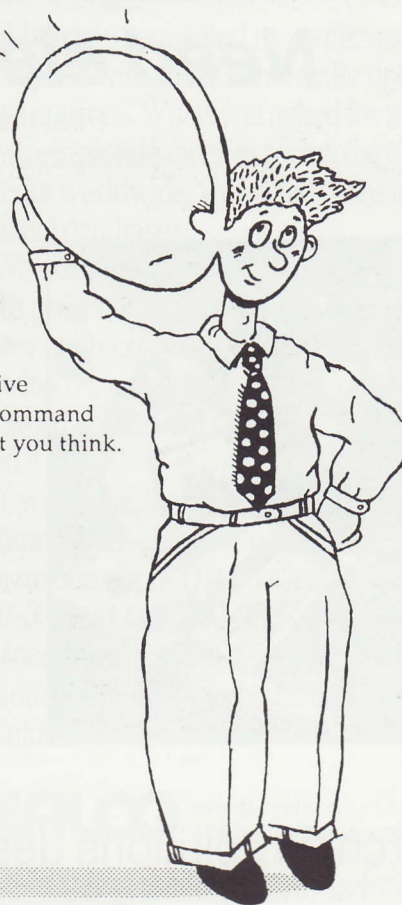
At DataTimes, we're all ears. We listen to our customers from coast to coast. They give us suggestions, compliments, and lots of great ideas. In the last year, we listened to those great ideas and gave you a whole new system, a system that you designed. Your great ideas keep improving DataTimes, making it the best online service available. We'll keep striving to provide you with the most comprehensive competitive intelligence, the best selection of sources, the simplest command language, and customer service that's beyond compare. Tell us what you think. Whatever you want to tell us.

We listened.

We're still listening.

If you have something you think we need to hear,
please call us at 800/642-2525.

DataTimes®
A World of Information™



WHO WE ARE

Vital Statistics:

NAME: Jeanette Curby

TITLE: Head Librarian

COMPANY: *San Antonio Light*

If you enjoy the sights, sounds, and good eating of San Antonio, thank **Jeanette Curby**. Jeanette, head librarian at the *San Antonio Light*, is hosting a tour of the Light's library, but she's done much more work behind the scenes. Jeanette quizzed restaurant critics, located issues of sightseeing magazines and travel guides, and offered suggestions — all of which are presented in NLN.

Jeanette's been around the *Light* for ten years and was named head librarian in 1989. Jeanette does all online searching and oversees the in-house database, photo, research, and subscription operations.

The *Light's* library staff provides a unique service to readers called CHECK IT OUT. Readers send the request coupon found in the newspaper to Jeanette, and the library staff performs clip



Jeanette Curby at work in the *San Antonio Light* Library. Photo by Rich Vasquez.

and in-house database searches for a fee.

Though her eclectic background—journalism and religious studies—bring breadth to the job,

Jeanette gives most of the credit to her staff, "The staff amazes me. They are really flexible and cooperative."

Need electronic archiving?

First there was NewsView®, the PC-based newspaper library system designed for the 90's...



now there's

PhotoViewTM

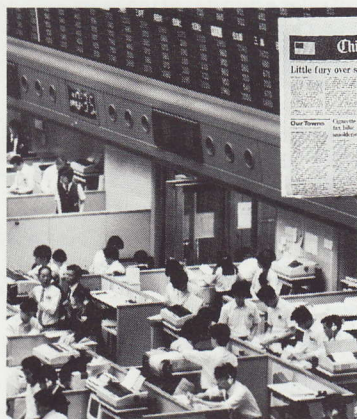
Image Archiving System

Wondering how you are going to store all those photos from AP, UPI, Reuters, AFP and your local photo staff? Use our PhotoView Image Archiving System. It's quick search and retrieval tools allow you access to an unlimited number of photos stored using optical drive technology.

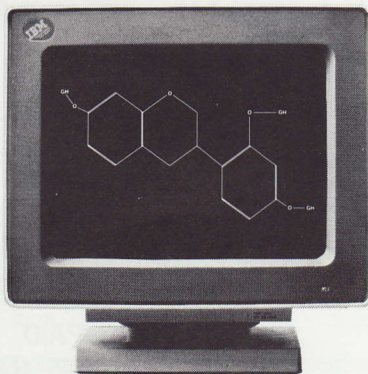
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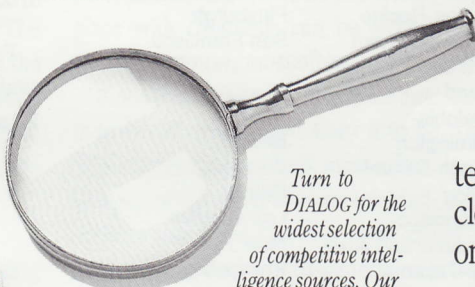
Focusing on more than 1 million companies abroad, DIALOG's newly-expanded international market sources include ICC International Business Research, IDD M&A Transactions, Infomat International Business, and the Kompass Europe & U.K. databases.



DIALOG's more than 800 full text publications include recent additions like the Chicago Tribune, PTS Newsletter Database and Computer ASAP.



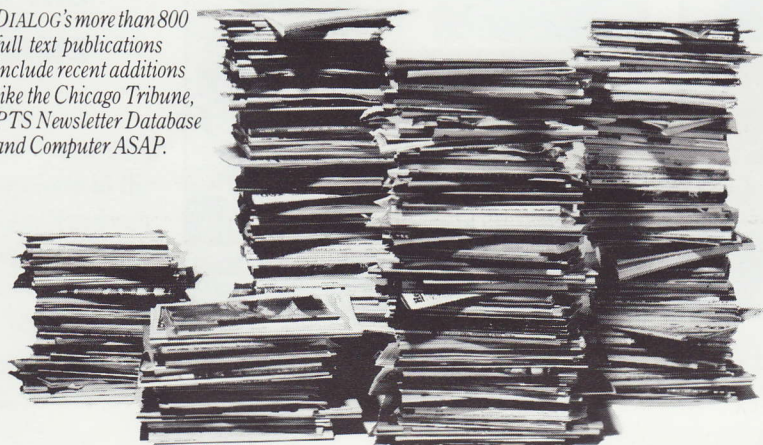
DIALOG delivers national and international reporting from hundreds of the world's leading news services, along with powerful full text search capabilities like KWIC and HIGHLIGHT, and the speed of the award-winning OneSearch service.



Turn to DIALOG for the widest selection of competitive intelligence sources. Our Current Awareness service—now available in over 100 databases—

provides your company with the latest intelligence data. And our technology tracking services now include the Inpadoc/Family and Legal Status, Current Contents Search, Biotechnology Abstracts, Pascal, and Analytical Abstracts.

We've added a way to retrieve vital chemical information—based on structure and/or factual text—with the Beilstein database.



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After all, it's the world's largest and most comprehensive storehouse of electronic information. Yet, although you're probably using DIALOG every day, there's a good chance you're using several competitive online sources, as well.

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Unpublished Sales Estimates Available From Census Bureau

By Eileen Effrat

Oh the things you can find! The U.S. Department of Commerce, Bureau of the Census, makes available various sales estimates NOT PUBLISHED in the *Monthly Retail Trade Report*. For a minimum charge, sales estimates can be obtained for major retail businesses. This data is available for the U.S. and the following geographical areas:

States:

Arizona
California
Colorado
Connecticut
Delaware
District of Columbia
Florida
Georgia
Illinois
Indiana
Kansas
Kentucky
Louisiana
Maryland
Massachusetts
Michigan
Minnesota
Missouri
New Jersey
New York
North Carolina
Ohio
Pennsylvania
Tennessee
Texas
Virginia
Washington
Wisconsin

Divisions:

New England
Middle Atlantic
East North Central
West North Central
South Atlantic
East South Central
West South Central
Mountain
Pacific

MSA's:

Atlanta
Baltimore
Kansas City
Minneapolis-St. Paul
Phoenix
St. Louis
San Diego
Tampa-St. Petersburg
Washington, D.C.

CMSA's:

Chicago-Gary-Lake
County
Cincinnati-Hamilton
Cleveland-Akron-
Lorain
Dallas-Fort Worth
Denver-Boulder
Detroit-Ann Arbor
Houston-Galveston-
Brazoria
Los Angeles-
Anaheim-Riverside
Miami-Fort Lauderdale
Milwaukee-Racine
New York-Northern
New Jersey-Long
Island
Philadelphia-
Wilmington
Pittsburgh-Beaver
Valley
San Francisco-
Oakland-San Jose
Seattle-Tacoma

PMSA's:

Anaheim-Santa Ana
Chicago
Cleveland
Detroit
Houston
Los Angeles-Long
Beach
Miami-Hialeah
Milwaukee
Nassau-Suffolk
New York
Newark
Oakland
Philadelphia
Pittsburgh
San Francisco

Cities:

Boston
Chicago
Detroit
Los Angeles
New York
Philadelphia

Retail sales estimates at the four digit SIC level are available for the following major kinds of businesses:

5300 General Merchandise Stores
5400 Food Stores
5411 Grocery Stores
5541 Gasoline Service Stations
5600 Apparel Stores
5800 Eating and Drinking Places
5912 Drug Stores/Other Nondurable Goods
Stores
5200 Building Materials Stores
5500 Auto Dealers
5700 Furniture Stores

For MOST geographical areas the data is available monthly beginning with January 1978. To order this information contact:

Data User Services Division
Customer Services
Bureau of the Census
Washington, D.C. 20233
(301) 763-4100

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