

# NEWS LIBRARY

# News

Vol. 15, No. 1/FALL 1992

## SPECIAL REPORT

### UK media librarians take a look at the future

By Sarah Adair

The Association of UK Media Librarians, AUKML, was formed in 1986 with aims and objectives similar to those of the News Division of the Special Libraries Association. We have created a network of information professionals in the print and broadcasting industry of Great Britain to employ our combined expertise in promoting the image of our profession and continually developing our individual skills to maintain pace with increasing information technology.

Our fourth annual conference was dedicated to this effort. Two rather all-encompassing areas occupied our attention, "Do News Librarians have a future?" and "Market to Survive". We chose a magnificent old English country house in which to debate these gloomy/exciting prospects. Set in the green rolling hills of Northern England, the grandeur of the last century lent a reassuring atmosphere to the occasion.

Two prominent members of our profession launched the proceedings with a debate on the future of news librarianship. Richard Withey, Editorial Services Manager for News International, publisher of the *Times* (London) and four other titles, shook us awake to the 21st century with his demonstration of the impact of the digital revolution. Supporting the case for the journalist as end user, Withey made it clear that the familiar role of news librarian must undergo immense change if it is to avoid



being displaced by a variety of contenders.

We must, he believes, evolve to the role of information counselor, directing the input of information from the growing multitude of sources to ensure that what is technically possible also be of the quality necessary for the desired final product. Without our immediate insistence that our skills be recognized and incorporated into this rapidly develop-

ing technical process, we will see the quality of news in whatever format decline sharply, and ourselves out of work.

As Withey sees it, we will not be far into the 21st century before our role in the information retrieval process disappears in the face of perfected end user access. Withey spoke of a new world entirely without newspapers, where television communication directly into the home takes over and customers order tailor-made information packages. He added to this an intriguing description of the possibilities of virtual reality, the receiving of images, enabling interaction with the information available.

Withey insists that this need not leave us out, nor relegate us to the back benches. Instead, if we are able to reeducate ourselves to meet the digital challenge, we are in for quite an exciting future. Rest at your peril.

Justin Arundale, Head of Information Services at the *Independent*, then began what was to have been the counter argument. In fact,

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## THE ASIDE BAR



Halloween fever was peaking at my house as I worked on this issue of NLN and I found myself distracted by fleeting images of ghosts and goblins.

Who are you? Why are you bothering me?

I think that you are the spirits of the News Division's "silent majority," hovering to see if your interests are addressed.

I hear your whispers and see you clustered in groups of two and three, but I am left to wonder what it is you want to see.

I offer a report from comrades overseas, membership analysis, Division finances and other Division business, photo imaging and a little technology thrown in for good measure.

I am grateful to the several folks who contributed their talents toward answering the needs of you spirits and only hope our efforts are sufficient to save me a visit from the ghost of Christmas past!

Happy holidays to all of you, see you again in the new year.

Mona Hatfield  
Managing Editor

We have plenty here for the latest vocal minority - those folks looking for information on digital image archiving. And you'll find a little number-crunching on Division financing and membership.

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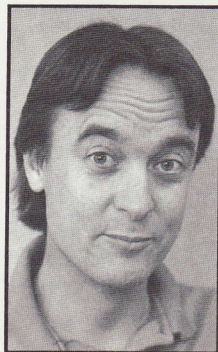
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By Colin Preston

For the TV types among you, there's the endless search for "pipesmokers" (i.e. experts) to interview for stories and the ubiquitous need for "cover" or stock footage. In the realms of science and technology, SIPI, Scientists' Institute for Public Information, attempts to fill the breach. They provide a Videotape Referral Service to supplement their long-standing Media Resource Service for print journalists. Need landfills, crack dealers, laser animation, "killer bees" or the always popular Kennedy assassination footage? Here's a service bureau to extend the network resources which you may already have.

For experts call MRS (Media Resource Service), 1-800-223-1730. Video stock footage is available from VRS (Videotape Referral Service) at the same number. For more information on these bureaus as well as SIPI's other media and information services, write: SIPI, 355 Lexington Avenue, New York, NY 10017.

The Canadian equivalent is the National Research Council. The contact there is Conrad Melanson, NRC Film & Video Production, Marketing & Information Services, Montreal Road, Ottawa ON K1A 0R6. Phone (613) 993-4492, FAX (613) 952-9696.

Let it be noted that I've detected a decided gender imbalance on my part over the last few issues. I mean, slot-car racing fanzines... cult movies... get with the plan! To that end, I bring you a selected list of "grrrl fanzines" courtesy of Judith Beeman of the local university's underground radio station's magazine, "Discorder." "Grrrls" are "people who are comfortable with who they are and not ready for the stuffy "woman" label. Somewhat aggressive, yet caring." I'm pleased that feminism is as ripe for ephemera as the male dominant culture. For possible local fea-

tures, concert reviews, fiction and comics, sex and self-defense tips, try: "Riot Grrrl", P.O. Box 11002, Washington, DC 20008; "Quit Whining" Margaret, c/o PO Box 2154, Mt. Holyoke College, South Hadley, MA 01075; "Roller-derby", P.O. Box 1491, Dover, NH 03820; "Crumbly Lil Bunny" Erika, c/o 1781 Selby Avenue, St. Paul, MN 55104; and the ever popular "Satan Wears A Bra" Debby, c/o 41 - 7th Avenue, #3R, Brooklyn, NY 11217. The proverbial SASE will get you information about these "irregular" serials, if not a copy itself.

Libertarians of the world, rejoice. Yes, the Pacific Northwest, that region which has given you Sasquatch, Church of Jesus Christ Christian (Aryan Nations) and the Oregon Anti-Gay Initiative is back with the latest Loompanics Unlimited catalogue. An old standby for the "Utne Reader" and/or "High Weirdness by Mail" crowd, how can you resist a publisher whose motto is "No more secrets, No more excuses, No more limits?" There's a charm in their disclaimer regarding any shipments of their books seized by any government body. Their subject matter ranges from "The Underground Economy" to "Conducting

Investigations" to "Mass Media" and "Computer Crime", not to mention the gamut of self-sufficiency and Armageddon preparation "lifeskills." Sample titles: "The Muckraker's Manual", "How to Get Anything On Anybody", "The Anarchist's Guide to the BBS", the always charming "The Hoax of the Twentieth Century" and "The Turner Diaries" as well as "A Bouncer's Guide to Barroom Brawling." This catalogue is interspersed with articles and droll Section introductions. Well worth the \$5 charge for the annual catalogue and supplements. Loompanics Unlimited, PO Box 1197, Port Townsend, WA 98368

I hope you're not all overdosed on CAJ. That cabal of the University of Missouri and IRE previously joined forces to promulgate the Missouri Institute for Computer-Assisted Reporting (MICAR). Their monthly newsletter, "Uplink", provides a useful update of tech talk, product reviews and examples of the latest in journalistic data surfing. Subscriptions are \$20/yr. A sample copy is available from MICAR, 120 Neff Hall, University of Missouri, Columbia, MO 65211. Phone (314) 882-0684.

A News Division Hospitality Suite schmooze in San Francisco last summer yielded news about a wonderful broadsheet gem. "PrizePress: National Newspaper for the Newsroom" reprints award winning stories, offers commentaries and provides job information for our brethren toiling in the journalism field. I don't know if I was more taken by the energy of its editor/publisher, Steven Chaikin, the material he had assembled in sections such as "Legal Sheet" and "Thumbsuckers: National Roundup of Investigative and Project Stories" or the fact that it's based out of my old hometown. Regardless, for the \$12 annual subscription, you're bound to get more than your money's worth. PrizePress, 710 North Second Street #2, San Jose, CA 95112-6331. Phone (408) 298-0535, FAX (408) 298-0223.

Interested? Call Colin Preston for more information at (604) 662-6855, FAX: (604) 662-6878, CompuServe Email: 71730.3307



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# The New York Times

# Notes From The Chair



By John Cronin

Mary Ann Skinner has given division members a summary treasurer's report which appears at right. Its message is that, while the division is still in good financial shape, we are in for a period of belt-tightening simply to keep the division on that sound financial basis. Since the costs of the San Francisco conference ran much higher than anticipated (yes it was a lovely suite, but it wasn't cheap!) the executive board will make a point of keeping an eye on costs and maintaining financial stability in the division.

I want, especially, to thank Mary Ann Skinner who has, with a sharply-tuned eye, kept us on that even keel. Mary Ann has also suggested that any division members who have ideas for "fund-raising" to enrich the treasury contact her, or me, and we'll definitely give your ideas serious consideration.

Some of the cost-effective moves we've made include requesting that program planners have speakers pay their own expenses to conference, keeping NLN to an acceptable page maximum per issue — without, we promise you, suffering in quality — and, of course, restoring the "dreaded suite fee" at next year's conference in Cincinnati.

Well, as you can obviously see, NLN continues to remain in good hands. With the transition from Elizabeth's editorship to Mona's the newsletter is still top-notch. As division chair I get copies of other division and chapter newsletters and ours still stands out in every way.

I hope we'll see a lot more News Division members at the conference this year. SLA estimates that the cost of the Cincinnati conference will be at least 10% less than the costs incurred in traveling to San Francisco. A little bit cheaper and a lot more centrally located .... strong medicine for budget negotiations.

If you are going, please call Donna Scheeder and volunteer your services.

## TREASURY UPDATE

By Mary Ann Skinner

We started the year with \$11,760 in the Treasury. The closing balance as of September 29, 1992 is \$2,314

Following is an expanded Treasurer's report for 1992. All figures are rounded to the nearest dollar.

	Income	Expense	Net
<b>Awards</b>			
Kwapil	—	\$ 500	-\$ 500
Student Stipend	\$1,000	1,500	-500
Plaques, Etc.	—	50	-50
<b>Total</b>	<b>1,000</b>	<b>2,050</b>	<b>-1,050</b>
<b>Awards Dinner</b>	<b>—</b>	<b>1,021</b>	<b>-1,021</b>
<b>Banking</b>	<b>291</b>	<b>51</b>	<b>240</b>
<b>Meetings</b>			
1990 Annual Meeting	—	287	-287
1991 Program At Annual	—	149	-149
Mid-Winter/Pres,P-Elect	—	594	-594
Tapes 1991	15	50	-35
1992 Annual Mtg/Rms/Equip	500	4,989	-4,489
1992 Speakers	—	306	-306
Ce At 1992 Meeting	7,340	5,969	1,371
Suite/Rm 1992 Mtg	3,300	4,711	-1411
Wine Tour At 1992 Mtg	1,505	1,279	226
lptc Meeting	—	287	-287
<b>Total</b>	<b>12,660</b>	<b>18,621</b>	<b>-5961</b>
<b>News Library News</b>			
Advertising*	5,240	—	5,240
Production	12,685	-12,685	
Subscriptions	690	690	
<b>Total</b>	<b>5,930</b>	<b>12,685</b>	<b>-6,755</b>
*includes uncollected advertising in the amount of \$1940			
<b>Royalties</b>	<b>131</b>	<b>—</b>	<b>131</b>
<b>SLAYearly Allotment</b>	<b>4,336</b>	<b>—</b>	<b>4,336</b>
<b>Misc:Tapes,Postage</b>	<b>—</b>	<b>418</b>	<b>-418</b>
	<b>1991</b>	<b>1992</b>	
Awards	-\$1,073	-\$1,050	
Awards Dinner	-674	1,021	
Banking	443	240	
Contributions	-200		
Meetings			
Tapes	125	15	
Copying	-2		
Ce	3,402	1,021	
Speakers	-306		
Annual/Rm/Equip	-480	-4,489	
Suite/Rms	-4,625	-1,411	
1991 Midwinter	145	594	
Election	-616		
Misc	-187	-418	
NLN	-4,398	-6,755	
Royalties	726	131	
SLA Allotment	4,188	4,336	

# The News Division of the Special Libraries Association announces the 1993 Vormelker-Thomas Student Award.

The News Division of SLA encourages graduate students in library science and journalism to explore careers in news librarianship. Our program at the annual SLA conference provides opportunities to meet and exchange ideas with professionals in the news library field, to visit news libraries and to learn of developments within the profession. The Vormelker-Thomas Student Award offers a \$1500 stipend enabling a graduate student interested in news librarianship to attend the 1993 conference in Cincinnati.

## Previous stipend winners include:

- 1986 Elaine Campbell
- 1987 Teresa Leonard
- 1988 Robert Davidsson
- 1989 Jacquelyn Cenacveira
- 1990 Susan Hill
- 1991 Maureen Morrow
- 1992 Teresa Prince

## Selection criteria:

1. Applicants must be members of SLA at time of application.
2. Applicants must be attending their first SLA conference.
3. Applicants must be graduate students interested in a career in news librarianship.
4. Applicants will be judged on the basis of a typewritten essay (500-1000 words) describing some aspect of news librarianship. The essay might cover research, indexing procedures, user orientation, computerization, etc.
5. Applications should include a reference from a news librarian, a news editor, or a faculty member.
6. Applications should be accompanied by a resumé including a list of course work undertaken and a statement of professional goals. The applicant should also include a statement on what he or she expects to gain from attending the conference.
7. The winner will receive a check prior to the conference in June.
8. The division reserves the right not to award the stipend if there are no suitable applications.

Applications must be submitted no later than  
January 15, 1993, to:

Julie Kirsh  
The Toronto Sun  
333 King Street East, Toronto, Ontario  
M5A 3X5

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Information Professionals Chart the Course



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# People

By Barbara Hijek

## Faces & Places

The *Calgary Sun* has a new Chief Librarian, Kathryn Bilts. Previously, Kathryn was the Library Director for the Technical Resource Centre in Calgary.

The *Pittsburgh Press* has a new Library Manager - Tim Rozgonyi. Tim was previously the librarian at the Graphic Arts Technical Foundation, a printing industry trade association. He is a new member of the News Division and would love to hear from other newspaper librarians willing to share their expertise, advice and encouragement (particularly so during their current strike situation). He can be reached at the *Pittsburgh Press*, 34 Blvd. of the Allies, Pittsburgh PA 15230; phone 412-263-1923; fax 412-263-2014.

The *Los Angeles Times* has a new research librarian, Jacquelyn Cenacveira, who joined the staff October 1st. Jacquelyn was formerly a librarian for the *Los Angeles Daily News* and was the News Division Vormelker-Thomas Student Award winner in 1989.

Jan Summers is leaving the *Columbia Daily Tribune* after 8 years to return to her first calling: school librarianship. Jan will be assistant librarian at the Hickman High School in Columbia. Jan may be contacted at 1706 Parklawn Drive, Columbia MO 65202; phone 314/875-8129.

## Speaking of the Pittsburgh news libraries...

As you know, the papers have been on strike since May 17th. The *Post-Gazette* is staffed by one person, Stephen Karlanachak. The *Press* is fully staffed. If you were wondering if it's worth checking VuText for any Pittsburgh news, Tim Rozgonyi's staff has been inputting the *Allegheny Bulletin*, a three-times-per-week publication put out by the *Pittsburgh Press*, into the database. It covers major Pittsburgh/Allegheny County news.

## It's never too early for planning

Diane Hunter, Library Manager for the *Atlanta Journal* and *Constitution*, had a very busy summer. Her paper sent 25 editorial staffers to Barcelona for the Olympics. Atlanta will host the 1996 Olympics so you might say the paper was pioneering a dry run in Olympic coverage. The staff produced over 1,000 stories. These stories appeared as a special section for 3 weeks. Incidentally, this staff (the Olympic Bureau) sent a fully paginated paper from Barcelona via satellite every day. Diane said she

"thought we were well-prepared but new things happened on a daily basis." Although the requests were endless, she was surprised at how well the electronic communication worked. Diane concluded that she'll "be happy when the Olympics come to Atlanta."

## Keeping a high profile

Linda Culpepper, reference manager of the *Detroit News*, was asked to represent the *Detroit News* at the National Association of Black Journalists annual conference in Detroit this year. Speakers included Spike Lee and Arthur Ashe.

Richard Geiger, library director at the *San Francisco Chronicle*, was recently appointed chair of SLA's Public Relations Committee when staff reorganization at her company forced previous chair, Sara Warner, to step down.

Ellie Briscoe, *National Geographic News* Library, had her first brownbag lunch library PR outreach program - she is scheduling one every month. She co-presented it with the Accounting and Employee Relations departments and it was a SUCCESS. 60 participants were anticipated - 150 attended!



## Getting the word out

Be sure not to miss the December issue of *Online*. Susan Bjorner has an article in it concerning the Dialog megafile.

Sharon Ostmann, *Orange County Register* Library Director, recently published an article in the August/September issue of *APME News* entitled "Facts for Sale: Libraries turn news into data."



## Small Library News



By Elaine Raines

Space! Do any of us ever think we have enough? A couple of years ago we studied our clip files and estimated they were expanding by almost five feet a week.

One result of our projections was that we did get some new space. We promptly named our new area "THE KUDZU." It has lived up to the reputation of its namesake and covered every vacant spot it has encountered.

I talked with some other librarians who are facing this problem to see if they had any good solutions. Once again, I was impressed with how well newspaper librarians can adapt and improvise to make less than ideal arrangements work.

My counterpart at the *Tucson Citizen*, Charlotte Kenan, waiting for the "new system" to arrive. In the meantime, she is dealing with a similar space problem. She said the *Citizen* library had been planned on a twenty year growth plan and those twenty years end this year.

The *Citizen* used to microfilm their own clips. They had a minimum backlog and excellent quality control. That staff position was eliminated and they changed to an outside vendor. Using a vendor has slowed them down and removed much of the quality control element. Two years are kept in the active files and the remainder are pulled for filming.

Charlotte has tried several vendors and has had the best luck using a local company. It is easy for her to resolve problems by personally checking on them. Pricing is a diffi-

cult issue to settle with vendors because most companies that microfilm are just not aware of what they are dealing with when filming newspaper clips.

Andrea Halgrimson at *The Forum* in Fargo, North Dakota also faces the space crunch. She has become much more discriminating when deciding what to file in the first place. Their emphasis has moved to local and regional, including very little national news unless it has a regional angle. More stories are marked for the subject rather than the personal files. Eliminating clips before they exist is a key factor in Andrea's ability to stay ahead of the game. Cutting down on marking, cuts down on the number of stories that must be transferred, clipped and filed. So an added benefit is extra time.

They also have a weeding policy that allows them to get rid of some files after a year or two. Those files are clearly marked to aid both the library and the reporters. They know at a glance what is available.

There is no one solution to the space dilemma. It is really important, though, that you stay ahead of the game.

I would like to hear from anyone who has developed a good approach to the problem that they would like to share. Or, if someone has a space problem in search of a solution, let me know and we can see if anyone has an answer. Diane Sponsler and I are also very interested in hearing from anyone who has a good system for dealing with photos in the small library setting.

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# A primer on achieving independence from your systems staff

By Dan Woods

Anyone who works around computers eventually becomes aware of the distinction between users who do their work on computers, and systems people who control and maintain the computers. Often, the relationship between the two is unbalanced, with users at the mercy of systems people who help out when they prefer and on their own schedule.

The good news for users in this situation and, indeed, for users everywhere, is that in the next few years the balance will change dramatically in their favor.

Software is becoming easier to use and will require less babysitting by system programmers. Hardware is becoming so cheap and powerful that a relatively inexpensive personal computer or workstation will meet the needs of a large majority of users. Networks, which connect computers together, will eliminate much of the need for a centralized mainframe.

All of these trends are a part of the larger movement afoot in the information technology business toward "open systems," a trend so large and affecting so many different areas of the computer business that it is difficult to encapsulate. But, oversimply put, open systems are those whose components are designed to work easily with components from other manufacturers.

Closed systems, on the other hand, are those that are designed so that once purchased, the purchaser is a captive and must always buy the bulk of his equipment from that manufacturer. Closed systems are expensive, complicated and centralized and inevitably fall under the control of the systems people. Changes needed by a user must be sent to and acted upon by the systems department.

Open systems are cheaper, simpler and decentralized. The user easily buys and controls his own equipment. Users call the shots and the systems department role changes from that of dictator to adviser and consultant.

But with this new found power, users will

also have much more responsibility for managing and operating their computer systems.

Under a closed system, problems that occurred, disk drive failures, broken monitors, etc., were left to the systems people, not the users, to fix. Open systems users must meet the challenge and become competent managers of their software and equipment. This requires a new set of unfamiliar skills.

Fortunately, this trend is not overtaking most organizations overnight. Users won't wake up one day to find they are responsible for managing a UNIX workstation connected to hundreds of personal computers. Change will evolve slowly.

First, users will be responsible for managing their PCs and printers. Then possibly a small network to connect them.

The gradual spread of open systems allows users who have

not prepared themselves for their new role to catch up and train themselves. Truly it would be unfortunate for anyone to have to forgo the opportunities presented by new technology because they lacked the skills to manage it.

What follows is a checklist of skills that should be acquired by the new breed of super-users:

## Disaster Recovery: backup, restore, replace

If you have a set of PCs in your office, and you don't know how to recover if a power surge or a bolt of lightning destroys all of your hard disks, you are in serious trouble. The information being stored on each hard disk every day should be thought of as an investment of hard cash.

A procedure to back up your information protects your investment and establishing a regular program of backups also creates an organizational infrastructure that can be adapted to any kind of computers that come down the pipe. When a new fileserver or workstation comes along, whoever backs up the PCs will be familiar with the process. A backup system also

helps utilize the available disk space more efficiently. With a well run system, large files can be stored and retrieved with ease.

Simply making backups, however, is not enough. Restoring from backups should be tested regularly to make sure that it works. It is horrible to find out that a backup system doesn't work properly after all your data has been destroyed.

If your data is secure, the next step to recover from a disaster is obtaining replacement equipment. Sometimes this means making a warranty claim or calling the company that holds the service contract on your computers. Most of the large hardware manufacturers offer service plans under which replacement parts will be installed within hours. If you can't afford to be without your computers for more than half a day you should consider these plans.

Some manufacturers will replace hardware overnight. Whatever the method of replacement chosen, the procedures should be well-defined and well-known among your users.

## Software and Hardware Strategy

One new responsibility for users will be to plan the growth of their system. Just because most open systems components will work together doesn't mean that they will work well or efficiently together. Some software programs use files in the same format, others require conversion from one format to another. Programs vary widely with respect to the ease of transferring information in and out.

The easiest way to avoid problems is to plan right from the beginning. Study the applications that you use now and the ones that you may need in the future. Find out which programs work best together. Develop expertise in evaluating software applications.

The best way to do this is to have a clear definition of the tasks required of the program. Then make a systematic comparison of how well each program performs those tasks. For general purpose programs like word processors, database managers and spreadsheets, it is important that they allow data to be transferred easily from one to another.

With respect to hardware, it will be hard to plan the strategy on your own, but there are

Continued, page 11

some important questions to ask when seeking help.

Find out which network operating systems are used in your organization, and which will be supported in the future. Novell NetWare is the dominant network system, but many companies use others such as Microsoft LAN Manager and Banyan VINES. Most of these network systems will talk to one another, but it's important that your systems people - who will probably always be present in at least a consulting role - are ready and willing to solve compatibility problems.

The UNIX operating system is becoming the foundation for open systems because it is compatible over a wide variety of hardware. Is your company moving toward UNIX? If not, is there another operating system being used? The more you know about telecommunications and connectivity, the less you will be at the mercy of the experts.

### Consultant Management

It is entirely reasonable, and frequently necessary, to use outside computer consultants to help evaluate your options and plan your growth. But it is very easy to waste money on consultants. Try to avoid working with consultants strictly on a per-hour basis. Rather, set up firm estimates for each stage of a project or each task that you wish performed along with a well-defined set of measurements to determine when each assignment is complete. If your consultant balks at this or refuses to work under this basis, find another. Consulting is always a buyers market.

Also, try to use consultants to help you explore the range of opportunities. Many consultants will try to sell you on a solution with which they are familiar. Remember to ask why the consultant arrived at a certain solution. Was it a result of exhaustive research? Or simply the

only one that the consultant knows?

It's a big job managing computers, but the more computing power under your belt, the more clear it will become that it's up to you to do it. The choice is between being beholden to others to control the destiny of your computer systems, and controlling it yourself.

Carpe System!

Dan Woods is database editor for *The News & Observer*. He was formerly a business reporter for the *The Record of Hackensack* and spent six years as a computer consultant. He is co-author of *NineTrack Express*, a program allowing easy transfer of data from mainframe computer tapes to personal computers.

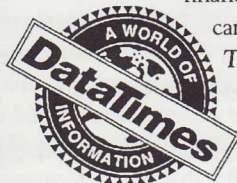
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## National Public Radio Library Faces a Librarian's Worst Nightmare

by Elizabeth Sullivan

*Editor's Note: Earlier this year a water main broke in Washington, D.C. and the National Public Radio (NPR) Program Library experienced first-hand the trauma and destruction that resulted when the lower levels of its building were flooded. Elizabeth Sullivan, NPR broadcast librarian, agreed to share her experience and disaster preparedness suggestions with NLN readers. For further reading on dealing with disasters in libraries please refer to the brief bibliography which follows.*

### An Introduction to NPR's Program Library

The Program Library is the depository of all NPR news and performance programs. It also houses an extensive music and sound effects collection on LP records and compact disc. The spoken word archive includes an array of political speeches, poetry readings, comedy routines and historically significant news broadcasts. Due to space constraints, roughly ten years of tape can be held in the archive. Earlier news programs are kept at the National Archives and early performance programs are housed at the Library of Congress. All of the Program Library's collections are cataloged and indexed using in-house databases.

While archiving the tapes is an important function, a staff of five professional librarians plays an active role in meeting the demanding needs and deadlines of reporters, producers, administrators, listeners and member stations.

Typically, reporters might request tape of a particular program, a computer list of NPR pieces on a specific topic, or verification of when a particular piece was broadcast. A producer's needs might include a piece of NPR tape, a sound effect, or a selection of music to accompany a production. Administrators use the library for compiling statistics and addressing legal questions like copyright. Listeners are among our biggest patrons and normally wish to obtain a cassette or transcript of a particular broadcast. Working with NPR Audience Services, the Program Library provides this service. Requests from member stations might include any of the above services and are crucial to NPR because of the revenue they provide.

### The Nightmare Began

January 14 was a brilliantly sunny and cold day in Washington, D.C. — the kind of day this displaced Northerner finds invigorating. Little did I suspect that what lay ahead would require all the energy that crisp morning aroused in me. As I rounded the corner on my way to work, I was faced with a column of gushing water coming out of the pavement outside NPR's headquarters. A major water main had burst.

Police had cordoned off the area and announced that only essential staff would be allowed into the surrounding buildings. I convinced a police officer that I was needed at work and entered the flooded lobby. At that moment an urgent announcement came over

the PA system appealing for help in removing wet tapes from the basement archive. I was overcome with a terrible sense of foreboding; NPR's history was at stake.

Seven years of NPR programming, including recordings of national broadcasts such as *Morning Edition*, *All Things Considered* and *Performance Today*, were threatened by a deluge of silty water pouring into the basement. By the time I arrived, engineers, reporters, the news librarian and other staff had begun a hurried rescue mission. Hundreds of boxes of wet tapes were being carted up to safer ground on the third floor. This effort was done without benefit of light due to an intentional power cut to prevent electrical fires. We assessed that over a thousand tapes and their accompanying documentation were water-damaged. Unfortunately, NPR keeps only one archival copy of its programs. In a crude attempt to air dry the tapes, NPR staff worked in darkness separating the tapes and documentation from their soggy boxes, transforming NPR's boardroom floor into a mosaic of reels.

The next day, following the advice of NPR audio engineers, archivists at the National Archives and audiotape manufacturers such as AMPEX, we began a more systematic in-house restoration effort under the supervision of the Program Library Director. This entailed a demisting and cleansing process of winding out the tapes on a specialized machine, running treated cloth over the surface of the tapes to remove silt, and "baking" the more severely water-logged tapes in a convection oven. The monotonous task of retyping documentation and matching them with the restored tapes is still underway, nearly nine months after the flood.

The good news is that we were able to salvage the affected tapes, preserving the integrity of NPR's archive. Moreover, we have been forced to address the issue of disaster preparedness without having paid too high a price. The costs of securing a safer environment come at a time of general budget retrenchment and competition for resources. This near-disaster however has helped to raise the profile of the Program Library and reinforce its vital role within NPR. Hopefully, we are one step closer to actually achieving that safer environment for this historical collection.

NPR's program library used an old-fashioned fan in a first attempt to dry their tapes.



**DISASTER  
PREPAREDNESS  
BIBLIOGRAPHY**

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## Digital Image Archiving: an Evolutionary Process in Columbus

By Jim Hunter

The *Columbus Dispatch* probably has the best color operation in the country and we are pretty far along with digital images.

We have a small library. Four full-time and one part-time librarian plus myself manage a seven day per week library operation consisting of the usual Vu/Text SAVE system, and b & w prints and color negative files (20-25,000 per year).

The *Dispatch* library is a latecomer to the image archive. The Photo/Image department started archiving without us. They moved images from Leaf into Photoshop, compressed the images and stored them in alphabetical folders on a magneto optical disk drive. Between 1990 and 1992 they filed about 1,000 images.

They recognized early on they were not equipped to perform this function and that archiving images was a critical function that the library should perform.

Late in 1991 the library staff gained access to the Leaf desk and the Laser Photo machine was turned over to us. We selected images from Leaf, routed them to the Laser Photo machine, processed and filed them.

Early this year the library began experimenting with MACLEAF and various pieces of Mac software.

In mid-June we installed AXS on a Photo desk MAC FX (with Leaf board) and began archiving images. We incorporated the 1,000 images the photo staff had saved and made AXS an operational database. In July we stopped filing AP laser photos (there is no such thing as parallel systems in a small library), and increased the flow of images into AXS to 200 plus per week.

Since the AXS database was located in the Photo Desk, we now had a defacto library branch in the newsroom. Within a few weeks of startup, the late shift photo librarian informed me he was spending part of his evening in the newsroom retrieving images for publication on deadline. We had become part of the production team without even trying.

We decided the Mac version of AXS was under-powered and would not handle the digital triad of AP images, Dispatch images and graphics. We plan on installing the AP Leaf RISC 6000 archiving system in November.

That's four systems in under a year.

So, what do I conclude from all of this?

1. **The library is a junior partner in image operations.** Yes, we will be doing the job but expect the photo people to run the show.

In case you haven't noticed, the vendors are talking to the photo people about archiving not the librarians. Having been through this process with full-text systems, I am perfectly willing to let the Photo/Graphics people spec systems and integrate them into the Leaf operation. They can also budget for them and deal with vendors. I am committed to making the system work and willing to experiment with new software. We communicate often enough and well enough to make this a workable arrangement.

I realize that does not sound very aggressive, but I do not feel threatened and the library has nothing to prove to these folks. Photographs are a secondary line of business to the library, unlike the news database where meddlers can expect a fight to death.

The reason I believe this secondary status will work is we are building an interdependent relationship. The photo operation needs the library just as much if not more than we need them. Digital image archiving completely integrates the library and picture desk.

The turf war I half expected did not materialize. The library staff was graciously received and respected for what it knew. The photo staff was pleased someone understood what it was doing and was very willing to share what it knew. These folks became new customers for library services.

We have the beginnings of a beautiful friendship.

2. **The mechanics of archiving are the same as full-text retrieval systems.** Data is acquired, filtered, edited, indexed and retrieved. The tools and terms are a little different but if you can run a news database you can run an image database.

If your print file operation is in excellent shape, it is possible to transfer those concepts and procedures directly to the image database. We revised the way we processed and classified prints and now use the same system for prints, color negatives and digital images (someday graphics).

The News Division is working on standards for indexing, keyword lists and retrieval con-

cepts, which will help in the long run, but don't let anybody do your thinking for you. Put your own house in order.

3. **The library has a lot to learn about the newspaper production system and the how and why images get into print.**

In addition to the tools used, such as Picture Press, Photoshop, scanners, gateways and networks, the library must eventually master arts of cropping, z curves, and what makes a good news picture. The language is a bit different, too, sort of a cross between Nintendo and the Boys Industrial School.

While librarians know that pictures change their meaning and value over time and know even more about building great collections of pictures; we should know that the majority of images we acquire into the archive are for immediate use or reuse.

4. **Finally, the truly scary part, how has this affected the library?**

a. **Turnover.** In the last three years I lost four people (yes, that is 100%). Digital archiving will ensure higher staff turnover. Once the library staff masters all this, they become very attractive to other departments; and, quite frankly, some people don't think total chaos is fun.

b. **Where's the library?** If you can store images on a disk and the data bank is in a computer somewhere then the library is not a physical place, it is the people that run it. We can run the library from the newsroom. Everything from data bank searches to pictures.

c. **Library staff.** The library staff will be changed forever, particularly in small libraries. The caste system of "Database Indexers" and their second-class cousins "Photo Librarians" simply will not work. Everyone needs to be functional with news databases and picture databases.

That implies production style shifts or at the very least constant job rotation to keep people current. With a small staff we simply can't turn away a section editor or copy editor because the photo librarian is not available. These people need the library system to get pages out. No excuse in the world will get you out of that.

d. **Great benefits the library derives from all this.** We'll get back to you on that one.

## PhotoView and NewsView: Complementary systems for image and text archiving

By John MacCallum

June past, I had the pleasure of meeting Glen Cruickshank for the second time. On this occasion Glen was at the ANPA, oops NAA, show in Atlanta. He was demonstrating his latest product from Tribune Publishing Co. of Lewiston, ID called PhotoView. PhotoView is an image archiving system built upon the FolioViews search engine, plus compressed TIF files stored on optical platters. PhotoView complements Glen's text archiving package, NewsView, which is also built upon the FolioViews search engine.

I was there with a purpose: to get an inside look at PhotoView. At this point our company, The Halifax Herald Limited, had been online for six months with NewsView so it

seemed natural to include PhotoView in our search for an image archiving system. While PhotoView is not quite as sophisticated as some other image archiving products, it does have a simplicity of use, good speed and the Tribune group are easy to work with.

An image archiving system is the second part to a program that set out to automate our library services. This program set forth a number of tough requirements:

- The library has the major role in development and implementation of the system.
- Sourcing of all text and images must be transparent to the news operations. That is the newsroom does not have to provide even one keystroke more than in the past.
- The system must be PC based
- The system must provide the flexibility or tools to market the newspaper archive.
- The flexibility or tools for a seamless integration between image and text archives must exist.

The system must be able to accommodate all

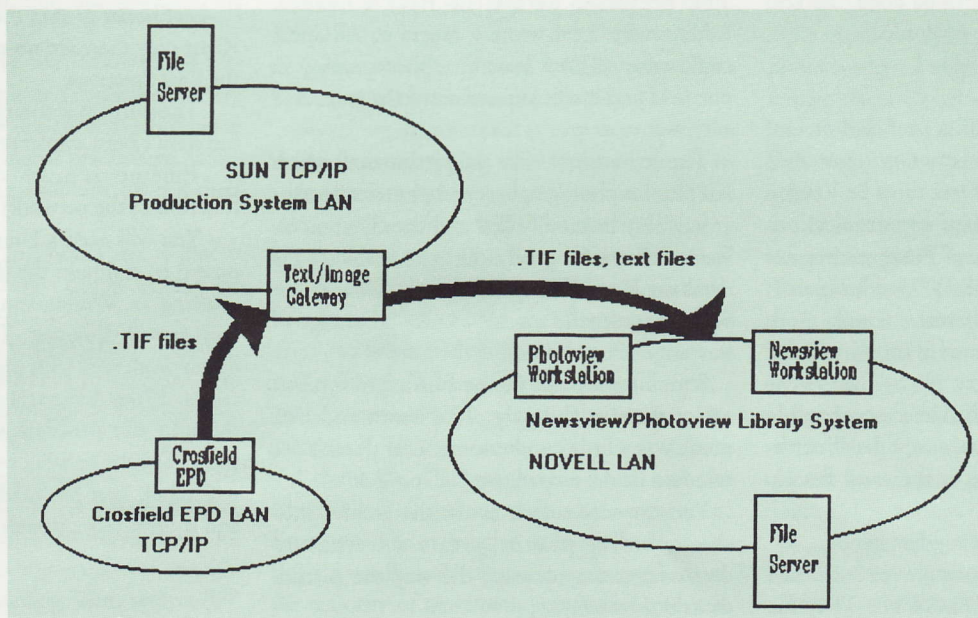
types of news graphics including Wire photos, local photos scanned through the EPD, all MAC style graphics and editorial cartoons.

Glen was showing PhotoView running on a Gateway 486/50. It appeared to be quick and smooth. After three trips to the booth over the four days of the show, I had my concerns answered. Our major question, of course, was

routed to the Newsview librarian workstation. NewsView has been alive for nine months and has worked so well that in June we began marketing it online to a number of commercial customers.

With PhotoView the next logical step was to capture the images and create a link with the news story. Referring to the diagram, the SUN

workstation running the capture mechanism also acts as the gateway for all images transmitted from the Crosfield EPD's. Incoming TIF files are captured. During the once per day text capture, the TIF files are matched with their appropriate story and a hyperlink is created between the story outline and the TIF file. A copy of the cutline is also included for the PhotoView cutline archive. All of the text



and image files are exported to the appropriate NewsView or PhotoView workstation.

While all of this may seem complicated, it is simple in appearance and use. Our NewsView library system now has at the end of each story outline a hyperlink to the photo, click the button, presto there's the photo.

For anyone who may be considering PhotoView in relationship with NewsView, I will leave you with a useful tip we recently discovered. When searching any FolioViews archive, it is possible to open multiple archives in the same search, e.g. your news archive and your photo caption archive. One additional keystroke (F10) will execute your search across all open archives. Flipping from window to window, you have your news story in one and your photo caption and photo in the other. This is not as tight an integration as we are testing but it is free.

John MacCallum is director of Information Systems for The Halifax Herald Limited, Halifax, Nova Scotia.

## An update on the Leaf Preserver

By Mary Ann Skinner

Leaf Systems has its client-server image archiving system up and running at its headquarters in Southboro, Massachusetts. In August, Lany McDonald and I saw a successful demonstration of the Leaf Preserver as it was used to archive All-Sport Olympic pictures.

The client-server version is much faster than other systems using the file server approach. While more work remains to be done, the Leaf Preserver is a vastly improved product.

### System specifics

Client portion: Mac with a Leaf card or Leaf Edition Station. The Mac must run System 7 package and Leaf Picture Desk must be Version 8. The Preserver uses a Leaf communications package. In August, the Leaf Preserver was not ported to IBM, SUN or RS6000 workstations.

Network: Leafnet or Ethernet

Server portion: Unix-based RS6000 running Informix Database Manager. No Sy-Base yet.

Physical Archive: Any Unix compatible device such as magneto opticals, hard drive, tape, worm, jukebox. This is the most flexible part of the system.

Cost: \$40 - 60,000 for a modest system.

The archive creates a preview 128x128x24 bit and a midsize 512x512x24 bit. They are

stored with the database. TIF images are used for storage.

Bob Caspe promises that the Leaf Preserver will eventually handle graphics - EPS, Scitex, etc. By the end of the year it will be possible to store and retrieve full Scitex pages.

Now for data entry and searching

Data entry seems quick and easy. The indexer can pull down windows to enter keys. The Preserver parses the ANPA header. Additionally, Leaf wrote a macro so All-Sport could enter all data (captions, photography) in one field and it would parse correctly. It worked very well.

The archive looks like the picture desk which is a plus for photographers and photo editors.

It is easy to modify lists and the client-server version allows for good utilities to maintain the database. You will, however, need a Unix expert or have to depend on AP to take advantage of the range of capabilities.

Searching was fill in the blank and worked easier than in the past. The command line mode was a little cumbersome. Leaf doesn't use standard boolean operators "or" or "not".

You can also search across the archive into the incoming photos, create a temporary database, create projects, the way the picture desks do.

### A few notes of caution

-There is a limit of 25,000 images in each database.

-There is no tracking. When an archived photo is copied from the database, the image record information doesn't travel with it. It is very likely that a re-used archived image will be added to the database over and over. This is a problem with all systems I've seen.

-Leaf hopes to ship the Preserver to AP soon. Right now there are no newspaper sites running the Leaf Preserver.

- Thesaurus was thought to be a top priority, but hasn't been implemented yet.

- Ethernet is much slower than Leafnet (a function of the network)

- You will need a Unix expert or have to rely on AP to maintain the RS6000 - At the NPPA meeting in Williamsburg, the Leaf Preserver only ran on Ethernet. The version for Leafnet didn't work well with multiple Leaf Editing stations. Mike Evans, a consultant for Leaf, thought the problem was minor, but there wasn't anyone to work on it at Williamsburg.

Overall, Leaf has made major improvements and is definitely a system to consider.

### NEW MEMBERS

Welcome to the newest members of the NEWS DIVISION! Please add these to your Directory, if you know a new member who isn't listed here, please have them double-check their membership with SLA Headquarters. The 1993 News Division Membership Directory will be mailed in January.

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## PhotoView: coming to grips with the "photo chase"

By Phyllis Collins

Photos have a way of disappearing from the library. They are buried in a pile of papers on someone's desk, sitting in a desk drawer or taken out of the building and never returned. If I am out of the library when they are taken it is impossible to know where they have gone.

The PhotoView image archiving system ends the "disappearing act." Photos are saved permanently, may be printed time and again and are never lost.

PhotoView is easy to use. My training session last February took approximately thirty minutes. PhotoView is designed to store up to 2 billion cutlines and photos per archive. It is a PC-based system using standard off-the-shelf hardware.

Another advantage to PhotoView is that it can import from any drive - floppy drive, hard drive, network drive, etc.

Selecting AP photos to be archived is as simple as sitting down at the AP Leaf Picture Desk, clicking a mouse on the photo to be saved, and pressing two computer keys.

I determine which photos to save the same way I did with the prints in the newsroom picture basket, except I do it electronically. The news staff tells me which photos they specifically want saved by marking them with a "P"

for protect on the Leaf Desk.

Some local pictures are also archived. The newsroom selects those to be saved, they are scanned in by our graphics department and saved to a network drive. PhotoView imports them from the network drive.

I transfer photos to the PhotoView terminal by clicking a mouse arrow on PC to PC capture. After making sure I have the correct date, I press the enter key and the photos are transferred.

To prepare the photos, I fill in a few lines including a keyword to identify them.

Searching for photos is as easy as pressing the space bar and typing in a word or words to identify the photo needed. For instance, if I don't remember how to spell Gregory Yasinitsky, I type in "composer saxophonist" and PhotoView brings up all photos with the words composer saxophonist. Pressing two keys gives me a list with information and dates of those photos. When I find the photo I want, I press enter and the photo displays on the screen.

I share the AP Leaf Picture Desk and the PhotoView terminal with the newsroom. Everyone has a routine that works best for them: I use PhotoView in the mornings because the majority of newsroom people involved start

work at 3 p.m.

PhotoView was used to retrieve photos almost as soon as I started using the system to archive.

Earlier this year I archived the photos of the Oscar winners at the Academy Awards and since then the entertainment editor has retrieved them easily by typing in the word Oscars.

PhotoView eliminates the confusion of the separate filing systems needed with physical photo storage. I only have to look in one place, I have dates on all the photos and I always know which one is the most current. Also, if I only want color photos I type in the word color.

I have a larger role in archiving the AP pictures than I did in the past because I scroll through the AP photos every day. Except for those photos marked by the newsroom people, I make the decision on which pictures will be archived.

Employees of the nineties are expected to be adaptable and progressive. PhotoView is a good tool for librarians to prove they fit that description.

Phyllis Collins is Librarian at Tribune Publishing Co., Lewiston, Idaho. PhotoView is a product of Tribune Solutions, a division of Tribune Publishing Co.

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## NEWS DIVISION CALENDAR

Keep these dates in mind as you consider Division activities and work on your budgets for next year.

**November:** • Bylaws ballots due back to Linda Henderson, send them now!

**January 5:** • NLN copy & ad deadline for Winter issue

**January 8-9:** • IRE/National Press Club conference on covering the federal government, Washington, DC

**January 15:** • Awards nominations due to chair of awards committee  
• Stipend entries due to stipend committee chair  
• Final conference program reported to SLA

**January 27-29:** • SLA midwinter meeting, Los Angeles

**February 15:** • All award winners reported to board & NLN editor  
• Election ballot deadline  
• NLN winter issue to be mailed

**February 25-27:** • 8th Annual Digital '93 Conference, Washington, D.C. \$150 registration. Contact NPPA for more info.

**March 1:** • Elections committee reports results to board & NLN  
• Treasurer's annual report due for NLN  
• NLN copy & ad deadline for pre-conference issue  
• Preliminary conference programs mailed

**March 11-13:** • IRE regional/student conference, Los Angeles

**March 12-14:** • National Institute for Advanced Reporting annual computer-assisted reporting conference, Indianapolis

**April 1:** • NLN copy & ad deadline for spring issue

**April 15:** • NLN conference special to be mailed first-class

**April 20:** • Chair's annual report due to SLA Division Cabinet Chair

**May 15:** • NLN spring issue to be mailed

**June 5-10:** • SLA conference, Cincinnati

**June 3-6:** • IRE national conference, New York City

**July 1:** • NLN copy & ad deadline for summer issue; Cincinnati conference coverage

## NEWS FROM DIVISION COMMITTEES

### BROADCAST LIBRARIES: Survey on SIG coming

The 1992 News Division directory includes approximately 50 division members working in television, film, or radio libraries (some of you were listed under home addresses so I've probably missed a few.) This is clearly a small percentage of the total number of information professionals working in this area of news librarianship. Part of the mission and challenge of our Special Interest Group is to develop a better understanding of who we are, develop resources and mentors within our group as well as begin to recruit others to join us. As a way to move forward with these challenges I'll be doing a survey of our SIG — you will receive it shortly if you haven't already. Please take the time to fill this out so the SIG as a whole will have a better sense of your library collections, the services you provide and the issues/problems you deal with regularly and might like to see included in regional seminars, continuing education programs or SLA conference programming. This will also be an opportunity to update the list of SIG members — remember you do not necessarily need to be employed in television or radio to become a member of this interest group. Debra Bade.

### BYLAWS: Ballots in the mail

By now you should have received your ballot to vote on the recommended changes to the News Division bylaws. All ballots must be returned to the Bylaws Chair, Linda Henderson, as soon as possible.

Please be sure to follow the directions to assure that your vote is valid. Linda Henderson.

### MEMBERSHIP:

A great suggestion was made at the News Division business meeting in San Francisco: that I should do a little membership analysis, and calculate what kinds of libraries we work in, how many of us are retired, etc. Because SLA headquarters has been plagued by major computer difficulties while they bring up 14 new systems, it took me 14 weeks to obtain a roster of business addresses (and then only three hours to do the counting)! Many thanks to the SLA staff who made the extra effort so I could meet this NLN deadline. Kee Malesky.

#### As of September 29, 1992

Total Division membership:	757
News the primary division:	609
News an extra affiliation:	148

#### Here's the breakdown:

Newspapers:	328
Information Providers:	59
Magazines & Journals:	42
Radio & Television News:	41
Non-News Corporations:	34
Institutes/Foundations/Associations:	29
Univ. Libraries (Other Than Jnlsm):	20
Library Of Congress:	17

Government Libraries (Other Than LC):	9
Public Libraries:	9
Wire Services:	5
Labor Unions:	4
Schools Of Journalism/Communications:	3
No Business Affiliation Given:	141
Unknown Classification:	16

#### The 757 Division Members Include:

Students:	96
Retired Members:	36
Associate Members:	47
Members In Canada:	47
Other International Members:	19

NOTES: "Information Providers" include database vendors, microform companies, info services and consultants; "Non-News Corporations" include pharmaceutical labs, oil companies, General Electric, etc.; "Unknown Classification" means the name of the company provided no clue as to the nature of its business; "Associate Members" are those who lack either the MLS degree or sufficient experience to qualify as full members.

### PUBLICITY-PUBLIC RELATIONS:

A survey on uses of bulletin boards was included in the last issue of News Library News as a beginning step toward establishing a regular communication among members. Please take the time to fill it out and mail it in. There are many options open to us but it is difficult to know which direction to take without input from all of you. Nora Paul.

## THE AWARDS COMMITTEE

Members of the Awards Committee have the responsibility for choosing the recipients of the 1992 division awards other than the student stipend award.

Committee members are: Margaret Neu, chair, *Corpus Christi Caller-Times* (512-886-4312); Charlotte Kohrs, NBC News (202-885-4853); Julie Kirsh, *Toronto Sun* (416-947-2257); Jim Hunter, *Columbus* [OH] *Dispatch* (614-461-5039); Bob Isaacs, [Ft. Lauderdale] *Sun-Sentinel* (305-356-4741); Carolyn Hardnett, Hardnett Communications (410-435-3403); and Elaine Raines, *Arizona Daily Star* (602-573-4164).

Julie Kirsh of the Awards Committee, is chairing the Student Stipend Award Committee to select the Vormelker-Thomas Student Award. Working with Julie are: Steven Proulx, *Pacific Press* (Vancouver, 604-732-2519), Teresa Prince (313-461-6683), Elaine Raines and Charlotte Kohrs.

Please feel free to send your awards nominations to any member of the committees. Be sure to include information about the person's contributions to the division or to news librarianship. This information is essential to making the selections.

### DIGITAL '93 CONFERENCE: An intimate look at digital imaging

Look for several seminars on digital publishing equipment, archiving, transmission issues, still video and more. Also, hands-on training available will include Macs, Adobe Photo Shop, PC version of Quark XPress and AP's LeafFax.

There will be a 70 booth trade show as well as a gallery show for exhibits of digitally produced, enhanced or transmitted photographs.

The conference is February 25-27, 1993 at the Sheraton Washington Hotel, Washington, D.C. Registration cost is \$125 for NPPA members and \$150 for non-members. Cost goes up for those who miss the February 1, 1993 deadline.

Sponsors: National Press Photographers Association, American Occupational Therapy Association, *US News & World Report*, *USA Today*, *Nation's Business*, *Smithsonian*, Agence France Press, National Geographic Society and the *Washington Times*.

### SLA AWARDS NOMINATIONS DEADLINES ARE FAST APPROACHING

Nomination forms for Association awards must be sent to the Awards and Honors Committee no later than December 7. These awards include: Fellow of the Special Libraries Association; SLA Hall of Fame; SLA Honorary Member; SLA John Cotton Dana Award; SLA Presidents Award; SLA Professional.

Additionally, nominations for the Meckler Award for Innovations in Technology and the SLA Public Relations Committee awards are due in the SLA office no later than January 4, 1993.

Contact Lauren Emmolo, Manager, Public Affairs, at SLA Headquarters for nomination forms and background on the Awards Program.

## Call For Awards Nominations

Help the Awards committee identify and honor those who have made outstanding contributions to our profession and/or our division. You may nominate in as few or as many award categories as you wish.

BE SURE TO SEND SUPPORTING DOCUMENTATION WITH EACH NAME SUBMITTED AND ATTACH WITH THIS FORM.

### Joseph F. Kwopil Memorial Award

This award is the highest recognition of the News Division. It is given for major achievement in the field of news librarianship and for outstanding service to the News Division to a member who has actively participated in the division's programs and projects for a continuous period of ten years or more.

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Name of nominee

### Agnes Henebry Roll of Honor Award

This award is given to a member of former member for service to the division and for participation in division programs and projects.

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Name of nominee

### Certificate of Appreciation and Recognition

This certificate is given periodically to an individual or institution for outstanding contributions in the field of information science and/or new librarianship.

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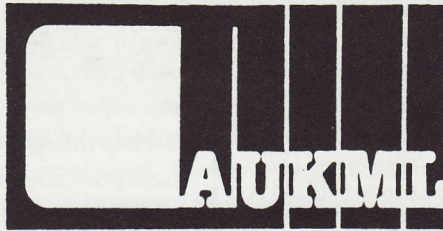
Name of nominee

Please mail this form with supporting documentation to Margaret Neu, News Division/SLA Awards Committee, Corpus Christi Caller Times, P.O. Box 9136, Corpus Christi, TX 78469.

Continued from page 1

he admitted immediately that he differed primarily on the questions of "roots and resources rather than the nature of the ultimate vision." Arundale gave his views on the peculiar animal that is news information. The best analogy for it, he suggests, is not traditional reference information, but gossip. The desire to be entertained creates perhaps an even greater market for newspapers and broadcasters, as the desire for hard facts. And this, I might add, comes not from our "pop" or tabloid members, but from a representative of the quality press.

Arundale's central point is our need to develop a news sense, a sense of news values. This is essential to understanding the motivation, psychology and methods of working journalists and thereby ensuring us a continuing and effective role in the news process. That role is, and Arundale believes will continue to be, as intermediary with information expertise not achievable in computer format. He does not see us as mere handmaidens taking direction from our clients. "The input of information into the news process is too important for us not to feed



in our different point of view."

George Johnson, Chief Librarian from *Associated Newspapers*, publisher of several of Britain's leading popular papers, provided a rich moment when he responded from the floor, "I don't want to be controversial, but quite honestly some of what I've heard here today is pure crap. The ordinary working man will always want to look at newspapers - he wants instant news while eating his sandwich. He looks at the front page, the sports, and page three." (For those readers unaware, page three of the British tabloids invariably features an extremely well-endowed female, but then you might have already guessed this. S.A.)

"But," Richard Withey pointed out, "who needs to read page three when you can interact with page three girls via virtual reality?"

The afternoon session was slightly more down to earth and tackled the issue of Marketing. This addressed both the traditional question of raising the image of the library or information unit within an organization; and, for the many unfortunates who find themselves in this new position, of how to make money from it all.

The most effective speaker was the chairman for the afternoon, Margaret Duerden of Central Independent Television, who has spent the past three years suffering through such an exercise. As a member of the media she was able to convey both the pain and the joy (predominantly the pain) of imposing charges for information upon our particular industry.

AUKML's next conference is scheduled for Edinburgh in August, 1993. We welcome any interested members of the SLA News Division, particularly those faces we already know: Barbara Newcombe who visited us in London two years ago, and Kathy Foley who generously gave us much good advice at birth.

Sarah Adair is Information Manager, London Weekend Television and is chair of the Association of UK Media Librarians. She has recently joined the News Division.

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