

# NEWS LIBRARY News

Vol. 16, No. 1/ FALL 1993

## NLN FEATURE

### News Librarians + New Technologies = New Career Paths

BY JULIE BOLDING

News librarian Diane Hunter found the "perfect job" at the Atlanta Journal and Constitution, but she's not doing it in the news library.

She is now manager of information services at the paper, after serving as library director since 1981. She works on new ways to sell the information the newsroom gathers. For starters, she's designed content for the Journal and Constitution's 511 service that started Sept. 5, where phone callers can get the latest on the Braves, horoscopes and so on.

"I'm just real fortunate that I was able to do this," she says of the job she began in June. "I definitely enjoy working with content."

Hunter is among the news librarians finding that opportunities for different jobs and career-enhancing responsibilities are opening in their news organizations. The technology-related skills news librarians developed in the library help make these opportunities possible, while technology itself is making room for career growth that wasn't there before.

What does it take to luck into these opportunities? Clearly, forward-looking or open-minded managements make them possible. News librarians who have gotten these jobs and new responsibilities say assets are technological knowledge and good relationships with people throughout the

news organization.

"I had pretty good relationships with people because we were trying to help them all the time," says Mary Ann Skinner, former Newsday library director and now manager of editorial technology. George Schlukbier, new media director for The News & Observer in Raleigh, N.C., since September says it's important to be tenacious in pursuing the potential in the digital information highway. "I'm really not that smart or talented. I probably have more tenacity than the other things. ...I think there're a lot smarter people out here doing this stuff."

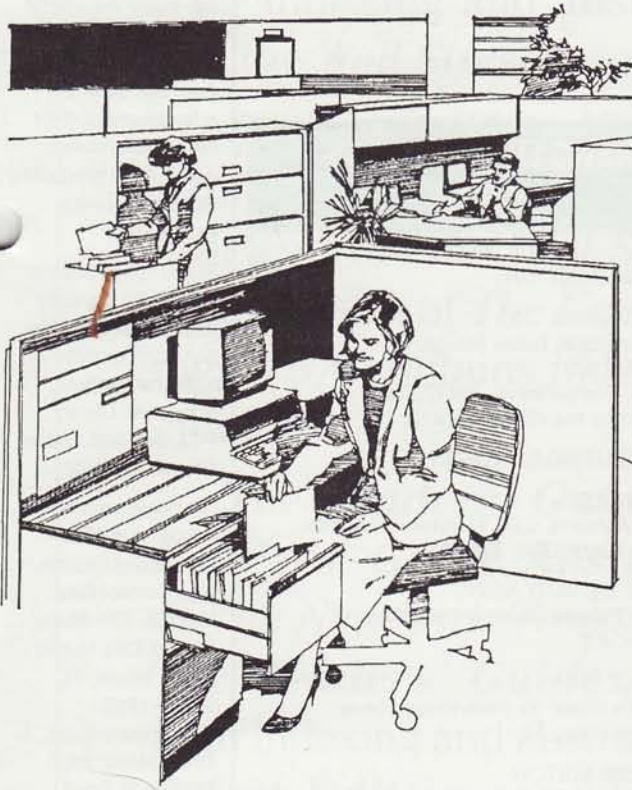
These news librarians believe the perception of their library has improved and expanded along with their jobs.

"It's made the library look good, and it's made the library more prevalent and prominent in the company," said John Cronin, chief librarian at the Boston Herald.

But there may be dangers in stepping out from the safety of the news library.

"I also think that this metamorphosis isn't for everyone," Schlukbier says. The job of a new media director is a vulnerable one. If there was a major

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#### THE INSIDE STORY

#### PR PROGRESS/8

Get involved! The Public Relations Committee is looking for contributions to a news library procedures and policy clearing-house; and for a logo idea for Atlanta '94.

#### AUKML CONFERENCE/12

The Association of UK Media Librarians meets in Edinburgh for its annual conference.

#### CHANNELS/15

Online transcripts of broadcast and telecast programs offer new research possibilities in addition to a verbatim record of "how it happened"

#### THE INTERNET/16

News librarians who cruise the Internet now have an exclusive bulletin board service there. Messages and information will be "broadcast" to colleagues around the world.





MONA HATFIELD

**T**alk to me. Talk to me. Talk to me.

This issue is full of Division committees and individual members counting on you to show off your great networking abilities. I know there's something here for everyone... so check it out and put the phone company to work for you.

Next issue we'll report on a digital photo archive experience on the "left" coast, some photo survey results, a look at Sports Illustrated, a report from the New England regional workshop, a slate of Division officer candidates, and... what else would you like?

Talk to me!

MONA HATFIELD  
MANAGING EDITOR

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## People

BY BARBARA  
HIJEK

Choy-Lean Lye, The Straits Times librarian from Singapore who many of you met at SLA this summer, wants to send a BIG THANK YOU to Jim Hunter, the Columbus Dispatch Library Director, and to all the new faces she met at SLA. Choy-Lean says the News Division is "a jolly bunch...it's just fantastic...Wonder if SLA would ever consider having a conference away from North America?"

Pat Loos is retiring from the Lincoln Journal-Star library Dec. 31 after 25-plus years, the last 13 as director. Pat is moving to Eugene, Ore. next spring to spend time with her grandchildren. She takes with her fond memories of the News Division, especially her first annual conference in Denver in 1976 where she learned that the hotel bar was the best place to find out who was registered!

Michelle Quigley, staff librarian at the Palm Beach Post, won first prize for General Excellence in Editorial Support from the Florida Press Club for research exposing lottery offices conducting private business on state government's (taxpayers') time.

Elizabeth Whisnant is now an information broker in Columbia, S.C. Her company, C.I.A. (Complete Information Access), provides information consulting to business, industry, lawyers and individuals. Her largest account is the State newspaper. Call her at 803-771-8331. If you decide to visit she requests BAGELS - FRESH NEW YORK BAGELS. Fresh collard greens are promised in exchange...

Janet Boss moved up from reference librarian and is now Library Director at the Rocky Mountain News.

Lisa Tuite is the Head Librarian at the Boston Globe. Lisa has been with the Globe for 14 years - the last nine years as Assistant Librarian in charge of Database Management. Within her first month at the helm the merger between the Globe and the New York Times was approved. Lisa plans to attend SLA next year and looks forward to meeting all.

Nine months, 100 platters, 450,000 clips later, Toi Britton, the Library Director at the Tacoma Morning News Tribune has completed converting her subject clips to optical disk.

Gail Bulfin, former Assistant Librarian at the Ft. Lauderdale Sun-Sentinel and current Reader Awareness Editor, recently spoke in Minneapolis at APME. She participated in a panel discussing ways to attract readers at the annual convention of the Society for Professional Journalists in Miami.

George Schlukbier, former Library Director at the Sacramento Bee, is now at the Raleigh News & Observer in the new position of Director of New Media. Heading a new division that centralizes all electronic services, he hopes to embark on his first project: Public access to Internet for all the people in the state of North Carolina. His new number is 919-829-4506.

### Immediate Opening: RESEARCH LIBRARIAN

The Washington Post News Research Center seeks an experienced researcher to work in a fast-paced news environment. Candidates should have experience with PCs and online information sources including DataTimes, Nexis, Internet, Dialog. MLS preferred. Nights and weekends can be expected. Excellent salary and benefits package. Qualified candidates should send resume with a cover letter outlining experience and salary expectation to The Washington Post, Personnel MB-JB, 1150 15th St. N.W., Washington, D.C. 20071

### Wanted: LIBRARY MANAGER

The Lincoln Journal-Star has an opening for a library manager. Background in information services, research and project management or related field needed. You will supervise staff .. develop and manage programs to offer information and data services to add to the revenue base of Journal-Star. Applicants must be innovative managers with a strong commitment to library services and must demonstrate capability with all aspects of library technology. Excellent salary and benefits program. Interested candidates should forward resume and salary history to Personnel Manager, Journal-Star Printing Co., Box 81609, Lincoln, NE 68501.



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# The New York Times



## Notes From The Chair



BY DONNA  
SCHEEDER

As we head into the fall and winter months, division members are busy on a variety of efforts to plan for both the short and long range future of the division.

The Finance Committee has begun its deliberations. Under the direction of treasurer Lu-Ann Farrar, committee members Cathy Jones, Carolyn Hardnett and Kathy Trimble have been charged to develop a budget format and to recommend income strategies that include both fixed income such as the allotment and ways to raise income. The format itself will indicate which are line item expenses for the division and in that way resolve questions such as officer expenses, conference suite expense, awards banquet spending and other issues which have been raised by the membership. Finally, they also are charged to recommend a budget process for the division that will guarantee adequate oversight.

Conference planning is well underway. Mary Kate Leming and John Cronin traveled to Atlanta to scout locations for division events. Nexis has generously agreed to underwrite a 70th anniversary celebration at the Carter Presidential Library. The Publicity Committee under the leadership of Elizabeth Whisnant is developing strategies to publicize this and other News Division events at conference. Debra Bade submitted an excellent CE proposal to the

Professional Development Committee. John Cronin as chair of the Awards Committee is also the Division contact for any suggestions you have for the division to recommend people for the SLA awards program. Recommendations are due by December 1, however, so you must hurry.

News is also good on the membership front. Kee Malesky tells us we have 50-plus new or reinstated members. You'll find their names listed elsewhere in this issue. Meanwhile, Kee's efforts to produce a new membership directory in early 1994 are on track. DataTimes is financing this effort once again. Recruitment is important for a number of reasons. It not only widens our network but it also puts additional money in our treasury. Thanks to all of you who continue to sign up your colleagues.

Linda Henderson also has been busily working on the Student Stipend Award program. UMI has agreed to continue its sponsorship of this award with a \$1,000 contribution.

Finally, I will be attending the winter meeting in Dallas in January. I urge any of you who have issues that you would suggest be taken to the board to contact me. Representing you at association meetings is a very important part of this job and I need your participation.

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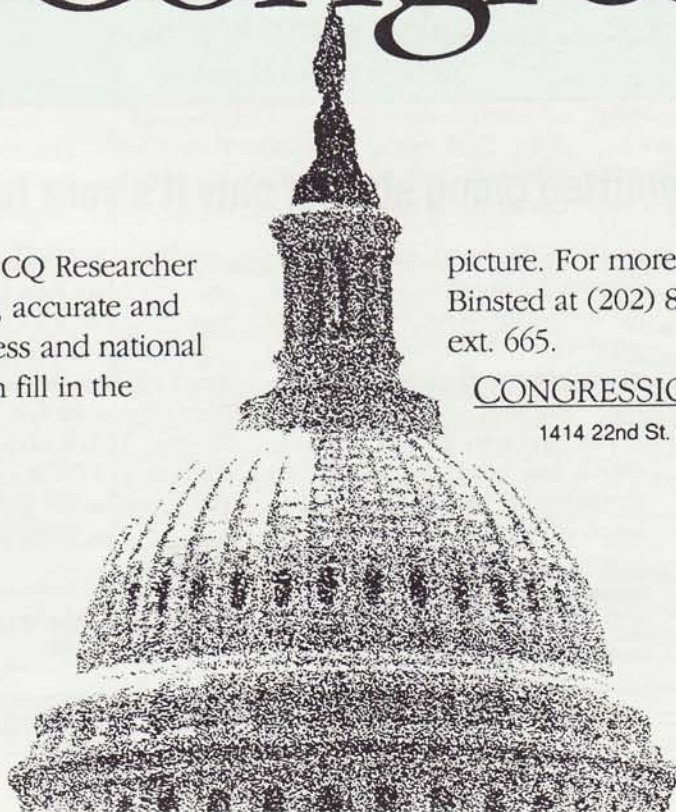
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## Casting Call for the Clearinghouse

How many times have you started that library newsletter in your head? Or, what about the reporter's manual, or those job descriptions, or the policy manual? And once you cleared a spot on your desk, closed the door and forwarded the phone, where did you start? If you're like most News Division members, you started at ground zero.

It's time to stop reinventing the wheel. Let's face it, there are only so many improvements you can make to a circle! To wit, the Public Relations and Publicity Committee announces the birth of the News Division Methods and Materials Clearinghouse. Fancy name, what's the point?

The point is simple: we are pulling together the resources of 900 into a central information center of materials necessary for running a news library. Our goal is that when you are ready to develop a library policy manual you can make one phone call, and the clearinghouse folks will send you a packet of resources. We'll also have the necessary materials to send to inquiring minds, such as editors in library-less companies. Neat, but where do the resources come from?

Well, Virginia, since there isn't a Santa Claus, the materials are going to have to come from YOU. We need your help building the resources of the clearinghouse. The list following is a core collection list.

1. Library Manuals — the things you give to new reporters.
2. Staff Manuals/Handbooks — the things

you give to new library staff.

3. Library Guides — guides of any type: database, photo, copier

4. Job Descriptions and sample advertisements for employment

5. Samples of Evaluations — nice clean copies with names deleted.

6. Record Keeping Kinds of Things — statistics tabulation, reference request forms, database search sheets and logs, etc.

7. Safety Related Materials — evacuation plans, library disaster plans...

8. Policy and Procedure Materials — collection development, library rules and regs...

9. Newsletters — those sterling missives you send to the newsroom promoting the library

10. Information Brokerage Materials — brochures, advertisements, liability statements...

11. Keyword or Descriptor Lists — for photos, video and text.

12. Anything particular to broadcast or photo libraries we've forgotten.

13. Anything you can think of that we don't know about.

This sounds pretty good, but will it work? That depends entirely on you. If you get up now and put a package of materials in the mail it will work. If you hunker down for hibernation — well, have a nice nap.

Running this show are Patti Graziano (216-344-4195), Peggy Itzen (512-445-3679) and Jody Habayeb (219-461-8377). Call any of them with questions. Mail your goodies to Jody at the Journal Gazette, 600 W Main St, Fort Wayne, IN 46802.

## Public Relations Committee going strong; now it's your turn

The Public Relations and Publicity Committee is going full tilt thanks to the enthusiasm of your committee members. Theresa Buehler (Newsday), John Sinclair (Edmonton Sun) and Sperry Olsen (Raleigh News & Observer) have joined the committee since we last reported.

We will celebrate the News Division's 70th anniversary in Atlanta. Ginny Hauswald is working on a special anniversary surprise, and of course, there will be cake and calories galore.

John Sinclair volunteered to create

some professional quality News Division letterhead — long overdue. We need someone out there to donate printing of the letterhead. Don't assume someone else is going to volunteer — you do it!

The first time greeter program, which had gone the way of the dinosaurs, has been salvaged by Bob Isaacs. All first timers in Atlanta will have greeters. Talk to Bob if you are interested in participating.

Of course, we have our fingers in the conference pie, too. PR is working

with Debra Bade to publicize the CE and with Mary Kate Leming on her programs. Ideas? Send them along.

How many of you noticed that this report addresses the second person as many times as the first? This is YOUR Division, YOUR anniversary, YOUR stationery, YOUR clearinghouse, YOUR conference. We need YOU to volunteer time, ideas, and suggestions — call us!

— Elizabeth Whisnant, PR chair

## U KNOW LOGO?

PR committee is putting together a division logo for the '94 Atlanta conference, and we need your ideas. We are trying to convey, in text and design, the exciting, dynamic, creative, competent (we could go on but you probably catch our drift) qualities of our division.

Do you have an artistic flair? We'd love to see your work. Does your Art Department owe you one? Put them to work for us. Do you have ideas on what exactly the logo should convey? Tell us, please.

Cary Schneider is rounding up some great prizes for the best submissions. (Details in the next issue). John Sinclair is co-ordinating the artistic side of things, and is rumored to be working on a few designs himself.

Contact either of us:

Cary Schneider  
Los Angeles Times  
tel:(213)237-4759  
fax:(213)237-4502

John Sinclair  
Edmonton Sun  
tel:(403)468-0261  
fax:(403)468-0139



## News Librarians + New Technologies = New Career Paths

CONTINUED FROM PAGE 1

cutback, the new media director would more likely be fired than the library director, he says.

Schlukbier says in the end, it's pretty easy to tell how effective he's been: "Does it make money or does it not make money?"

Cronin, Hunter, Schlukbier and Skinner share their thoughts on news libraries and the career changes they've inspired...

### Cronin Capitalized on Communication Skills

A little initiative brought Boston Herald Chief Librarian John Cronin an informal role that led to higher revenues for his employer and a merit raise for him.

Cronin sensed a lack of communication within the organization at the middle-management level. His idea: form a committee to promote the exchange of information among editorial, advertising, accounting and circulation departments.

He used this forum to promote library use by more than editorial staff and to promote sales of Boston Herald stories through DataTimes.

Through Cronin, circulation staff learned to tell customers that, even when a paper copy of a desired edition was not available, customers could obtain it through DataTimes. Cronin promoted the availability of Boston Herald stories on DataTimes throughout the organization. Revenues from DataTimes sales of Boston Herald stories went up, he says.

"It's more than quadrupled the income that the library makes for the company," he says.

Cronin, who has been the Boston Herald's chief librarian since 1976, says the DataTimes promotion netted him a merit raise this August.

Advertising salespeople now make better use of his news library as well, Cronin says. It has become policy for salespeople to do research in the news library when pitching to a new company. Research is recommended in other cases.

### Hunter Migrates From Library Information Services

Diane Hunter plans to have a hand in any sale of information gathered by the Atlanta Journal and Constitution.

The newspaper's former library director now oversees the paper's public services area, including a fee-based reference service that handles

questions from the public and businesses, and she handles contracts with database vendors. She's worked on the newspaper's 511 audiotext service, an information retrieval system that offers cafeteria-style selections to local callers, which debuted Sept. 5. "We're the second paper in the country to do this," she says. Fax on demand is being planned as well.

Hunter thinks her people skills, the ability to recognize information sources and their validity, experience with database vendors and her ability to structure a project led to her new job.

She views the news library as a stepping stone to advancement. The news library is accustomed to dealing with change of all kinds, including technological change.

"I'm a lot more flexible" than some other people in the organization, she says.

Hunter also thinks her change of status affected the corporate view of the news library. In her new job, she deals more closely with the publisher than in the past.

"He is learning that librarians are information professionals," she says. That's significant, because, as Hunter says, her organization is now very much aware that it's in the information business, not newspaper printing.

### Schlukbier Working On Effort To Provide Internet Access

George Schlukbier, new media director for The News & Observer in Raleigh, N.C., is part of ambitious plans to offer an electronic edition of the paper and free Internet access to area schools.

The News & Observer already offers a nucleus of information services, including an information store and audiotext automobile and real estate advertising.

Schlukbier will be part of efforts to offer public access to the Internet throughout North Carolina, as well as free access for K-12 schools, focusing on schools in the newspaper's region. Long-term plans are for integrating the current online services and putting out an electronic edition of The News & Observer.

Schlukbier's path to this alternative career began in The Sacramento Bee's news library,

where he was director. Over his five-and-a-half years with the paper he took on responsibilities for editorial computer systems and developing new products for the McClatchy chain, which owns The Sacramento Bee.

*"...technology itself is making room for career growth that wasn't there before."*

He got a pay raise with each added area of responsibility at the Bee and also got a pay increase when he took The News & Observer job.

Skills that can lead to a job such as media director include leadership, technological skills, "not accepting no," a strong desire to explore the potential in the digital information highway and being entrepreneurial in a very traditional business, Schlukbier says.

### Skinner Keeps Library Oversight, Adds Editorial Systems

Mary Ann Skinner views her new position as Newsday manager of editorial technology as a "logical extension" of her former library director job.

She took on the new title in October 1992. With the knowledge of technology gained in her tenure as library director, "it seemed like a natural fit," she says.

As newspapers move from the idea that they produce newspapers to the concept of information companies, the news library is pushed into a more central position, Skinner thinks.

"It's more essential to the future of the company. ...It sort of puts it at the center," she says.

Skinner now oversees Newsday's news libraries on Long Island and in New York City, but is not involved in their day-to-day operations. She also oversees the editorial system technology and the staffers who work on that system.

Skinner says knowledge of technology, good relationships throughout the news organization and the success of Newsday's library operations overall led to her new job.

While Skinner does not view the news library as a stepping stone to higher levels of management, she doesn't think it's a dumping ground, either. "I think it's a real specific skill here at Newsday."

Julie Bolding is an MLS candidate and the 1993 Vormliker-Thomas Student Stipend Award Winner.



## Letter to the Editor: Photo archiving update

Dear Editor:

I would like to clarify and update the News Library News report on Photo Archives: Case Studies, AP Leaf Preserver and News Photo

Archive panel (NLN Summer 1993).

Our panel, headed by George Schlukbier, presented an overview and demonstration and two library managers presented their experi-

ences with AXS and Leaf Preserver. Since the Columbus Dispatch used both systems as well as others I was requested to relate our experience as pioneers and then talk about the effect of very rapid technological change on the library. My topic was "We have done it all".

The message I tried to convey was not reflected in the NLN report.

The first is that news libraries, sooner rather than later, will become part of the pre-press production process. This is a fundamentally different proposition than the back shop nature of full text retrieval systems. Librarians did not invent image archiving, the photo people did. Librarians are being asked to integrate their skills into a much larger operation. We don't "own" this technology in the same way we "own" text data bases.

Images, graphics and archiving are very much a shared domain. The performance requirement is a seamless integration that gets the job done. Organizational departments, procedures and "turf" are meaningless in a task driven environment. To say that librarians will need to be flexible and willing team players is an understatement.

Secondly the advance from laser photo paper prints to the UNIX-based Leaf Preserver in under 12 months was a constant challenge and did cause some library growing pains, but what made archiving work at the Columbus Dispatch was continuous leadership and communication. Very high marks here for Karl Kuntz, Assistant Managing Editor for Graphics. Kuntz is largely responsible for the Columbus Dispatch winning, for the second year in a row, the Scitex Color award. This award for use of color, content and page design marks the "best in the business".

The image archive continues to grow and generally performs very well. The AP Leaf Preserver now contains 18,000 images and will improve significantly in October with the release of version 2. Locally produced images, graphics and whole pages are our next objective. After four archiving systems, we finally have an archive with the connectivity, power and user friendliness to work effectively in our production process. Hopefully the library will fit as well.

JIM HUNTER  
CHIEF LIBRARIAN  
THE COLUMBUS DISPATCH

### Vendor Relationships

Do you feel sometimes that the commercial vendors who sell your data have more control over it than you? Do you question why your revenues aren't higher, or your discounts aren't more for commercial online searching you do on the same vendors selling your company's information? Are you following their dictates instead of your own? Do you sometimes feel that your needs aren't being met or listened to? If any of these questions ring true for you, please call me at USA Today to discuss them further. I am interested in testing the waters to see how many news librarians out there have these concerns or other related ones. If there are enough of us, it might warrant further discussion at SLA next June. Please call me at 703/276-3797 or fax 703/247-3139. Thanks,

*Barbara Ellenbogen*

### Computers Help... and Hurt

We have worked hard for several years to acquire computers and their accompanying technologies to make our libraries so much more effective. Now that we have them, how are news libraries affected when despite the correct chairs, wrist rests and screen levels, our performance is impaired by physical problems brought on by continuous use of these computers? I would like to hear what others have done to handle the psychological and operational difficulties. Please drop me a line. Thanks, Fort Worth Star Telegram, 400 W. Seventh St., Fort Worth, TX 76102.

*Kris Sandefur*

### It's the weekend ... are you out there?

I cover the weekend shift on the Reference Desk at NPR's News Library, and I'd like to know how many other news libraries provide weekend service. If you do, you probably know how difficult it can be to help your newsroom when most other people are not in their offices, and some electronic databases aren't being updated. I'm always being asked to dig up home phone numbers or find weekend editions of local papers.

Can we be of help to each other? Can you help our reporters get in touch with your reporters? Or FAX us your most recent stories? Or give us a telephone update on what's happening?

Please consider the following questions and send your responses my way. Kee Malesky, 1021 Newton Street, NE., Washington, DC 20017. 202/822-2356 at NPR. Many thanks.

Is your library staffed Saturday? Sunday? Both days?

What hours are covered?

What is your direct phone number for weekends?

Can you take calls from other news libraries or reporters?

Do you have access to your reporters' home phone numbers?

Can you FAX stories that are not otherwise available?

Can you help identify or locate officials, experts, academics or celebrities in your area?

*Kee Malesky*



**FEE BASED/PUBLIC SERVICE SURVEY REVISITED!!!**

Thanks to NEWS LIBRARY NEWS we are expanding and updating a survey originally done in 1991. Results will be made available, so please return yours to make this meaningful.

Do you allow the public to access your library?

- yes
- no

If your answer is NO, where does the public get their information? [check all that apply]

- public library
  - online
  - other
- [describe] \_\_\_\_\_

If the answer is YES, please check all those you assist:

- authors
- law firms/attorneys
- competing media
- non-competing media
- corporations/businesses
- other libraries
- general public
- researchers
- government
- universities
- law enforcement agencies
- others [describe]

What types of information do you provide?

- clips
- info over the phone
- online searches
- photos
- research
- other [describe]

How do you deliver the information?

- fax
- mail
- phone
- e-mail
- overnight delivery
- other

How do people gain access to your services?

- in person
- fax
- mail
- phone

What limits do you have?

- hours
- type of requests

Please take a moment to describe public reaction to the availability or non-availability of access to your information and services. Attach if necessary.

Finally, and most importantly, please list what you do and the specific costs of each type of service. Attach any schedule of fees here, or a brief description of your charges.

Please include your name, the publication(s) or broadcast(s) you support, voice and fax phone numbers with your survey to:

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## United Kingdom librarians meet in Edinburgh

BY HELEN MARTIN

Around 50 people gathered in Edinburgh on a windswept weekend in mid-August to attend the annual conference of the Association of UK Media Librarians. Our University accommodation and conference venue had been arranged for us by conference organizer, Peter Chapman, chief librarian of *The Scotsman*, to coincide with the opening weekend of the famous Festival.

Edinburgh is a dramatic and attractive city and it says something for the quality of speakers that the lure of the wild scenery (scenery that with Arthur's Seat towering above the Pollock Halls encroached right on our venue) and the buzz of a city en fete, did not compete to the detriment of our gathering.

Sarah Adair, our retiring and founder chairperson, opened the proceedings with our AGM, cradling Caroline (at three months the youngest AUKML member) in her arms, as she summed up the year and then turned the proceedings over to conference chair Dr. Charles Oppenheim, professor of Information Science at the University of Strathclyde Business School, to chair.

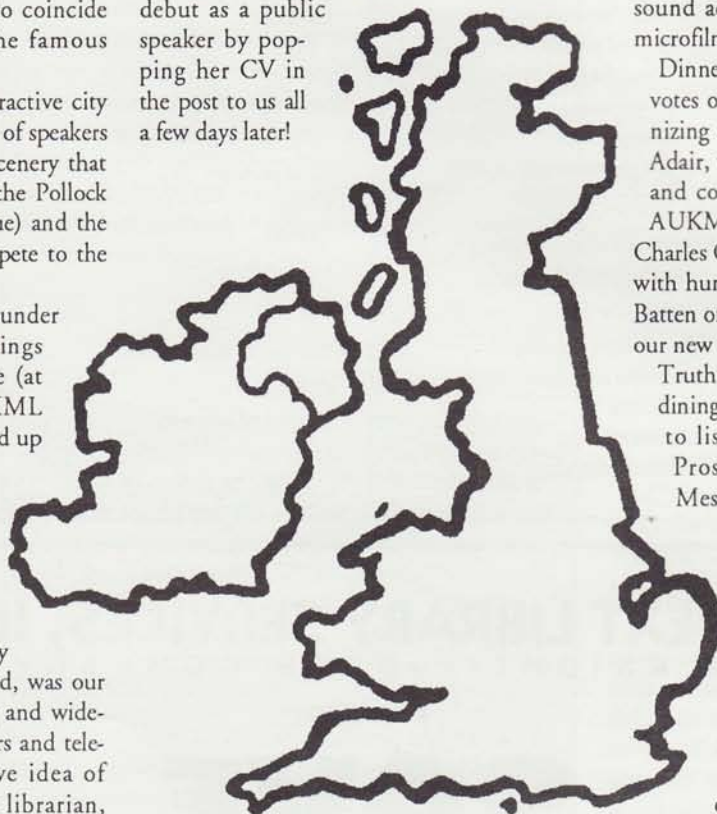
Pat Beard, manager of Library Services at the *Scottish Daily Record*, was our keynote speaker with an interesting and wide-ranging tour d'horizon of newspapers and television. It had been a provocative idea of Chapman's to inveigle a student librarian, Fiona Sanson, to talk to a bunch of professionals about her dissertation on Newspaper Publishers' Libraries that she had been undertaking at Robert Gordon University this year.

Ms. Sanson rose to the occasion with great confidence and with harsh words for librarians who don't reply to questionnaires or are critical of the questions asked. Justifiable irritation, maybe, but one wonders what her attitude will be in 10 years. I still remember answering "no" to the question of an American library student who asked if we had a fax machine in the library. Not in the library in those days, but we did have a faxing department.

Several months later I was astonished to read the conclusions of her survey of British media libraries, which she kindly sent me. British media libraries were way behind the times, she wrote, why, they hadn't even heard of fax

machines!

It often seems kinder to offer help in rewriting the questions rather than labor to answer given ones, which could lead to widespread misconceptions about the nature of the job. Nevertheless, Ms. Sanson gave a bold and brave talk and capitalized, rightly, on her promising debut as a public speaker by popping her CV in the post to us all a few days later!



Jamie Medhurst, research assistant in the Department of Information and Library Studies at the University of Wales, Aberystwyth, continued our Celtic emphasis with a talk on the development of broadcasting libraries in Wales. Michelle McKeown of London Weekend Television, wrapped up the morning with more television - broadcasting libraries in a brave new world - which dealt with the changing face of British television and libraries' response to it. Most notably, libraries have ceased to be funded centrally and now charge producers on an individual basis.

The afternoon took a practical turn with a look at developments in online and CD by Joan Day, head of the Department of Information and Library Management at the University of Northumbria. Keith Webster,

project manager of the Scottish Library and Information Council, reminded us of some useful reference sources as well as pointing out the faults - well over 10 different proffered heights to Nelson's Column in Trafalgar Square, London, for example. John McIntyre, of the National Library of Scotland, ended with some sound advice on newspaper preservation and microfilming.

Dinner was good and punctuated by heartfelt votes of thanks for Peter Chapman, for organizing such a successful conference, for Sarah Adair, whose (dare I say it, American) energy and commitment had been the mainstay of AUKML since its foundation in 1986, for Charles Oppenheim for chairing the conference with humor and skill and best wishes to Mary Batten of the *Financial Times*, who took over as our new chairperson with great panache.

Truth to tell, there were those of us in the dining room who thought we'd die if we had to listen to another talk. So when Alan Prosser, editorial manager of the *Kent Messenger Group*, had us rolling in the aisles with a funny and flattering speech interlaced with some serious observations on media libraries, media librarians and their interaction with journalism and journalists, it was not only the best kind of surprise, but the best way to end a highly stimulating day.

The stalwarts amongst us slipped out into the steady drizzle to watch the fireworks rain down from the Castle heights and then traipsed up the Royal Mile to watch the pipe bands march down to their coaches, before repairing to a ceilidh bar for a warming drink.

The next morning Peter Chapman welcomed us at *The Scotsman* for a few workshops. (They had previously shown off their ultra modern printing plant) The rest of us strolled round a city bathed in sunshine now, as it prepared for the opening festival parade. The bagpipes came in kilted and deafening swathes down Princes Street interspersed with floats and jugglers and people on stilts.

Caroline was still going strong - the only one with dry eyes. The rest of us headed for home. Next year it may be Paris - come and join us.

Helen Martin is Chief Librarian of *The Guardian*, London, England.



# California News Librarians Caucus in Monterey

BY MONICA JACKSON  
SACRAMENTO BEE

The flyer said Let's Talk Shop, an invitation to the first-ever regional meeting of newspaper librarians in California. Beautiful Monterey in August. I quickly volunteered to attend until I read the schedule: group meetings until 9 p.m. Friday and all morning Saturday.



Kathy Miller watches Vacaville reporter Terry Gilmore demonstrate software for small newspaper libraries.

Well, okay, I decided to go anyway and to take my family and make a vacation out of it.

The conference was the brainchild of Pete Basofin, Research Manager at The Sacramento Bee, and Elizabeth Roberts of The Monterey County Herald. They thought it would be good to have a conference for newspapers in Northern California. Most of the papers in the area are small and sometimes have one librarian with no staff. They felt giving the librarians the opportunity to meet their professional colleagues and cultivate contacts would be invaluable to both the newspapers and the librarians.

The conference was co-sponsored by The Herald, The Bee and The Santa Rosa Press Democrat, but most of the planning fell to Roberts. She did a great job of get-

ting reasonably priced accommodations. The Herald was kind enough to lend its conference room, complete with a patio and refreshments. The conference opened with a welcoming speech by Lewis Leader, Herald associate editor. Terry Gilmore of the Vacaville Reporter demonstrated the Stauffer Gold and NewsView softwares for automating smaller libraries. Both systems handle text and photos. At the same time, librarians from larger papers talked over problems of storing photos using AXS and AP Leaf.

Automation was the hot topic of the conference: with technology changing rapidly and more newspapers relying on digitized photos and graphics, librarians need the tools to keep up with their newsrooms.

Participants used the afternoon break to find out a little more about their newspaper neighbors with whom they had had little contact. It was nice to put a face with the name or voice of someone who you had heard of or had spoken with on the phone.

Barbara Newcombe started the afternoon session with a discussion on finding and using California public records. Newcombe shared valuable information about what's available to anyone if you just ask for it.

Most of us found this exciting professionally but frightening personally, especially considering the amount of public information out there on individuals. She encouraged us to check sources that many of us never knew were available. Newcombe gave a more detailed speech on this topic at the SLA Conference in Cincinnati earlier this year.

Next, Pete Basofin demonstrated online searching. He did practice searches to demonstrate the range of information available online. He compared DataTimes, Dialog, Nexis and Internet, giving tips on exploiting the features of each service to get the most for your money. He showed the price difference of the same search performed on different databases.

About 6 p.m. we broke for a delicious catered Mexican dinner. After dinner, those who weren't staying overnight began their trip home. The rest toured The Herald building, including the library.

In the final session of the day, Elyse Eisner of The Contra Costa Times led a discussion on maintaining paper clip and photo collections, a concern of the many small to medium-sized papers where librarians still clip the newspaper.

The discussions shifted to general library management problems, ranging from being understaffed and housed in small spaces, to the frustration of maintaining collections and being expected to provide the reference help and online service that reporters sometimes demand.

Alison Head, from The Press Democrat led Saturday's discussion on public service and fee-based information services. Head's library has had its fee-based service for almost a year. They have done some ambitious advertising and offer information in different formats.

It was a packed two days, but well worth it. It's not often librarians from smaller papers, particularly solo librarians, get a chance to talk over mutual problems, complain, laugh, and get inspired to take on the challenges of providing library service in a time of shrinking budgets and changing technology.

The conference concluded with tentative plans to hold a second meeting in Santa Rosa in August 1994.



Barbara Newcombe, far left, watches Kathy Drewke of the Contra Costa Times make a point about computer photo archiving.



## A News Division Focus On Our Changing Work Environment

Ch-ch-changes - you remember the David Bowie song don't you? Isn't that exactly how you feel about work lately? Well change of all kind, especially rapid technological change is unavoidable in our lives. It is of course one of the obstacles to planning an educational program this far in advance. A technology change might inspire a new surge of interest or need for information on a new development. One also risks possible over-exposure of members to information on a given topic that may be "done to death" by the time conference week rolls around. But I think the direction the 1994 Continuing Education course is taking is exciting and constantly evolving - hopefully we won't have reached saturation by next June.

**THE ELECTRONIC LANDSCAPE: NEW PRODUCTS, METHODS, AND RESPONSIBILITIES** is the working title for the News Division CE course during the 1994 Special Libraries Association Conference in Atlanta. The electronic landscape in which we work demands that news organizations quickly adopt new methods of providing information including packaging it in ways that reflect the needs and interests of individual consumers. It also brings new stresses and questions to the corporate structure and its employees: how will the work environment and our jobs change as com-

munication and technology change? How might a company's leaders respond most effectively and creatively to those changes?

The Electronic Landscape will examine:

- Specific developments in the News industry: television, print, online services, telecommunications, the superhighway, etc.
- Changes in the workplace occurring as a result of these developments and our interaction with new information systems.
- New legal concerns and responsibilities for those in the news industry who may be both information providers and users.
- What the electronic landscape means to us and how we can successfully navigate the sea of information.

Increasing the perception of the 1994 conference as a Southeast regional event with significance for journalists and librarians is a priority and Education and Public Relations committee members have agreed to help target news organizations and librarians in this part of the United States. Watch for further information in the next issue of News Library News and in your preliminary conference programs.

Also on the agenda:

- The GREAT LAKES REGIONAL CONFERENCE will meet in Chicago in Spring 1995 and the News Division has an opportu-

nity to offer a Continuing Education course or shorter sessions during this 2-3 day event.

- A REGIONAL SEMINAR in your town???

My core group of Education Committee members includes Marie McKenzie, San Francisco Chronicle; Ron Larson, Wisconsin State Journal; Elizabeth Sullivan, National Public Radio; Ron Wilson, Newsweek; and Sherry Adams, from the Houston Chronicle.

Issues the Education Committee will be thinking about this year include: how to make information from Continuing Education courses more readily available to division members who are unable to attend conferences - perhaps via audio or videotaped portions of the program; a format for regional programs — if you have done a regional program and would be willing to do some work to take it on the road or develop a standardized format please give me a call; and, finally, given the division's current financial limitations we also will be looking at creative ways to finance some of the professional programs the News Division might want to tackle during the next couple of years. If you have time or ideas to volunteer please call or write me: Debra K. Bade, Reference/Special Projects Librarian, CNN Library, One CNN Center, Box 105366, Atlanta, GA. 30348. (404)827-5833.

### NEWS DIVISION CALENDAR

December 10, 1993: Deadline for SLA Award nominations

January 5: NLN Winter Issue copy & ad deadline

January 23-25: InfoTech '94, Infomart, Dallas, TX, One-day or three-day registration available. Being held in conjunction with SLA Winter meeting. Contact SLA, (202)234-4700.

February 15: News Division's Vormelker-Thomas Student Stipend application deadline.  
• Winter Issue NLN mailed.

May 10-12, 1994: National Online Meeting & IOLS. Contact Learned Information Inc., (609)654-6266

### Report of the Automation Committee

KATHY FOLEY, THE WASHINGTON POST  
JULIE KIRSH, TORONTO SUN

The Automation-Technology Committee plans to complete this year a short list of KEYWORDS for use in a digital archive. We will recommend that the Library of Congress Thesaurus of Graphic Terms be used as a resource. The most popular 400 keywords selected will become a prototype to illustrate indexing strategy. Hopefully, this effort will give developers of digital photo archives a benchmark to include in their system capabilities. Contact Julie Kirsh, Toronto Sun, if you wish to participate.

Last spring, ABC and NBC began transmitting network publicity photos via AP Photostream to news organizations rather than mailing them prints. Given the frontier nature of news library digital archiving, I'd be surprised if this move has not caused some workflow problems in newsrooms. It certainly has here at The Washington Post. In September, ABC mailed out its first of probably four CD-ROMs per year that contain about 200 photos to supplement their daily transmissions. I would love to hear from you on how this is working in your newsroom. Should desks such as Television maintain their own "working-file" digital archive separate from the permanent digital archive? I invite some discussion of these and other topics for future issues of NLN. Phone, or fax: Kathy Foley: (202) 334-6765, (202) 334-7898 fax



## In Case You Missed It Last Night



BY CAROL ASHURST  
AND LEONE EARLS

Statistics show that television is the leading source of news information for the public. Canadian surveys done in 1969 by the Senate Commission and again in 1986 and 1991 by Environics Media indicate the trend. As many as seven Canadians in 10, or 73 percent, compared with fewer than two in 10, or 16 percent, chose TV over newspapers for international news in 1991; 75 percent compared to 16 percent for national news, with equality (43 percent to 35 percent) only for local news information. The ability of television to relay pictures and commentary from most points in the world is changing the way we get information about our world and is increasing the credibility of television as a source of news.

Television and newspapers now compete in setting agenda (a role once dominated by print). Print media once had a lock on the power of permanence, making it the primary research source. But now, even that role is being challenged or enhanced by the still very recent arrival of broadcast transcripts online.

### Unique Applications

These transcripts have unique applications.

- The primary use is their quotability — what was actually said. Quotes, interviews, speeches, policy statements are all captured verbatim.

- They are an alternative source of information — another way of looking at daily events, another angle. They complete a research package that could include analysis pieces from print sources plus actual text from speeches or comments, enabling users to draw their own conclusions.

- They offer coverage of events as they occur, again verbatim, not an interpretation of the event. The information is non-edited.

- Transcripts can be used for fact checking or tracking, e.g. politicians' statements.

- They provide in-depth interviews with people in every field. The verbatim interview is a technique also used in magazines and newspapers but not nearly as frequently as television or radio news magazine and talk shows.

- They are used as an index. Users browse online to track when an individual has appeared on air and why, and then request the actual tape or footage to review it. The index aspect also allows one to track who is on the talk circuit — who or what is hot.

- The BBC summary of World Broadcasts monitoring service provides access to unique broadcasts direct from Eastern Europe, Russia, Asia and Latin America.

- Finally, broadcast transcripts answer those specific requests when someone has watched/heard a program and requires a copy of the information.

### What's available

In a short period, there has been an explosion of television and radio programs available online. What follows is a brief overview.

#### Canada

Both CTV, Canada's only private network, and the Canadian Broadcasting Corp., Canada's national public broadcaster, have or soon will have news and current affairs shows available online. Both networks are on Infomart Online, available in the U.S. via a gateway on DataTimes. Shows include the major evening broadcasts from both networks (CTV National News and CBC's Prime Time News) plus current affairs shows Question Period and W5 from CTV and Venture from CBC.

#### The U.S.

Several vendors are marketing online editions of TV shows in the U.S.; the major player is Burrelle's Broadcast Database, but other vendors include Nexis, DataTimes and Dialog.

Burrelle's supplies transcripts from all of the regularly scheduled news and current affairs programs of ABC, CBS, NBC, and NPR plus much of their special news programming. It has just added Front Page from The Fox News Network and carries the transcripts of several

syndicated programs including Bertice Berry, Geraldo and NewsWorthy. Burrelle's also continues to carry transcripts from FNN/CNBC and Lifetime Medical Television although their programs are no longer broadcast.

Nexis carries transcripts from ABC, CNN and The MacNeil/Lehrer Newshour. DataTimes has both CNN and NPR as well as Journal Graphics Broadcast Sources. The latter includes a wide range of programs: some of the best from PBS (Nova and Frontline) and several shows from the CBS Radio network.

When programs are available from more than one vendor, there are differences among them that can affect the overall results of a search strategy. For example, although NPR is available on Burrelle's, Nexis and DataTimes, coverage and availability vary; on Burrelle's the database starts in September 1990, but on DataTimes not until January 1993. Another example, ABC programs are found on both Nexis and Burrelle's. However, when a search was done on "Arafat" on Sept. 14, the day after the signing of the Middle East peace agreement, the most recent entry on Nexis was a This Week with David Brinkley piece from September 12; on Burrelle's, there were reports from World News Tonight, Sept. 13.

Before leaving the U.S., we also should mention Federal News Service and Reuter Transcript Report. Both provide verbatim transcripts of press briefings, speeches, back-grounders etc. from Washington as well as the transcripts of relevant interviews from various network programs. Both are available on Nexis and Newsnet; Federal News Service is also available on Dialog.

### International Databases:

Two databases carry transcripts from international sources and provide North American researchers with access to previously unavailable information. The first is BBC Summary of World Broadcasts available from Dialog, Nexis and Profile. BBC linguists listen to broadcasts and news agency reports from 120 countries in 50 different languages and translate them into English. The results, together with similar material from the U.S. government's Foreign Broadcast Information Service are edited into a daily report.

The second, available only on Nexis, is The

CONTINUED ON PAGE 16



## In Case You Missed It Last Night...

CONTINUED FROM PAGE 15

Official Kremlin International News Broadcasts, which consists of English translations of transcripts of press conferences and speeches in the new Russia as well as texts of the official daily Russian television newscasts.

### The Issue of Accuracy

Aside from anchors' and hosts' scripts, reporters' voiceover scripts and program line-ups, nothing exists in print until it is transcribed by listening to the broadcast and typing what is heard. Thus, the question of accuracy. The pace is fast, comments are sometimes inaudible, names are not always flashed on screen. A daily deadline must be met for the material to be put up online—timeliness is key.

Except for a large portion of CBC material, broadcasters in Canada and the U.S. use an outside transcription service. Journal Graphics and Burrelle's provide the service in the U.S. and Infomart in Canada. A survey of broadcasters showed that they have serious concerns about accuracy-checking procedures, what controls they can exercise and about impact on credibility if errors are rampant.

The transcribing services apply the rule of "broadcast record" and make no editorial judgments. They work from audio and video tapes. All double edit or audio proof transcripts twice and run a spell check or "clean program" to search for errors in the data.

The broadcasters have the option to review the database and request corrections. They can supply line-ups, guest lists and scripts in advance. Disclaimers are also optional. Some broadcasters have contractual rights to embargo a transcript or pull items from the database.

There are no guarantees of accuracy since the methods of preparing the information are subject to human error. That said, broadcasters and distributors, alike, realize that accurate records are in their best interests.

*Editors' note:* This summarizes a talk given at the Computer in Libraries Canada conference, September 1993. A complete list of programs available online or copies of graphs from the newspaper and television surveys can be obtained by FAXing your request to 416 205-4707 (Earls) or 416 609-7303 (Ashurst).

## News Librarian Listserv Debuts On Internet

BY PETE BASOFIN

News librarians can now communicate on their own electronic bulletin board via the world-wide Internet. Like any "listserv" (electronic mailing list), the NewsLib listserv allows librarians to "broadcast" messages to colleagues anywhere in the world.

You don't have to have full Internet access to use NewsLib. You do need the ability to send and receive e-mail, which is possible through many online services, including CompuServe and America Online. If you want to tap into all the resources of the Internet, you need to sign up with a service that provides full network access, such as The Well or Delphi (see adjacent listing of services).

To use NewsLib you must first "subscribe" to it, i.e., register your name with the listserv. This is the procedure: Address an e-mail message to [listserv@gibbs.oit.unc.edu](mailto:listserv@gibbs.oit.unc.edu). Leave the "Subject" slot empty. In the text of the message type "subscribe NewsLib" and your full name. (Capitalization matters.) Now send the message. You will receive introductory NewsLib material shortly.

To reach all NewsLib subscribers, send an e-mail message to: [NewsLib@gibbs.oit.unc.edu](mailto:NewsLib@gibbs.oit.unc.edu). Remember that mail sent to this address is seen by everyone on the listserv. So, messages should be of potential interest to any news librarian.

NewsLib users will likely ask and answer questions about aspects of news library work (reference sources, automation, management, etc.), but by far the biggest topic will be the Internet itself—how news librarians can exploit the vast amount of information available through remote login (telnet), file transfers (FTP), forums (Usenet), and other Internet resources.

NewsLib is maintained at the University of North Carolina and was established through the efforts of Barbara Semonche, UNC Journalism Library ([semonch@gibbs.oit.unc.edu](mailto:semonch@gibbs.oit.unc.edu)). Our thanks go to both Semonche and the University of North

Carolina Office of Information Technology for making NewsLib possible.

Pete Basofin is with the Sacramento Bee library. His e-mail address is [basofinp@cerf.net](mailto:basofinp@cerf.net)

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### The following are no longer members of the division:

Amy A. Begg

Melissa K. Bradley

Maria A. Colello

Tina C. Hughes Nelson

Connie J. Petersen

Louise A. Robinson

Roxy Rust

Laurie Swank

Jeanne D. Tiff



## Special Libraries Association, News Division

### Vormelker-Thomas Student Award

The news Division of SLA is the professional organization for news librarians. Since 1924, the Division has provided continuing education in the form of seminars, conferences and publications.

The Division offers its members opportunities for sharing ideas, sharpening professional skills and keeping up with changing technology. Our membership ranges from one-person libraries to libraries at the largest metropolitan dailies, and includes the libraries of news magazines and broadcast outlets as well.

The News Division encourages graduate students in library science and journalism to explore careers in news librarianship. Our programs at the annual SLA conference provide opportunities to meet and exchange ideas with professionals in the news library field, to visit news libraries and to learn of developments in the profession.

The Vormelker-Thomas award, co-sponsored by University Microfilms, Inc., offers a \$1,500 stipend that will enable a graduate student interested in news librarianship to attend the 1994 SLA conference in Atlanta.

## 1994 Conference Program

### The 1994 Special Libraries Association conference June 11-16 in Atlanta, Georgia

#### "Information Vision"



Special Libraries Association  
85th Annual Conference • Atlanta  
June 11-16, 1994

#### News Division conference programs and activities will include:

- Continuing education course on the electronic landscape
- Environmental information in the news
- The next wave in text retrieval
- News Libraries 2000  
(a continuing project with the Poynter Institute)
- International news librarianship
- Annual News Division awards banquet

## 1994 Selection Criteria

- 1) Applicants must be members of SLA at time of application.
- 2) Applicants must be graduate students interested in a career in news librarianship.
- 3) Applicants must be attending their first SLA conference.
- 4) Applicants will be judged on the basis of a typewritten essay (500-1000 words) addressing an issue in news librarianship.
- 5) Applications should include a letter of reference from a news librarian, a news editor or a faculty member.
- 6) Applications should be accompanied by a resume, 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) Applications must be submitted no later than *February 15, 1994* to:  
**Linda Henderson**  
**Providence Journal News Library**  
**75 Fountain Street**  
**Providence, RI 02902**

The winner will receive a check prior to the conference in June. The Division reserves the right not to award the stipend if there are no suitable applicants.



# Money, Money, Money, Money — Money!

BY LU-ANN FARRAR

This second treasury report takes a look at the basic issues to be considered by the finance committee. In the next newsletter, we will give you a proposed, full budget — including income and expenses and sources of revenue — all based on our previous three years budget.

Expenses for the news division are really fairly simple: the newsletter and annual conference. The annual conference can be broken down into these biggest expenses:

Continuing Education workshop

Awards Banquet

Conference expenses (speakers, copies, misc)

Conference tour

Hotel Suite

Currently, the news division has 823 dues-paying members. Approximately 200 members attend the conference — about 1/4 of the membership. In 1992, \$13,800 was spent at the conference. Total deposits for our division were \$24,500. Put simply: over half of our treasury was spent at the conference.

The 1993 picture is much the same. Total

deposits year to date: \$17,800; conference expenses: \$10,100.

Is the division underwriting the quarter that attend the conference?

Of course, nothing is that simple. The deposits into the treasury can be divided among three sources: the newsletter, the annual conference and the SLA allotment. So most of this income is specifically for the conference or the newsletter. For at least the last two issues of the newsletter, close to half of the production costs were covered by advertising revenues.

For 1993, the division should be left with the profit from the (Cincinnati) CE, the banquet, non-member NLN subscriptions and any other royalties and income. It seems we should stay pretty healthy in the finance department. The most concern from the membership seems to be the expenses from conference, including the suite, the CE and the banquet.

One other concern is oversight. The News Division bylaws do not, as far as I can tell, make any accommodation for financial oversight, unless we buy property over \$500. Bylaws

changes may not be necessary, but what can be done? Maybe we should say somehow that the chair and treasurer have to present a budget to the membership for the upcoming year, perhaps after the SLA allotment is distributed in February. Or perhaps the executive committee presents a budget. Or do we need a formal budget? Perhaps we should change the bylaws to say that conference expenses should not exceed a certain percentage of the total budget. We need lots of ideas and discussion here.

It seems this division does not need to sweat the money. Though certainly times are tight, there seems to be pretty good corporate support. The news division should be able to spend the money when and where we need it. The questions are: Who decides when to spend? And where do we spend it? I believe the answer is this simple: the money should always be spent to benefit the most members. The charge to the finance committee is to come up with a workable budget and include guidelines for how to manage and achieve fiscal balance. In the proposed budget, we will try to reflect this.

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