

NEWS LIBRARY News

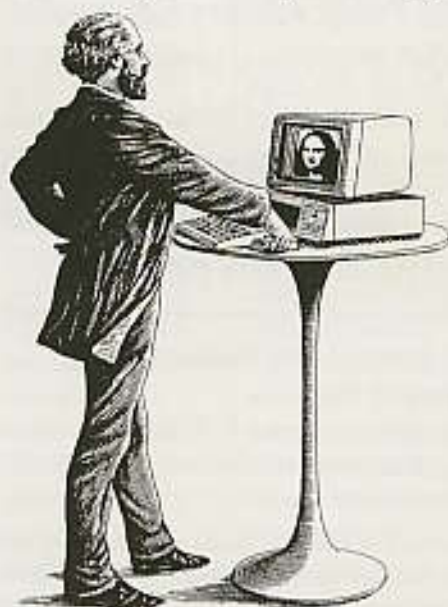
Vol. 14, No. 1 / FALL 1991

NLN SPECIAL FEATURE

IN THE EYE OF THE BEHOLDER: One point of view on the problems of indexing visuals

By Jeannette Kopak

My mind went into a type of cliché warp while starting to write this article. I couldn't get that famous pop song from the 60's out of my head: "If a picture paints a thousand words...". The only antidote I was able to find was rap music alternating with Pavarotti. Boy, is that an image that would be challenging to index. Reason has triumphed however, and I was able to come up with some ideas and issues related to accessing visuals and graphics.



Differences Between Indexing Images and Text

Images have unique properties that require them to be indexed and cataloged in very different ways from text. We know the text of a document will be used as background information in future stories, sometimes, even used for background on a totally unrelated topic. With computerized access to text, the matter is relatively simple, as long as the researcher has access to the text within the story. With images and graphics there is no text. The image being indexed can have many aspects. To try and predict all future uses of the image is not possible, nor is it practical.

An example of this problem recently occurred with the National News Library at the CBC. The CBC produced a program called *News magazine* from 1952 to 1981. We have indexed records of all the major stories in that program as well as brief shot lists of the content of the pictures. The images from those years would be faithfully indexed under the terms that seemed appropriate to the story. Last year, we were transferring some of our old kinescopes to tape and we noticed that the hosts almost always had a lighted cigarette either

in their hands or in an ashtray. In the 1950's and 1960's it was not unusual to see on-air personalities smoking.

The librarian didn't think about adding that information to the data record because it didn't seem really relevant to the news story they were introducing. Last month, one of our researchers was looking for examples of how attitudes had changed towards smoking. He mentioned it to the librarian, the proverbial light when on, and we dragged out the old show tapes of *News magazine*.

After having discovered another aspect of the programs we hadn't considered before, the de-

Continued, Page 21

THE INSIDE STORY

STOP THE PRESSES/3

Reference spin-offs from the Gulf War; Desktop TV and slot car racing.

QUICK & DIRTY/7

How to check up on the health of banks and insurance companies.

PEOPLE/8

Among the comings and goings of news librarians, an editor pauses to express appreciation for a job well-done.

SPECIAL INTERNATIONAL REPORT/9

Contributors from Barbados, Denmark, Israel, Jamaica and Bermuda provide first-hand accounts on the workings of news libraries around the world.

WHO WE ARE/17

Bermuda shorts: A brief profile on mid-Atlantic librarians.

WHAT IN THE WORLD IS A KWAPIL? /18

A history of news librarian awards.

CALL FOR AWARDS NOMINATIONS/19

NOMINEES FOR DIVISION OFFICE /20

DATAWAVE/22

Software start-up: A primer on PC-based data analysis including database manager, statistical packages and geographic information systems.

BROADCAST LIBRARY NEWS/23

Broadcast Pioneers Library preserves treasures of radio, TV's early years.

HOT TIPS /24

How to cut the cost of on-line searches without paring down results.

SMALL LIBRARY NEWS/25

Rethinking priorities as budgets, staff shrink.

CAN WE TALK?/26

Special forum for news librarians now on CompuServe.

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By Colin Preston

The past few months have been a depressing time to work in our trade. There was Jeffrey Dahmer, Pee-wee Herman's arrest, Marla Maples and Donald Trump—all pretty dreary stuff. So to perk up ailing spirits, *The Simpsons* and *Northern Exposure* have returned for a new season, and Warner New Media has published *Desert Storm: The War In the Persian Gulf* (sub-titled *The First Draft of History*) on CD-ROM. This collaboration between *Time* and Warner New Media features—for you lucky Macintosh users—*Time* correspondent files, "exclusive audio reports," an "active timeline," and over 400 photos.

Nothing like the strains of Holst's "Mars: God of War" from "The Planets" as you kick in this disc to rev up a jaded librarian. What follows is a cornucopia of *Time* articles, maps, speeches, biographies of major players, and lots of detail on hi-tech goodies. This product is an odd admixture

of technology, selective reportage and imagery, and jingoism. Now that I think of it, kind of like the war itself. The price (\$39.99) can't be beat. It's available from Warner New Media, 3500 West Olive Avenue Burbank, CA 91505, or phone The Bureau of Electronic Publishing, 1-800-828-4766.

Continuing on the Military-Industrial Complex theme, Oryx Press has published a *Directory of Military Bases in the U.S.* Military installations are arranged by state. Information such as major units stationed at the base, base history, key contacts, personnel, expenditures and base services is noted. I had this release in my hand prior to the last issue and glossed it over, but the dramatic restructuring of American overseas military commitments and parallel cutbacks we've noted up here in Canada raise some interesting research questions. Where are we going to put all these troops when we get them back home?

Is it the recession or what? I have to wear the hair shirt to convince my supervisors that a DOS upgrade would be of some use. For those fortunate few commanding a higher profile, this may be nothing new, but I was most impressed with a recent demo of STAR 3.1.

STAR now runs on 386 and 486 PCs running under UNIX System V and is one of the slickest looking multi-user integrated text management systems I've run across. After the bells and whistles, what attracted me most was the list of users running STAR and the willingness of the marketing manager to supply user references. They check out and users think it's a good product. Now if I can only fiddle an on-site demonstration at the Tower of London's Royal Armouries or the University of Mexico, two recent STAR installations. STAR is available from: Quadra Associates, Inc. 11835 West Olympic Blvd., Suite 855, Los Angeles, CA 90064. (213) 478-0066.

Oh, we've been issued a gentle reminder from above to lighten up on the technology. I'm not sure that I've discovered anything new in service lately except enhanced expletive-deleted reference interviews with producers and reporters who shall remain nameless. So, in the spirit of last issue's *Frank Magazine* blurb, I offer this bit of serendip for hungry minds.

Before Nintendo, before MTV, before Walkmen, there were slot car racers. I thought that model railroading was the final preserve of the Boy-Who-Kept-His-Toys-contingent, but issue number 2 of the *American Journal of Slot Car Sciences* tells me that another bit of retro-technology is alive and well. Everything your Features editor wants to know about slot car racing aficionados is here—from slot car racing bands to best foods for all day racing sessions. Snag an issue for your collection. Send \$2 to Johnny Bartlett, 1107A Guerrero Street, San Francisco CA 94110.

Canadian Content: Incipient middle age is playing hob with my perception of those little video images windowed on my monitor. For those without a bank of televisions at hand who need to keep up with CNN or *The Young & the Restless*, Aview Technology of Toronto (416-922-6555) has come up with *desktop TV*. It's a video card that works in conjunction with EGA and VGA cards. Plug a co-ax cable into your PC to access to the proverbial 119 channels of full screen TV. It might prove useful for the TV News library faction among us.

Interested? Call Colin Preston for more information at 604-662-6855.

I have to write The Aside Bar. It's been on my list for weeks, but every time I sit down at a computer terminal I get pulled aside or someone comes up and whispers an aside. Those delightful diversions are so compelling that I've been put in the prickly situation of missing my own deadline, but I'm in good company.

Inside you will find the interesting contributions of some of our international members—none of whom missed their deadlines. What fun it was to exchange letters and phone calls with these news librarians who live in places I've only dreamed of visiting.

Barbara Ellenbogen and Jeanette Brown write about cutting database costs. They will appear in future issues, sharing ideas for managing in tough times. Jeannette Kopak, who for years has been up to her ears in indexing graphics, shares her experiences for those of us facing electronic indexing of images.

There is much division news to report as well, but I will let you discover it for yourself. Here comes someone to pull me aside again.

Elizabeth Whisnant,
Managing Editor

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

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BUSINESS

Notes From The Chair



By Margaret Neu

Student stipend gets boost

What great news to report! The Vornelker-Thomas Student Stipend Award has been increased from \$1,000 to \$1,500 due to a generous donation from UMI. This stipend, co-sponsored by UMI and the News Division, is awarded to a graduate student of library science considering a career in news librarianship for attendance at the annual Special Libraries Association conference.

This larger amount should encourage even more students to apply for the award. The student chosen will have a better opportunity to participate fully in the SLA conference and especially in the schedule of News Division activities. Attendance at the annual conference provides excellent technological updates, news seminars, professional networking and job contacts.

News library forum on Compuserve

There's a new link-up for news librarians, reporters and editors. At the beginning of September the Special Libraries Association/News Division signed an agreement with the Journalism Forum to provide a special area on the forum for our members for an experimental period. JForum is an online network available on CompuServe. Nora Paul explains in this issue of *NLN* what JForum is and how to access it. I encourage you to become familiar with this networking opportunity and use this chance to have a dialogue with reporters and editors, to improve our image, and to publicize our professional services. There will be continuing reports on this project's accomplishments through *NLN* and at the annual conference. Call Nora or me if you have any problems, and call us too when you note successful uses of this network.

Image archive standards sought

Image archiving has attracted News Division members' attention. Lany McDonald, a member of the AP PhotoStream Advisory Committee, and several other News Division members met with AP in September to continue dialogue regarding photo archiving needs and a centralized electronic photo library at AP. The Automation Committee has followed up this process with discussions on standards for enhancement and indexing terms, a standard and unique identification for graphics in text databases, and definition of other image archiving needs of news libraries. John Jansson, George Schlukbier, and Lany McDonald welcome your comments and participation in these discussions.

'92 Conference shaping up

There's an excellent annual conference shaping up for you in 1992 in San Francisco. The Conference Program Committee headed by John Cronin and the Education Committee chaired by Teresa Leonard have been putting together seminars on Freedom of Information versus privacy issues, application of broadcasting databases for all news libraries, technological updates on electronic libraries and image storage and retrieval, and computer-assisted reporting.

Volunteers are needed to make these programs successful — program assistants for hand-outs, evaluations, and preparation; hospitality people to greet speakers and help in the division suite; and AV coordinators. There's a role for everyone, whether it's small or large, whether it's before, during or after the conference. It's a learning experience as well as a chance to make good contacts. Call John or Teresa now to volunteer.



CHECKING THE HEALTH OF BANKS, INSURANCE COMPANIES

By Eileen Effrat

First, the banking industry, now the insurance industry is facing financial woe. How can the average consumer or news librarian check on the financial health of the company holding his or her life insurance policy, annuity, pension, or life savings?

It can be done, but it takes a little effort.

Checking On Troubled Banks

Unfortunately, no federal agency compiles a publicly available listing of banks in trouble. Occasionally, a newspaper or magazine will compile its own listing from information provided by the Federal Deposit Insurance Corporation (FDIC). For example, *USA Today* compiled a list of 500 troubled banks in the May 29, 1990 issue.

This doesn't mean you can't monitor the

financial health of your commercial or savings bank. Call the FDIC at 800-843-1669 with the bank's name and address and request a "call report." Call reports are quarterly financial reports prepared by the FDIC. The only drawback—call reports require some financial savvy to understand. At \$2.50 apiece, they are a steal.

Worried About Your Insurance?

Five rating agencies publish regular reports evaluating the ability of various life insurance companies to pay claims when they come due. Check more than one of these to get a consensus—an "A" rating by one company could be a "B" or "C" rating by another.

Probably the best known agency is A.M. Best Company. In business since 1899, Best grades 774 life and health carriers. Best will give letter grades over the phone for about \$6 or will fax a

detailed report for about \$15.

Weiss Research of West Palm Beach, FL rates over 1,700 companies from information in SEC documents and the statutory financial statements that insurance companies file with state insurance regulators. A detailed report costs \$45 and a letter grade given over the phone costs \$15. Call 800-289-9222.

Standard & Poor's rates 1,000 companies, while Moody's Insurance Credit Report Service publishes an annual survey covering the 60 largest companies in 8-10 page evaluations.

The Insurance Forum, an independent industry newsletter, reports the ratings of 156 life and health insurers that are tracked by at least one major service in addition to A.M. Best. For a reprint of these ratings, send a \$5 check to The Insurance Forum, P.O. Box 245, Ellettsville, IN 47429.

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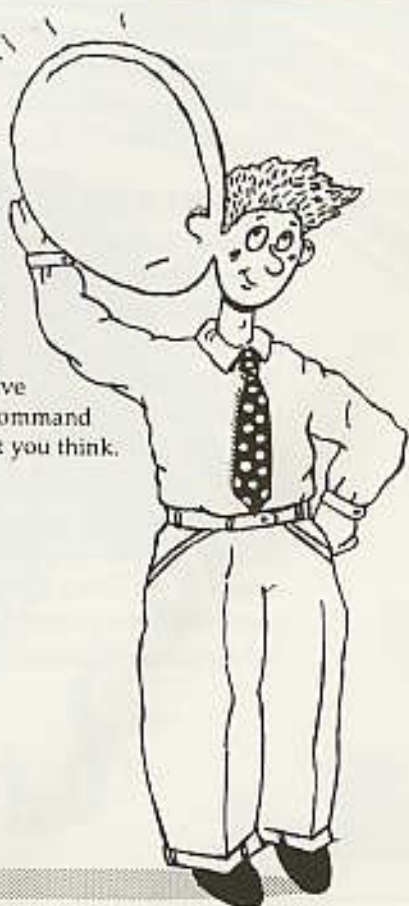
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People



By Mona Hatfield

A letter from the editor...

Editor's note: The following is a letter written by an editor to his library staff. Knowing they were not unique in their efforts, they chose to share its expression of appreciation with their fellow news librarians.

"Library staff: I've just spent a week reading the newspaper from a different perspective — that of a detached reader. Like most Americans, I dined on CNN and the evening news throughout the day, then turned to my morning paper for the wrap up. Two things became very clear: 1.) The [newspaper] does an outstanding job of presenting a clear, literate picture of a very complicated and confusing chain of events, and; 2.) The library plays a very big and important part in making that happen. The fruit of your work is evident, not only because it sometimes is acknowledged in the credits, but also because our stories and graphics show that someone has worked very hard to gather information that will enlighten our readers. It also is evident that even where the library might not be directly involved in the information gathering, you have helped set a standard that requires writers to include in-depth information in stories. In the grand scheme of things, you are few. But your impact is great. You can take pride in what you have accomplished and continue to accomplish every day to make this such a great newspaper."

And more praise for news librarians

Louise Tucker of the *Post-Tribune* (Gary, IN) was chosen as her paper's nominee for the 1990 Knight-Ridder news/editorial excellence award. Louise said the nomination filled her "with pride not only for my own accomplishments, but for the efforts of other news librarians ... good efforts that all too often are not recognized." She shares the recognition accorded her with other librarians, like Jim Hunter of the *Columbus Dispatch*, who willingly lent his support as her library prepared to go online. Louise did not win the award, but enjoys continued recognition and support from her editor.

Changes for the Rolodex™

Congratulations to Steve Proulx who accepted the challenge of managing the library at *Pacific Press*. He follows Shirley Mooney who recently retired. Steve sees interesting times ahead for the library as it participates in increased strategic planning at *Pacific Press*.

Steve had been with the *Ottawa Citizen* for 13 years and feels that library's future is also very bright. He outlined the library's many-faceted potential in a farewell memo and says it looks like management will be moving in the directions he suggested. We'll look for more news on that down the road.

Anne Legett left the *State-Times & Morning Advocate* (Baton Rouge, LA) newspapers in October. She remains in Baton Rouge and may be contacted at her home address: 766 Nelson Drive, Baton Rouge, LA 70808. Phone: 504-766-7312.

In the public eye

Bob Jansen (*Minneapolis Star-Tribune*) and Barbara Newcombe presented talks on news indexing to the annual conference of the American Society of Indexers this summer.

Barbara continues her efforts to disseminate public government record information. She spoke to the California Writers Club and had a script, "Where is it Written?", air on local radio in June.

Check out your September issue of *SpeciaList*. Paula Stevens, Library Manager, Phoenix Newspapers, describes a workshop the Arizona SLA and Online User Group chapters co-sponsored on "Native

American Information: Issues, Access, and Needs." It is interesting reading on a topic applicable to all regions of North America.



Around the world with news libraries:

**First-hand accounts from Barbados, Denmark,
Israel, Jamaica and Bermuda**



Broadcasting in Barbados

By Catherine Carter

BARBADOS - I am the Librarian/Researcher for the Caribbean Broadcasting Corporation (CBC), located in Barbados, a former British colony, and one of the most southerly of the islands in the Caribbean. This year its 272,000 population is celebrating 25 years of independence.



Angela Bynoe, library supervisor, and Claude Graham, radio program manager, working in the library. PHOTO BY CATHERINE CARTER

CBC, which is government owned and operated, was started in 1963, and operates the nation's single television station, plus two radio stations—AM and FM. Three years ago it introduced a pay TV service.

I was the first professional librarian employed by CBC, hired 5 1/2 years ago to work for the television news and production departments. A year later, all the corporation's library services were brought under my control, and as a result, I inherited a staff of two who spend about half their time doing radio programming work.

While the corporation purchases programs from overseas for broadcast on radio and TV, it has a mandate to produce programming which reflects the lives and interests of the Barbadian community. This is the area with which I am most involved.

Because the library supports all programming activities of the corporation, its collection is varied, both in form and content. The record library comprises about 25,000 items—albums, 45's, compact discs and cassettes. The audio archives, with about 3000 tapes, contains pro-

Continued, Page 12

The business of Denmark

By Margrethe Mose Mortensen

COPENHAGEN - "Give me some facts about the Belgian plant protection company which NOVO-NORDISK has acquired."

"Which Danish companies have started subsidiaries in the US within the latest two years?"

"What was the name of the Danish executive who some years ago established a firm in the U.S. specializing in importing Danish quality furniture?"

"What is the background of the new president of XX Ltd and in which companies does he sit on the board of directors?"

"I need information about the Danish clothing industry in relation to the European Common Market."

"Get me the latest published balance sheet of LEGO and our own articles about the company for the three last years."

In the Boersen news library a collection of books and magazines is kept upstairs while the clipping files and other reference materials are downstairs. PHOTO BY SOREN WESSELT OFT



The above are but a few examples of questions which the news library of the Danish business daily *Boersen* must answer every day. The requests could range from a short question about the spelling of a name to a large and

Continued, Page 14

Managing a news library in a war zone: The impact of SCUD missiles on information retrieval

By Ralph Amelan

JERUSALEM - Now *there's* a title for a paper at the SLA annual conference! Fortunately no warheads, conventional or chemical, ever came our way during the Persian Gulf War, and we lived to file another day.

And we have a lot to file.



Ralph Amelan and Margo Kossoff search for the latest Mid-East news in the Jerusalem Report's library. PHOTOS BY ELLIOT HOOL

The range of the *Jerusalem Report*, a weekly news magazine covering Israel, the Middle East and the Jewish world, is such that it imposes considerable strains on its library. Its coverage of Israeli news means we have to monitor the local Hebrew press. The Middle East section demands close attention to happenings in the Arab and Muslim world, from Morocco to Pakistan and beyond, and we need to know what goes on in any country that has a sizeable Jewish population.

In the course of one day, for example, we were asked whether Chile had ever imposed a travel tax, how many attacks had been made on the lives of translators of Salman Rushdie's "The Satanic Verses," what were the ages of two prominent New York politicians, and significant dates in Syrian-Israeli diplomacy.

In short, we need to know just about everything. Our budget, naturally, doesn't stretch that far.

Continued, Page 16

Tropic topics: Jamaican surprise

By John Sinclair

JAMAICA - While Jamaica is famed for its reggae and beaches, it is also home to several daily newspapers. During a vacation this July, during which my wife discovered her roots and I experienced the pleasures of the island for the first time, I took time out to visit the news library of the island's two premier papers, the morning tabloid *Star* and the evening broadsheet *Gleaner*. Located in one of the older sections of Kingston, the

five story *Gleaner* Building was a welcomed respite from the heat and humidity of Jamaica's capital city.

Editor Dudley Stokes, who had granted permission to visit, greeted me and introduced me to various department heads. Afterwards, I was escorted to the Reference Department and placed in the hands of Assistant Reference Department Supervisor, Miss Brown.

The Reference Department surprised me in many ways. I had expected only a modest library operation in this developing country. Yet the department had a floor space to be envied by many North American librarians, myself included. A five person staff labored over the manual collections, which took up 90 percent of the department's area.

Clips were pasted into scrapbooks or filed into envelopes, photos retained in file cabinets, and an impressive number of local books placed on shelves. While the whole newspaper was microfilmed page by page on 35 mm roll film, clippings could not be similarly ar-

chived, and were purged from the manual area after about four years to make room for current material.

The biggest surprise, however, was the newly created automated area, staffed at that time by only one person, Claudet Cole. A

Stauffer-Gold online system had been up and running since January. Stories were captured from the Hastech front-end system by a Macintosh SE/30 terminal, massaged in word processing software, and stored on a Pana-

sonic 940 optical disc drive. Stories not captured directly from the front-end system were scanned in with a 300 dpi AppleScanner and OCR software resident in the Mac. A cartridge drive backed up the optical drive, which has capacity for about four years of stories. A line printer made hard copy quickly and quietly, and served as the primary output device. I would kill for some of these toys!

As I discussed the information seeking habits of their journalists with various Reference Department staffers, it seemed that nothing much changes from country to country. Their biggest complaint was the journalists who don't bother to investigate the department's resources, much less use them. Where have I heard that before?

Despite the brevity of my visit the Reference Department lingers in my memory. Like Jamaica itself, it was a place of surprise and contrasts.



Broadcasting in Barbados

Continued from page 10



Fay Smith, library clerk, catalogues records. PHOTO BY CATHERINE CARTER

grams, productions, and outside broadcast materials dating from 1963. 2500 tapes of local programs (the term used for CBC-produced programming) comprise the TV production collection. The TV news collection has about 1200 video tapes of stories dating from 1979. We also have a collection of about 450 black and white film reels of news stories from the 1970's.

At least 50 percent of my work supports the programs and productions of the radio and TV departments. My primary function involves research, whether it's providing background information for a news interview or researching the events of the 1816 slave rebellion for a TV play.

In addition to the daily one hour TV news program and hourly radio bulletins, the news department produces several current affairs programs which require research. The most interesting, and time consuming for me, is *Heart of the Matter*, a weekly program in the Phil Donahue style in which a panel discusses a current, and often controversial topic with a studio audience.

Because it is topical, I am given the subject on Monday and have only until Thursday to submit the background research to the host for taping on Friday. Due to the time constraint, it can be

difficult to thoroughly research the topic. For this kind of program I tend to use the newspapers and press releases from various organizations as my chief resource.

The questions dictate the type of resource tapped. A good deal of material is available on the history of Barbados and the region, and this is well indexed, but I miss the Wilson-type indexes I used in Canada to locate current information.

There are regional databases but these are highly specific—one example is CARTIS (Caribbean Trade Information System), designed to help regional manufacturers find export markets for their goods. Barbadians have access to international databases but these are very expensive when you consider that \$2 Barbados = \$1 US, and our wages are about half those in the States.

Lack of automation in the library is my biggest problem by far. This has greatly affected what I had hoped to achieve by now and the plans for services I would like to offer. It is very difficult for me to successfully persuade decision makers of the importance of a computerized indexing system.

I used to manually index the news stories but had to stop when I was given responsibility for all library services and no longer had the time.

Nicki Bower, an FM announcer, looks for records. PHOTO BY CATHERINE CARTER



Broadcasting in Barbados

This means that a lot of tedious searching is involved when I need to retrieve stories.

Until last year, finding local TV productions was equally time consuming. All productions and programs are listed chronologically in books as they are recorded. This means that in order to find a program, you have to know the recording date. This system is fine for annual events like the Independence Day Parade, but poses problems when you need to retrieve an episode of a program from several years ago.

I used the sort feature of WordPerfect to create a simple index which lists the programs alphabetically, as well as some entry points such as the subject of an interview. Each month I use the books to update my "Video Index" file. This has

about being a special librarian—you never know what someone may ask. "Typical" questions include: selecting a song with a positive message about agriculture for a radio talk show whose focus is attracting youth back to farming; finding a photograph or video of Lady Ward, wife of a former Governor-General, who died that morning; finding out how much money Guyana owes Barbados; and locating footage of wind surfing, carnival, donkey races, cricket and a calypso concert to be used in a German game show. These are just a sample of the questions I was asked last month.

It is certainly a challenge to work as CBC's librarian. The lack of space, financial resources, and adequate facilities, especially automation, can be frustrating and disheartening. Meanwhile, I am presently looking to see if I can find software that is either free or extremely cheap, as the corporation is in a precarious financial position.

Although I haven't been able to computerize the indexing at CBC, I feel I have certainly made a difference to the corporation. I have built a good book collection to support our programming, plus developed a collection on broadcasting and its related disciplines to assist staff in their work. I have established a vertical file collection on subjects to support the news and production departments as well as a biographical file, so now we have instant access to obituary materials.

In the past, the library had a poor image but, CBC's staff knows that they can rely on me to assist them in their productions, and that the library is a valuable and critical department within the corporation.

Working in a developing nation is quite an experience, and until you work in one of these countries you don't know what it really means to "make do" or "do without." To my counterparts who are better off, I would like to suggest that, when you upgrade your libraries' materials, equipment, and software, rather than throw these out, remember librarians who work in developing areas such as the Caribbean, Africa, Asia and Latin America who might be able to put these cast-offs to good use.



Catherine Carter, librarian, helping a confused caller.
PHOTO BY FAY SMITH

saved hours of search time for myself and the TV production staff. My next project is to index the content of all the programs.

Access to the record collection is somewhat easier. Albums are listed in looseleaf files by artist and group. A card catalog accesses titles of 45's and albums, though the card indexing stopped in 1984 because the card catalogue ran out of space.

Having poor indexes means that you have to be extremely creative in searching. I rely heavily on my staffs' memories—indeed the library staff knows the call numbers of hundreds of records by heart.

In an organization where you are the sole information provider, there's no such thing as a "typical day." In fact, that's what I like most

The business of Denmark

Continued from page 10

extensive research job.

The questioners are our primary internal users, including about 50 journalistic staff members, our local editors, and correspondents abroad writing for our daily (with a circulation of about 43,000, five days a week).

Other internal users are the journalists at our



Margrethe Mose Mortensen.
PHOTO BY SOREN
WESSELTTOFT

magazines, the *Boersen News Magazine* (background articles about business matters, analyses, and surveys) and *Money and Personal Finances* (advice on personal selling, buying, investing or saving), the journalists at Teleboersen, an electronic news service, which updates all political, business, financial and economic news throughout the day, and finally, other employees within the Boersen Group—totally about 250 users.

Our outside users are typically companies, consultancy and management agencies, banks, advertising agencies, and private persons who need background information about specific companies (clients, suppliers, competitors, and so forth). The news library provides the desired information on the basis of clippings from our own publications. We provide this service by mail or by fax for a fee.

Our ability to answer very specific and often very imprecise questions depends on our access to the information or our knowledge of where to search (inside or outside the company), and on the proper registration, classification and ar-

chiving of information in order that it may quickly be produced. It is also necessary to know who has borrowed the material, that it is quickly returned to its right "shelf" again and is thus ready to be borrowed by the next user.

The news library contains many different types of information including clippings, pamphlets, magazines, periodicals, books, newspapers and access to several online services, all with the same subject: business.

Our primary, and as far as volume is concerned, largest source of information is our own clipping file established in 1970 when the daily, originally founded in 1896, was re-launched.

All articles in the daily and our own magazines, as well as selected articles in other Danish newspapers are classified according to the W-questions:

WHO has written the article (file: name of journalist) WHOM does the article deal with (files: person file, company and/or institution file, country file) WHAT is the subject (file: subject codes, products, events, line of trade) WHERE (file: geographic place) WHEN If the article forms part of a "current matter" or series, it is also filed under the matter in question. All persons, companies, banks, and institutions are filed under the name of individuals and are not included in the subject heading list.

The subject heading list used in connection with indexing and searching is an old home-made alpha-numeric subject code system put into the computer. It allows an alphabetic search

Inside the Boersen news library an employee searches through the extensive collection of booklets and reference books. PHOTO BY SOREN WESSELTTOFT



for words and subjects. Knowing which clipping file it belongs to, just like code searching, makes it possible to see which word, concepts, slang

The business of Denmark

phrase, and so forth, belong to this subject-code-combination. The list also provides a survey of all the subject-code-combinations that exist in the archives, corresponding to physical clipping envelopes.

Index marking is done in the newspaper. A small piece of paper is assigned to each of the 500-600 clippings taken from each newspaper indicating code/codes or biographical informa-

tion. These are arranged alphabetically on open shelves, according to firm name.

We receive about 1000 different magazines and periodicals, Danish as well as foreign. These are registered in a circulation system called the DCTS, a "sister-program" of the book system. After circulation to the journalists, the magazines are return-registered and kept for later research use.

The collection of newspapers comprises about 25 Danish and foreign newspapers which we keep for three months.

Online services such as DIALOG, PROFILE, TEXTLINE, Swedish news and business databases via hosts like KOMPASS/AFFAERSDATA and DATA-ARKIV, and the Danish newspaper database POL-TXT are also important in our daily research activities. Very important sources are available in the Danish database PUBLICOM which provides information (annual accounts, names of directors and board members and the like) about Danish corporations.

The Boersen Group produces its own online service, GREENS. This is an electronic register of Danish trade and industry with information about more than 3,000 of Denmark's largest companies, their accounts, organizational structure, and ownership.

We also have access to the online catalogs of large libraries.

Boersen's news library employs a managing librarian, four librarians, one half-day clipper/paster/folder and one clerk.

The news librarians appreciate the close contact with the journalists, especially at the daily meetings between editors and journalists, because this allows us to provide information to them at a very early stage—to the advantage of the journalists, the newspaper, and our readers.

**** Margrethe Mose Mortensen is Manager of Editorial Archives/News Library of the Danish business daily Boersen in Copenhagen.



Special codes are the key to the library's extensive clipping files. PHOTO BY SØREN WESSELTOFT

tion and page. Name of newspaper, section and date are stamped on the piece of paper, which is later glued to the cut articles. The clippings are then folded, sorted and filed into the respective clippings envelopes with the same code. The envelopes are found on open shelves according to an alphabetical subject code.

If the necessary envelopes do not exist, new ones are made for new subjects both in the subject heading list and in the physical collection. In the individual envelopes the clippings are arranged chronologically. In case of very comprehensive subjects these are split into more specific subjects/clipping envelopes, and cross-references are marked both on the envelopes and in the subject heading list.

The files grow by about 500-600 clippings per day and currently comprise about two million total clippings. To save space we microfilm the oldest clippings from the least used subject envelopes and put them into jackets. The classification of the clippings files is maintained, only the format differs.

To supplement our own clippings we have a collection of booklets comprising annual report,

Israel: Managing in a war zone

Continued from page 11

We cope for an unexpected reason: we have an unusual scope. Our editor-in-chief, Hirsh Goodman insisted from the start that we should be an active research center, not just cutting the paper or punching buttons. This means that we participate in editorial conferences for planning future issues and are encouraged to suggest story ideas. Reporters use us as research back-up before writing stories, rather than as salvage specialists stiffening limp copy with hard facts in a frantic deadline rush (though that also happens).

So, rather than spend our time filing stories on subjects that rarely or never come up, we concentrate on looking out for those topics that are about to be covered. We keep in touch with reporters, suggesting new angles or updating existing stories, and we prepare factual sidebars and chronologies to give perspective to complex articles.

What are the problems facing news librarians in Israel? First and foremost there is language. Command of Hebrew and English, at least for research purposes, is essential. A knowledge of Arabic is useful too—there is a thriving Arab press here—but in practice the Middle East section takes care of that. Compounding this difficulty is the need, when searching databases, to transliterate both Hebrew and Arabic into English—how many versions of Gaddafi/Qadhafi/Ghaddafi do you know? (And isn't one of them too much already?)

Second, is the limited understanding that Israelis have of the virtues of information flow. Leaving aside military matters, where

censorship is inevitable and understandable, far too many official bodies treat requests for help or background material as nuisances at best and insults at worst. Some

(*The Jerusalem Report* debuted in October) and the lack of a decent public library system, and you can see why we occasionally despair.

However, we have had unex-



Kim Weiss and Ralph Amalan in the library of the Jerusalem Report. PHOTO BY ELIJAH HOOL

spokespersons view their main aim as putting a spoke in the wheel of anyone who needs help from them.

The official spokesperson of a certain political party once replied that it wasn't part of his job to help journalists. While this reaction was understandable in the light of the fact that several members of his party were under police investigation for fraud and embezzlement of public funds, it was unprofessional, as well as damaging to his party's image. While there are shining exceptions to this behavior, the general picture is gloomy.

Third, basic work materials are expensive. English language books and periodicals cost at least one-third more in Israel than in the States, and using Nexis means paying international rates for telephone link-up.

Add to this the problem of starting the library from nothing

expected help from some quarters. The local American Cultural Center, especially its Jerusalem branch, has been a treasure house of information on all manner of subjects, ranging from nuclear proliferation to photography exhibitions. The staff is more helpful than anyone has a right to expect. As far as we're concerned, the U.S. government can cut back its aid to Israel as much as it wants, but if it closes or cuts back the ACC, such action will be treated as, if not an actual declaration of war, a sufficient reason to recall our ambassador. This is not a case of patriotism at a distance: I am British by birth.

On all matters relating to Israeli history, the archive of the Hebrew language daily *Ma'ariv* has been indispensable. The head of the archive, known to us as Ella, has never failed in patience or resourcefulness, despite her other

duties in tracking down rogue facts and obscure events, and we are deeply in her debt.

The Hebrew University of Jerusalem and Tel Aviv University have also been helpful, both in supplying us with names of experts and in letting us forage through their libraries.

There are three of us in the library. Margo Kossoff, Chicagoan by birth and Israeli by adoption, Kim Weiss, a Londoner and now also Israeli, and yours truly, originally from Manchester. We occasionally have interns help us out. We could use more people, but the room is too small to adequately accommodate them.

We also feel our professional isolation. It would help to have advice on tap if confronted by a problematic Nexis search, or if faced with a difficulty over work efficiency and procedures. The assistance which can be given by more experienced colleagues is invaluable. Needless to add I greatly appreciate the *News Library News* as a resource.

Still, we would be delighted to help out fellow News Division members with any kind of information they need about events in this part of the world which, to our professional delight and our personal regret, are never far from the headlines. Since our address details do not appear in our last edition of *Who's Who in Special Libraries*, please note that our telephone numbers are 2-291002 or 2-291040 and our fax is 2-291037 (after dialing the country code for Israel). We are open Sundays, and closed Fridays and Saturdays.

WHO WE ARE:

Bermuda library combines traditional and high-tech approaches



Deborah Charles in pursuit of an Elusive Fact. PHOTOS BY JILL RUBINCHAK

NAMES: Deborah Charles and Brinley Jones

COMPANY: *The Royal Gazette* and *The Mid-Ocean News*. Hamilton, Bermuda

Deborah Charles and Brinley Jones serve the information needs of *The Royal Gazette* and *The Mid-Ocean News*, sister papers in Hamilton, Bermuda. Deborah came to news librarianship after receiving her MSLS from Atlanta University, and Brin, a retired police officer has been working in the library for ten years.

Library services are a combination of traditional and state-of-the-art news librarianship. Brin manages the card catalog and files articles by typing their titles and cross referencing them on index cards. He is also responsible for the maintenance and organization of the photo files and assists reporters who are seeking information.

Deborah files and cross references articles using the Stauffer-Gold library system. The library is stored on a Macintosh Plus with a MacTerminal connection to the front-end system. A new IBM computer and optical disc drive are on hold until the recession eases.

In 1972 the newspapers relocat-

ed to a new building and many library files were lost—needless to say this presents a challenge to finding information. Deborah has established an interlibrary exchange of information with the local public library, which has an index to some of the lost clippings. Deadline articles are faxed and when time permits, citations are provided and microfilm checked. If necessary, Deborah goes to the public library and personally obtains the required information.

Recently the company sponsored a visit to *The Central New Jersey Home News* [New Brunswick] and *Editor & Publisher* newspaper libraries, both using Stauffer-Gold systems. Deborah was able to learn more about her library system and share some of the tricks she's using.

The success of the job being done in Bermuda comes from the librarians doing it: "always give my very, very best."



Brinley Jones, a retired police officer, keeping law and order in the card catalog.

CALLING ALL
CONFERENCE
VOLUNTEERSWilling to
stick out
your neck?

San Francisco here we come! Chair-Elect, John Cronin and the 1992 Conference Planning Committee are in high gear. Volunteers are needed to be program monitors, bartenders, and miscellaneous day laborers. Willing parties should contact John Cronin, Editorial Library, *Boston Herald*, One Herald Square, Boston, MA 02106, Phone: 617-426-3000.

WHAT IN THE WORLD IS A KWAPIL?

By Lany Walden McDonald

How many times have your friends or colleagues outside the News Division asked this question?

With all due respect to the founding father of our division, Joe Kwapil did have a furry sounding last name (as in "her full-length evening wrap trimmed in genuine Kwapil fur..."). But to those of us within the News Division, a Kwapil is the news librarian's equivalent of a Pulitzer.

Most of us were not around to know Joe Kwapil, or even Agnes Henebry or Ralph J. Shoemaker, but receiving one of the division awards takes on added significance in light of the notable former members for whom these awards were named.

The Kwapil Award

The Joseph F. Kwapil Memorial 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.



Joseph Kwapil worked in several newspaper libraries before he was chosen by the *Philadelphia Public Ledger* to create a modern newspaper library in 1914. Nine years and

many innovations later, he left the *Public Ledger* in the capable hands of his employee Ralph Shoemaker and began to work full-time on establishing an organization of newspaper librarians. At the time, cooperation between newspapers was frowned upon, so it was a bold venture to suggest that newspaper librarians share their expertise. Kwapil was persistent and managed to convene the first meeting of newspaper librarians in Atlantic City in 1923. The next year the group affiliated with the Special Libraries Association, and our division was born.

At the annual membership meeting in 1977, Homer Martin recommended the division establish an awards program. The recommendation was approved, and the *Joseph F. Kwapil Memorial Award* was established.

The first recipient of the Kwapil Award was Agnes C. Henebry.

The Henebry Award

The Agnes Henebry Roll of Honor Award is given to a member or former member for service to the division and for participation in division programs and projects.



Agnes Henebry was a librarian for the Decatur, Illinois newspapers from 1930 to 1973. In 1973 she was given the job of supervising the operation of eight newspaper libraries for Lindsay-Schaub Newspapers. Her many contributions to the News Division included conducting library seminars, serving as an author and editor for the 1974 edition of *Guidelines for Newspaper Libraries*, and holding all division offices. The Roll of Honor Award established in 1977 was renamed the *Henebry Award* after Ms. Henebry's death in 1982.

The Shoemaker Award

The Ralph J. Shoemaker Award is a certificate given to the News Division Chair upon the completion of his or her term of office.



In 1984, the Award of Merit, given to the outgoing chairman, became the *Ralph J. Shoemaker Award of Merit*, honoring the newspaper librarian who learned his trade under Joseph Kwapil. Leaving Philadelphia, Ralph Shoemaker went to the *Louisville Courier-Journal and Times* in 1947, where he served as chief librarian, wrote a weekly column for the Sunday paper, and is credited with inventing the first practical microfilm reader-printer and for working with ANPA to publish subject classifications for his newspaper clipping and picture files. He was the recipient of the first Roll of Honor (Henebry) Award in 1978 and the Kwapil Award in 1980.

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 Sherry Adams, *Houston Chronicle*; Dargan Richards, *The State* (Columbia, SC); Jeannette Kopak, Canadian Broadcasting Corp.; Kathy Trimble, *U.S. News & World Report*; Bob Isaacs, *Fort Lauderdale Sun-Sentinel*; Sharon Ostmann, *Orange County Register*; and Chairman Lany McDonald, *The News & Observer* (Raleigh, NC).

Gail Bulfin, [Ft. Lauderdale] *Sun-Sentinel*, is chairing the committee to select the Vormelker-Thomas Student Award.

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

The Vormelker-Thomas Student Award

The Vormelker-Thomas Student Stipend is awarded to a graduate student SLA member who demonstrates interest in and knowledge of news librarianship. Applicants are judged on the basis of a submitted essay, a resume, recommendations, and work experience. This monetary award must be applied toward expenses to attend SLA annual conference.



Rose Vormelker taught many students about newspaper libraries. After a full career as a news librarian in Cleveland, she went to Kent State in 1963 and began teaching

what was then the only college course in the U.S. on newspaper libraries. In addition to numerous activities on behalf of the News Division, she served as SLA president, helped Franklin Roosevelt's administration establish war and defense information centers in 4,000 libraries around the nation, was elected to the Ohio Library Hall of Fame, the Graphic Arts Hall of Distinction, and SLA's Hall of Fame.



Lou Thomas, retired director of the Baton Rouge newspaper libraries, has strongly influenced the education of many current news librarians through her work devoted to

news librarianship and the News Division. She has been active in the News Division and the Louisiana Chapter of SLA, holding offices and chairing committees for both. In 1990 Lou received SLA's John Cotton Dana award. She is also a recipient of the Henebry and Kwapiil Awards.

The Certificate of Appreciation and Recognition

This unnamed award is offered periodically to persons or to an institution for an outstanding contribution to the field of information science and/or news librarianship. This certificate is to be awarded to persons who are not eligible for the division's awards, but have made outstanding contributions to our profession by either pioneering and implementing projects and programs of unusual merit or by undertaking major research in the information retrieval and management-related fields.

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. Kwapiil 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.

Name of nominee

Agnes Henebry Roll of Honor Award

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

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 news librarianship.

Name of nominee

Please mail this form with supporting documentation to Lary W. McDonald, News Division/SLA Awards Committee, News & Observer Publishing Company, 215 S. McDowell St., Raleigh, NC 27602.

NOMINEES FOR DIVISION OFFICE ANNOUNCED

CHAIR ELECT



Donna Scheeder

Donna Scheeder is the Senior Team Leader for Congressional Reference Services at the Congressional Research Service, Library of Congress. She has been a member of the News Division since 1977 and has served on the Awards and By-Laws Committees. Scheeder is President-Elect of the Washington, D.C. Chapter of SLA.

She has been Recording Secretary, Hospitality Chair, and chaired the Scholarship Benefit of the D.C. Chapter. As an active member of SLA, Scheeder has served as Chair of the Government Relations Committee and was a member of the Nominating Committee. Scheeder has been a guest speaker at the Paul Miller Washington Reporting Fellowships Program and has appeared on behalf of SLA on Worldnet and the League of Women Voters Radio Show.

DIRECTOR OF PUBLICATIONS

Gail Hannan Bulfin

Gail Bulfin is Assistant Manager of the News Research Center at the *News and Sun-Sentinel* in Fort Lauderdale, FL, a post she has held since 1988. She has worked at the Sun-Sentinel for five years and in 1991 was named the paper's "Staffer of the Year."

She is a second generation news librarian. Her father, Mark C. Hannan, was the Director of Research at the Washington Post until his retirement in 1986.

Bulfin is currently the coordinator for a company-wide program called Project Reader Awareness, which is designed to put the paper back in touch with its readers. In addition to her role in the newsroom, she chairs the News Division's Student Stipend Awards Committee.



Bridget Janus

Bridget Janus is the news librarian at the *Cedar Rapids [IA] Gazette*, a post she has held for the past 14 years. Previously, she worked at the Cedar Rapids Public Library. She is also the book editor for the paper and writes a bi-monthly column on books.

Janus has been active in the News Division for the past 10 years. She was chairperson of the Small Libraries Interest Group (1985-1987) and was a member of the program committee for San Antonio conference. She has been a speaker on two News Division programs at national SLA conferences and in two regional News Division seminars. She has written articles for *News Library News* and will be a contributing author and editor to the forthcoming *News Media Librarianship: A Management Handbook*.

Janus was a delegate to Iowa's 1991 Pre-White House Conference and is presently serving her second term as president of the Linn County Library Consortium.



SECRETARY

Steve Proulx

Steve Proulx is Manager of Editorial Services at *Pacific Press*, a position he assumed in August 1991. Previously he was Chief Librarian at the *Ottawa Citizen*.

Proulx has been a member of the News Division since 1980 and wrote a paper for the San Antonio Conference "Beyond Our Files" seminar. Since 1987 Proulx has edited *Infostug*, a newsletter distributed to the Southam librarians.

Proulx is also Chairman of the Southam Librarians Group, a professional association of Southam librarians whose emphasis is information sharing, education and professional development.



Dargan Richards

Dargan Richards has been Librarian at *The State* newspaper in Columbia, SC, since 1974. For two years prior Richards was Assistant Librarian.

She was responsible for developing information services that moved the library from a clipping archive to an information center. In 1987 she coordinated the conversion of the clippings to an online system.

Richards served as Director of Education for the News Division, and during her tenure the division held numerous regional seminars for news librarians. She was a founder of the Small Libraries Interest Group and wrote the first column devoted to small libraries in *News Library News*. She has been panelist or moderator on several News Division CE seminars and programs and on statewide programs for librarians and journalism educators. Richards serves on the Awards and Education Committees.



IN THE EYE OF THE BEHOLDER: One point of view on the problems of indexing visuals

Continued from Page 1

scription of the show's introduction will be modified with a note whether or not the host is smoking. We will not go back and search every show from the 1950's and 1960's but we will add the information whenever a program is re-screened and the hosts are smoking. I call this practice **progressive indexing**. Our database has a special NOTES field that allows us to keep information like this. It is searchable for all special requests like, "I want programs with announcers making mistakes."

Visuals As Documents

Although visuals are different from text documents, they are documents nonetheless. There are some similarities in cataloging both kinds of documents. The source, date, and physical description must always be indicated. If there is more than one version of the image, there should be some link between the two, just as in two editions of a newspaper.

The source of the document is useful in a number of ways. The more information of why and by whom a photo was taken, the more information the indexer and cataloger has on the content. It also provides added information about the reliability of the pictures. Comparing two pictures of the same event can show marked biases in the camera people. Then there are also the propaganda pictures that find their way into many news library visual collections. If these are kept their source should be identified.

Versions of photographs and graphics will become very important as the negatives of pictures disappear. Computers allow wonderful

manipulation of pictures. It is very important therefore to make sure the original is kept somewhere and is retrievable with all of its variations.

Complexities

The photograph included in this article is an example of all of the issues I have discussed so far. What is this picture of? What is the source? The date? What are the versions?

This picture was taken off a television moni-

Religion and Philippines, but does that really explain the picture?

The Integration of Text and Images

A quick and dirty means of indexing visuals has been to link the image to the caption or text. Although this is a valuable tool for completing the picture in terms of how a story was told, captions can often be misleading and text cannot really tell you what was in the picture. A caption can say "Ronald Reagan and Brian Mul-

rooney sing 'When Irish Eyes Are Smiling...'," but it cannot tell you who else was on the stage and what the occasion was. The best solution is to add description to the picture to enhance the text.

Summary

I have just scratched the surface on these issues, and am sure I have raised more questions than I have answered. The difficulty in providing quick, efficient and accurate retrieval of images is not just a

question of how technology will make this all possible. Even if all these images are miraculously scanned into a videodisc, the access points must be flexible enough to meet the research demands of the future. Those pictures we are indexing today of a child's day at the zoo, may be called upon in 25 years to show lifestyles of North Americans in the late 20th Century.

• Jeannette Kopak is Manager, Information Services, Network Television News, Canadian Broadcasting Corporation



Religion and video cameras don't really describe this picture. PHOTO COURTESY OF CNN

tor by one of my staff. He thought the image was so bizarre he couldn't resist taking a picture of the picture. It is of tourists in the Philippines making video recordings of the crucifixions a sect of Filipino Christians perform every Good Friday. Now imagine the caption this picture would have in a newspaper. Where would you file it? What terms would you add to make it retrievable in an online database system?

The only solution we came up with was a description of why the picture was taken, what it showed, the date it was taken and the source—in this case CNN. This is a perfect example of need for "free-text" combined with controlled vocabulary. We would file this picture under

DATAWAVE SOFTWARE START-UP: A PRIMER ON PC-BASED DATA ANALYSIS

By George Landau

A well-equipped PC can swallow a database of almost any size. The trick is getting the PC to digest the data. Here's an overview, with examples, of three different kinds of software that can be used to analyze information:

Database Managers

This type of software allows you to take a database and perform basic functions such as search, sort, and group data.

- ♦ **Searching:** Computers can find needles in haystacks without breaking a sweat. In a matter of seconds, a PC can extract from a master database of death certificates a list of everyone who died from brain cancer.

- ♦ **Sorting:** Using the same database, have the computer list those brain cancer victims by zip code, name, age, weight, or by whatever other data is contained in the database.

- ♦ **Grouping:** Identify the zip code with the most brain cancer deaths by commanding the software to group by zip code, counting the occurrences in each distinct zip and displaying the resulting list in descending order of frequency.

This isn't as hard as it sounds. Lucky for us dimmer bulbs, there's an elegantly simple, but extremely powerful, language we can use to extract information from computer databases. It's called Structured Query Language (SQL) and is being used in software from mainframes to PCs. My advice: don't buy a database manager that doesn't have SQL.

To master SQL, you need learn only a few rules governing the use of key phrases: *select*, *from*, *where*, *group by* and *order by*. Once you've learned SQL, you can instantly use any software that employs it. Many software packages are taking this further by offering QBE, or Query By Example. By selecting fields and operators from a menu and typing in text, you create an example that meets your search criteria, and the software generates the SQL statement.

Several brands of PC software with SQL are available. After testing a few, I'm happiest with FoxPro 2.0 from Fox Software in Perrysburg, Ohio (Phone: 419-874-0162). FoxPro is ex-



tremely fast, even with very large databases. It is also easy to learn and, once mastered, provides slick, powerful programming tools that go beyond SQL.

Statistical Packages

These are database managers with built-in formulas that can be used to isolate cause-and-effect relationships in a sea of many variables. Such software allows you to analyze court records to find a link between sentencing and defendants' race — independent of defendants' age and sex, the kind of victim and crime, and the specific judges and attorneys involved.

Philip Meyer, a journalism professor at the University of North Carolina at Chapel Hill, has been urging reporters to use statistical tools since 1973, when he completed the first edition of his book, *Precision Journalism*. Back then you needed to master a mainframe, a slide rule and

statistical theory. These days, Meyer says journalists can teach themselves statistics using PC software called SPSS, available from SPSS/PC in Chicago, Illinois (Phone: 312-329-3300).

"The best way for a journalist operating on his or her own is to buy SPSS Studentware, which uses introductory manuals. Any bright young journalist can work with that," says Meyer. But Meyer advises reporters not to make statistical software the first thing they learn. He suggests they master a traditional database manager (such as Paradox, dBase or FoxPro) before trying SPSS.

Geographic Information Systems (GIS)

This is a new breed of PC software that allows mapping of any data with a geographic component, from real estate records to census counts.

Analyzing the 1990 census can be painful if you don't have software to plot the hundreds of census tracts in a metropolitan area. With a GIS, the computer can instantly color each tract to reflect data values — for example, red for tracts with increases in median income from 1980 and blue for tracts with a decline.

Reporters can use a GIS to monitor the political redistricting process. Trace the latest boundary proposal onto the screen and command the computer to total the ethnic populations for all the census "blocks" inside it. A good GIS can also plot anything that has a street address.

In St. Louis, we used software called Atlas*GIS to "pin map" a database of 18,000 vacant lots. By merging the pin map with a map of the city's 28 political wards, we were able to publish a ranking of vacant lots by ward. Atlas*GIS comes from Strategic Mapping, Inc. in San Jose, California (Phone: 408-985-7400).

While a GIS is a powerful tool, be prepared to make a substantial commitment in time and money to get it up and running.

- George Landau has been a reporter at the *St. Louis Post-Dispatch* since 1984, spending the last two years as data analyst for special projects. This column was adapted from an article written for an upcoming issue of the *Columbia Journalism Review*.

Broadcast Pioneers Library preserves treasures of radio, TV's early years

By Debra K. Bade

To plot a course for the future it is necessary—or at least helpful—to understand from where we come. The Broadcast Pioneers Library (BPL) in Washington, D.C. is a place for news librarians, particularly those of us working in television or radio, to discover our past.

The BPL was established through the Broadcast Pioneers Educational Fund, Inc. and settled in Washington's NAB building at 1771 N Street N.W. in 1971. The Broadcast Pioneers organization evolved from the Twenty Year Club of Pioneers in Radio Broadcasting, founded in 1942 by H.V. Kaltenborn. In the 1960's William S. Hedges from NBC began gathering what would become the core of the BPL collection: historical artifacts, documents, scrapbooks, and other memorabilia that told the story of the industry. In the 1990's, Catherine Heinz continues as the director of the BPL, a position she has held for the 20 years of its existence.

The broadcasting timeline is a fairly short one, but the changes seen during its span have been fast and furious, mirroring the cultural acceleration of our lives and our increasing reliance on new technologies. Pulling together historical documentation which reflects the life of such an industry is quite an undertaking. Included in the BPL archives are historical photographs from the early days of radio and television. One can also find audiotapes, speeches, periodicals, and perhaps most intriguing, the oral histories BPL has amassed over the years—interviews with men and women who have become legends in the broadcast industry.

Treasures abound. Among them are many private collections acquired by BPL. The John D. Fitzgerald collection chronicles CBS news development in the 1930's. And the "Wisdom" collection includes transcripts of interviews with people such as Herbert Hoover, Pablo Picasso, Eleanor Roosevelt, Margaret Mead and many others from NBC-TV in the 1950's.

BPL also functions as a referral center and directs researchers to many pockets of broadcast materials scattered around the United States—some of it maintained by groups like the Library of Congress, the National Archives, or American Film Institute. Other material is maintained more informally by various universities, state historical societies or in private collections.

BPL is a hub for information about broadcast materials. As News Division members reach out to other information professionals we must also become regional links in this information chain. Learn which universities, libraries, historical societies and so forth in your area are collecting old footage from your local television stations and find out what happens to that footage—is it being indexed and utilized as an information tool or is it just being stored?

• Send your ideas to Debra K. Bade, Reference/Special Projects Librarian, Cable News Network Library, 1 CNN Center, Box 105366, Atlanta, GA 30346.

CompuServe Journalism Forum



SLA/ND Online Member Database

Join your Special Libraries Association/News Division colleagues online in JForum —CompuServe's Journalism Forum— for lively discussions about research issues, archiving technologies, breaking news, investigative projects and SLA business.

Accessible through CompuServe (GO JFORUM) The Journalism Forum hosts more than 10,000 member journalists worldwide for discussions on ethics, education, jobs, newsroom computers, photography, graphics, design, newspapers and magazines.

For More Information

Contact SLA/ND Sysop Nora Paul
(CSIS ID # 76216,1006)

or at The Poynter Institute (813-821-9494)

For a FREE CompuServe IntroPak call
1-800-848-8199 and ask for Operator 327

ONLINE AND ON TARGET: Cutting the cost of on-line searches

By Barbara Ellenbogen
and Jeanette Brown

Lowering online search bills is a challenge most news librarians face during these tight budget times. At the *USA Today*/Gannett library, we have cut our search bills 30 percent to 40 percent by changing how we use databases. Historically, our online search bills climbed into the thousands of dollars each month. In 1990, *USA Today's* editor asked the library to lower the bills as much as possible.

Though the library subscribes to several different databases, librarians used Nexis for most online searches. We started by reducing the reliance on Nexis. We asked the staff to use the cheapest, most effective means to get the information, whether it be a book, clipping, magazine, or database.

Next, we provided more online training for the reference staff. We worked with vendors to custom design a new training program that emphasized accurately targeted search strategies. The program taught the staff to search by keywords, headlines and fields. We also urged the staff to first check clips for commonly used jargon that would help them pinpoint searches.

More experienced searchers trained their peers in "quick and dirty" searching, passing along techniques they'd learned over the years. For example, they recommended avoiding general files on Nexis like CURRNT, or NEWS. They advised using specific files such as MAGS or WPOST that cost less and save time.

As another way to save money, we started using some of the less expensive databases like CompuServe and Military Periscope. Many Dialog files are available through CompuServe at a cheaper rate. We also bought the Quotations database and loaded it on to the personal computer to reduce the need for online searches.

Part of our cost-saving effort focused on changing the library staff's interactions with reporters. We told the staff to give reporters a limited amount of relevant material. Previously, reporters were inundated with reams of paper. A few good articles are preferable to dozens.

We also dropped the old policy of giving patrons a cite list of stories from which to choose. We've convinced the reporters to trust our judgement and experience and to allow us to select appropriate materials. Our goal here was twofold - to save money and to boost the self esteem of our staff. We wanted a staff who thought of themselves as information professionals.

To increase staff efficiency, we also examined our equipment needs. Two of the three Nexis terminals were removed and replaced with personal computers. In addition, we upgraded our 1200-baud modems to 2400 and 9600 baud.

In summary, here are some helpful hints to keep in mind when using online databases:

- ◆ Don't rely on online searching exclusively. Treat it simply as one of many reference tools.
- ◆ Be a selective shopper. Buy the best products for the best price.
- ◆ Be an effective searcher. Get on and off as quickly as possible while still getting the information.
- ◆ Search using headline and keyword fields when possible.
- ◆ Don't use OMNI or global searches. They're the most costly and time consuming.
- ◆ Get adequate training and keep staff up to date on new sources, technology and search strategies.
- ◆ Eliminate fishing expeditions. Before you go online, know what the patron needs and what you're looking for. It helps to write out your searches before starting them.
- ◆ Verify spellings of names and other key words concepts before going online. Reporters aren't perfect.
- ◆ Buy modems with the highest baud rate you can afford.
- ◆ Consider using cheaper databases like Prodigy, CompuServe, and America Online.
- ◆ Explore innovative pricing schedules, such as flat-rate pricing.

• For more information call Barbara Ellenbogen or Jeanette Brown at the *USA Today* Library 703-276-3797.

News Division database now accessible!

By Linda Paschal

The News Division Database can be accessed by connecting into DataTimes' computers through a long-distance phone line. A subscription to DataTimes is not necessary. Anyone with a modem and terminal can access the database.

To Log In: Dial 405-752-2223 to connect. When prompted for Username: type in SLADB. When prompted for Password: type in NEWSDIV.

To search the database: Use the FIND command (abbreviated FI) and remember to include quotes around search terms.

To search the default field: FI "JOE BLOW" Searches first and last names and company.

To search specific fields:

FI STATE="OK" - Searches state - use the two character code

FI CITY="NEW YORK" - Searches city

FI LNAME="WILLIAMS" - Searches last name only

FI FNAME="JOHN" - Searches first name only

FI COMP="TIME" - Searches company or firm name

Fields which can be searched are:

ADDR (Address)

CITY

COMP (Company)

COUN (Country)

DEPT (Department)

FAX

FNAME (First Name)

LNAME (Last Name)

PHONE, STATE, TITLE, ZIP

NAME (First and Last Names Combined)

You may use AND, OR, AND NOT as operators Examples:

FI STATE="OK" AND CITY="OKLAHOMA CITY"

FI COMP="ABC" OR COMP="CBS"

FI LNAME="SMITH" AND NOT CITY="WASHINGTON"

To display documents retrieved with the FIND command, use the DISPLAY command (abbreviated DI). Examples:

DI - Displays all documents in a set

DI for 1-3 - Displays documents 1,2,3 in set DI

NAME,ADDR,CITY - Displays only these fields

If you have questions, contact Linda Paschal at DataTimes (405-751-6400).

Rethinking priorities as budgets, staff shrink

By Elyse Eisner

Everywhere you turn, news librarians are struggling with reduced budgets. I had hoped to present "small librarians" — of whatever height — who are doing great things on a shoestring, but my research didn't unveil any members with songs in their hearts. If you are out there, please write to me or to *NLN* and buck us all up. Instead, I found librarians doing less with less.

Diane Sponsler of the [Bloomington, IL] *Pontagraph*, lost 30 hours per week when her staff was reduced in July. She had to re-evaluate traditional ways of doing things and determine if there were shortcuts the remaining two staff could take. The staffer who was laid off was responsible for photos, database maintenance, reprints and photo laminating—the last two are money makers for the *Pontagraph*. Diane is striving to keep up with those tasks, but they are slipping in efficiency. The *Pontagraph* library is electronic, and cutbacks there are unacceptable.

Instead, Diane has been forced to cut back on the photo collection. Fewer photos are saved and the photo system, which used to be a detailed system in which every photo, processed or unprocessed, was instantly available, has been streamlined to a slightly less accessible, but faster system. The electronic picture desk is not searched for additional file photos.

Little database searching is being done, and special projects that the library did for reporters, such as lists of major fires, have been dropped.

The *Oakland* [CA] *Tribune* library suffered a 40% staff cut over the past year. The library is borrowing clerical staff from the newsroom when it can, but filing is backlogged. The three and one-third staffers remaining in the library have all assumed additional duties: selecting stories to send to *DataTimes*, searching the *Leafdesk* for photos, and working on weekends. Yae Shinomiya has had to close the library at 6:00 p.m. on weeknights (formerly open until

midnight) and has no staff on Sunday.

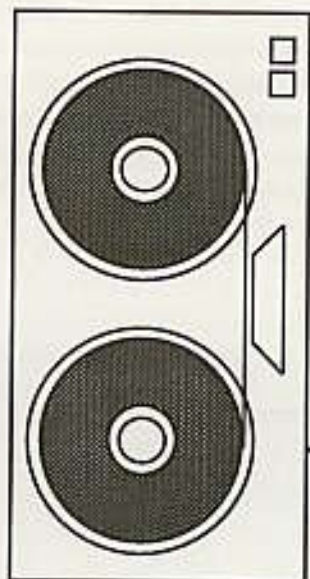
Yae has had to rethink her priorities. She considered cutting back on indexing national and international stories, "but then we'd have to search for it online" and, despite a fixed-price contract with Nexis, there isn't time for as much online searching.

Yae has also cut back on outside searches for reporters. "We'll call the library and locate it, but we won't go get it." She also wants to reduce calls from the public. She plans to install an answering machine on the public's line and to increase the price of photocopies from \$1 to \$3 per page. Faxing will be charged, and she's asking the newsroom to assume more responsibility for supplying tearsheets.

Yae regrets especially the reduction in reference work. "We should be doing a lot more, but we really can't."

Amen.

Information is Power... that's why the government keeps it locked up. *E.P.I.C. has the key.*



Most researchers have become familiar with the idea of electronic information, but so far they have only gained access through on-line services. There are thousands upon thousands of useful databases maintained by local, state and federal government agencies that lie dormant because they are not available on-line.

Wouldn't you like to do more with electronic information than call it up on a computer monitor? If you are tired of information that others decided you need in the format they decided you need it in, call E.P.I.C.

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CAN WE TALK? YES! CALL ON JFORUM

By Nora Paul

It's a long time between seminars. Some of us don't even get to attend. We spend a lot of time playing phone tag with the people we need to talk to and sometimes, we don't know who we need to talk to. We learn about a great new database, reference, or way to do something cheaper, faster or more thoroughly and want to share it. We hear about something that sounds too good to be true and wish we could ask someone what they know about it. We don't have time to re-invent wheels that may be whirling nicely in someone's shop. We don't have time to find out whose shop it is whirling in.

These situations are every day occurrences in the life of the harried news librarian. One way to get around some of these problems is to talk to your colleagues in news libraries and newsrooms around the country and around the world on CompuServe's Journalism Forum.

At the beginning of September the News Division signed an agreement with the Journalism Forum to provide a special area on the forum for our members.

The JForum started in 1988 and currently has over 10,000 members from all walks of print and broadcast media. They go online daily to discuss issues grouped under such topics as *Newsroom Computers*, *Comments and Controversy*, *Journalism Ethics* and *Fast Breaking Stories*.

The JForum has two basic areas: messages and libraries. The message area is where people



post their comments, complaints, questions and helpful hints. The messages are available for others to read, follow the message threads and join the conversation. The message areas are open to all participants on JForum. A new message area, 14—News Research, has been created to post messages on topics of interest to researchers or for people who want to ask for research advice.

The libraries, which are archival, are divided into areas of interest such as journalism education, ethics, and general information. Users upload articles, lists, surveys, and messages. One of the most frequently referenced items in the JForum libraries is a listing of newspapers online that M.J. Crowley compiled in 1989.

Associations affiliated with JForum have their own library areas which are open only to association members. The News Division will be uploading job listings, salary surveys, membership information and other items of interest to division members. We can also contribute items we would like to share with other JForum members to their libraries.

This is in the formative stage, and I'd like to discuss with News Division members ideas for what this Forum can and should be doing for them. This can be a method for informal, convenient, real time networking with each other and with our journalism colleagues.

To access the JForum you need a computer, modem and a CompuServe account. CompuServe has an hourly connect cost of \$15.00. In most cases, there is a local telephone number for access, so there are no long distance phone charges.

How To Get Started

If you do not yet have a CompuServe account, you can get a free starter kit (which includes an hour of free access) by calling 800-848-8199.

If you already have a CompuServe password, just type GO JFORUM at the ! prompt. If you have not registered with JForum, you will be asked a few questions and then you will be signed up.

Navigating the forum is easy. At the ! prompt you can select either the message area or library area (! message or ! library). The system is menu driven. In the message area, you can select by message area, by currency of the message, or for messages sent to you. Remember, all messages posted are for everyone's eyes—if you want to send a private message to someone, be sure to use CompuServe's E-Mail function (type GO MAIL at the ! prompt).

If you'd like to practice some of the forum navigating skills, there is a free practice forum (no connect charge while in this area). Type GO PRACTICE at the !.

The Membership directory of JForum is a free-text-searchable directory that allows you to enter information about yourself. At the ! prompt type "member" to access that area. I think we could make great use of this area if we establish standardized codes for certain information. Special areas of interest and expertise can be noted—this could be a tremendous resource for locating speakers or writers. I welcome suggestions on facilitating this.

JForum access will allow us to have an ongoing dialogue. You will also establish relationships with people from around the country you might not have met otherwise. While you're in CompuServe, you can explore some of the other services available that might prove to be invaluable tools in your newsroom.

See you in cyberspace!

The News Division of the Special Libraries Association announces the 1992 Vormelker-Thomas Student Award.

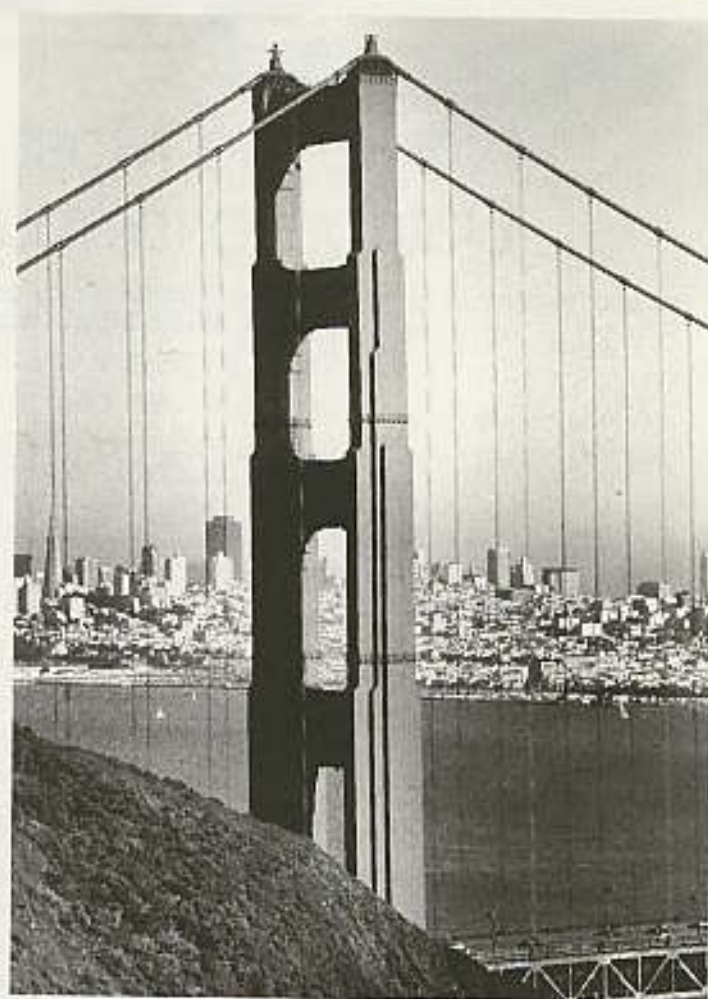
The News Division of SLA encourages graduate students in library science and journalism to explore careers in news librarianship. Our program at the annual SLA conference provides opportunities to meet and exchange ideas with professionals in the news library field, to visit news libraries and to learn 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 1992 conference in San Francisco.

PREVIOUS STIPEND WINNER'S INCLUDE:

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

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
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