



January 1999

Disney Corporate New Technology and New Media Group

Debbie Hartzman

Follow this and additional works at: <http://jdc.jefferson.edu/scitechnews>

[Let us know how access to this document benefits you](#)

Recommended Citation

Hartzman, Debbie (1999) "Disney Corporate New Technology and New Media Group," *Sci-Tech News*: Vol. 53: Iss. 1, Article 7.
Available at: <http://jdc.jefferson.edu/scitechnews/vol53/iss1/7>

This Article is brought to you for free and open access by the Jefferson Digital Commons. The Jefferson Digital Commons is a service of Thomas Jefferson University's [Center for Teaching and Learning \(CTL\)](#). The Commons is a showcase for Jefferson books and journals, peer-reviewed scholarly publications, unique historical collections from the University archives, and teaching tools. The Jefferson Digital Commons allows researchers and interested readers anywhere in the world to learn about and keep up to date with Jefferson scholarship. This article has been accepted for inclusion in *Sci-Tech News* by an authorized administrator of the Jefferson Digital Commons. For more information, please contact: JeffersonDigitalCommons@jefferson.edu.

DISNEY CORPORATE NEW TECHNOLOGY AND NEW MEDIA GROUP

Debbie Hartzman*

People generally don't think of the Walt Disney Company as a "technology" company. However, the organization employs many people as structural, mechanical, electrical, and software engineers, analysts, programmers, and more. Disney pioneered many innovations in film and theme park technology, has been awarded 6 Academy Awards for Scientific and Technical Achievements, has 180 patents, and received numerous other accolades and awards.

I am a solo librarian in the Disney Corporate New Technology and New Media Group. Our department works across all business units to identify common technology concerns in the company and encourage people to share resources and solutions. We also investigate new technologies that may impact our business.

My job title is "New Technology Analyst" but I tell people that I'm a librarian because I have an MLS and much of what I do falls into the librarian realm. I am the department's researcher and am available to anyone in the company with a technology-related question. Many of my requests are referrals from department members who work with the business units on different technology fronts. Questions range from reviews of hardware for storing terabytes of data to looking up the history of the I.S.B.N. Current awareness updates have been very popular with several of the engineers; they receive them via email and we are planning to post results on our department's intranet site in the future.

Our site, Cliki, is a one-stop technology resource for the company. It contains several special interest groups as well as databases and news services. Our group has written and published several "Tech Primers" with easy-to-understand information on hot technology topics. The "People Finder" area is a very useful aid to finding who else is working on a particular technology. The department doesn't have a physical collection per se. When I arrived, the department's magazine collection was in a shambles, so I took that over

because if I had to find articles I wanted to be able to find articles. We rescued a patents collection that another division was going to discard and plan to create a database that has, at a minimum, the Disney patents. Other than that, my resources are electronic, with subscriptions to many traditional online vendors and a growing number of web resources. One of my other duties is ensuring that our department is copyright compliant. To this end, I recently developed and distributed a set of guidelines to all and had a training session for the support staff. And finally, I edit various department publications such as our New Technology Reading and website lists and the Visual Effects Newsletter.

The Disney librarians are starting to organize and share information. A "Dislib" listserv was recently established, and we're trying to get to know each other better. We are widely scattered--California, Florida, New York and Washington. The SLA Annual Conference has been a great opportunity to meet, and we've had Disney/ABC Librarian's Dinners for the past few years. I'm an active participant in SLA--I've served on both the Executive Board and Advisory Council for the Southern California Chapter. This year I'm the Publications Chair--we're putting out our biennial directory, so I'm learning all about Filemaker Pro. My job has a lot of variety--technology is moving very quickly, and it's exciting to see things before they come on the market. The company is very diverse, with many opportunities for trying new things. I enjoy being the "information person" for a department rather than being in a library, although I could not do my job without the support of the librarians at the Information Resource Center. Disney librarians have a diverse clientele--they work in the archives, in strategic planning, at ABC news, in Florida, in the Animation Research Library, etc.. It's been a challenge and a privilege to get to know them and work with them to improve information access throughout the organization.

* The Walt Disney Company, 500 S. Buena Vista St. Burbank, CA 91521-3780. Ph:818-560-5531