San Jose State University
SJSU ScholarWorks

Information Outlook, 1999 | Information Outlook, 1990s

7-1-1999

Information Outlook, July 1999

Special Libraries Association

Follow this and additional works at: http://scholarworks.sjsu.edu/sla_io_1999

Part of the Cataloging and Metadata Commons, Collection Development and Management Commons, Information Literacy Commons, and the Scholarly Communication Commons

Recommended Citation
Special Libraries Association, "Information Outlook, July 1999" (1999). *Information Outlook, 1999*. Book 7.
http://scholarworks.sjsu.edu/sla_io_1999/7

This Magazine is brought to you for free and open access by the Information Outlook, 1990s at SJSU ScholarWorks. It has been accepted for inclusion in Information Outlook, 1999 by an authorized administrator of SJSU ScholarWorks. For more information, please contact scholarworks@sjsu.edu.

Information OUTLOOK®

www.sla.org

JULY 1999 THE MONTHLY MAGAZINE OF THE SPECIAL LIBRARIES ASSOCIATION VOL.3, NO.7

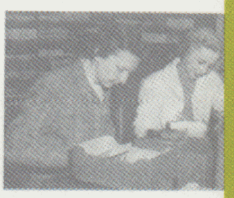
RARY ASSOCIATION
LEBRATES 50 YEARS

can a cheetah run? What's the viscosity at 70 degrees Fahrenheit of chloro-sulfonic acid? There are about cial libraries in the U. S. dedicated to answering stions and thereby saving time for researchers and ns and saving money by efficient purchasing, hand- centralizing of books and other reference works. 0 libraries are members of the SLA—Special Li- association, which will celebrate its Fiftieth Anni- ext month. What are "special" libraries? Accord- A's definition they are, "Special collections serving lientele and using special methods."

arch Center Library, a member of the SLA, has millions of facts on its shelves and a staff of six the facts for our researchers and other J-Mers in special information vital to such work.

etahs can speed along at about 70 miles an hour. sity of chloro-sulfonic acid at 70 degrees Fahren- 8 centapoises. Now, what is a centapoise?

Katherine (1956-57) committees.



Left George Johnson checks the index lists every research report and shows each can be found in the master file. Margaret Schmachtenberger (at left Mary McDermott are both active i

1909 to 1999

YEARS OF KNOWLEDGE

Average Salary Of Librarian Is $1,700 a Year

Association Meeting in Washington Require All But $47

INSIDE THIS ISSUE:

Pack Your Bags, It's Time to Roll!

If You Could Choose Librarianship Again, Would You?

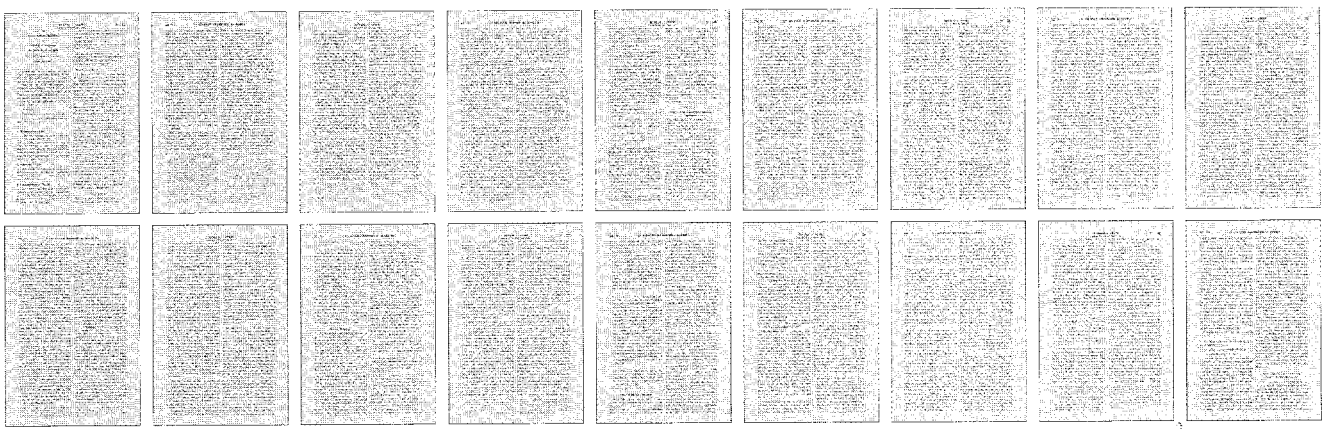
The New Age of Information Professionalism

SLA—Ninety Years of Knowledge

PUTTING KNOWLEDGE TO WORK®

What did the court say, in *Burral v. State*, about a defendant's right to present hypnotically enhanced testimony?

Before you spend hours reading and analyzing the entire case ...



... spend a few seconds reading the West headnote.

> **2. Witnesses ⇐2(1)**
>
> Defendant's right to compulsory process did not entitle him to present hypnotically-enhanced testimony of defense witness. U.S.C.A. Const.Amend. 6.

BEFORE YOU READ AND ANALYZE an entire case, a West Group headnote lets you determine – usually in a minute or less – whether the case is worth more of your time.

In one concise paragraph, you'll find a point of law, any relevant facts supporting the point of law, and any relevant statutes cited by the court.

That's information you would otherwise have to dig up from scattered parts of the text.

Along with Topic and Key Numbers, a West Group headnote is part of the greatest time-saving system ever invented to help you find cases worthy of further analysis.

West Group headnotes are written ***exclusively*** by West Group attorney-editors.

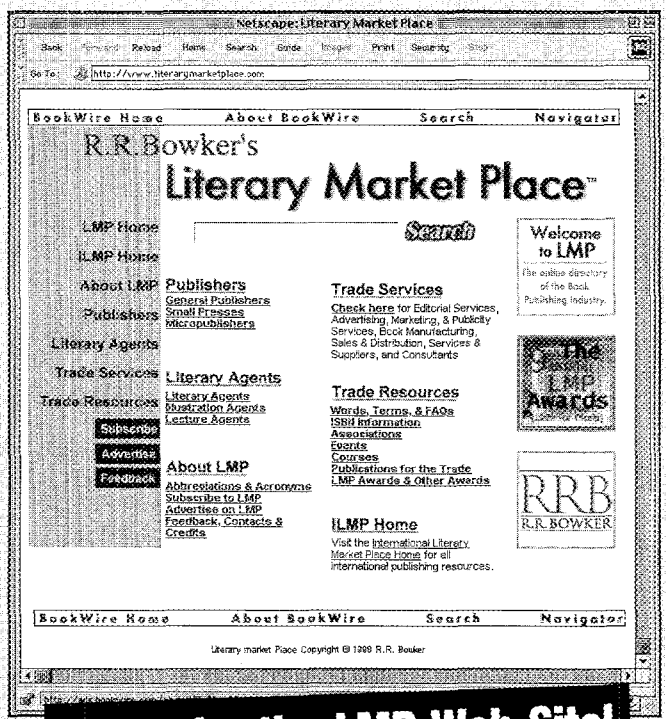
And you'll find them ***only*** in a West® Case: in West Group print reporters, CD-ROM products and on Westlaw®.

To learn more about headnotes and other timesaving advantages of West Cases, call **1-800-262-0620.**

WEST GROUP

Trademarks shown within are used under license. © 1999 West Group 2-9909-3/5-99 005225

Now there's a *NEW* address for EVERYONE and EVERYTHING in the book publishing business!



Raves for the LMP Web Site!

"... an excellent use of Web technology for an established reference source ...

This internet version of Bowker's directory of the publishing trade provides ease of access not available in the printed counterpart. The directory takes advantage of the strengths of the Web by including links to Web sites and cross-references. The latter are particularly useful in tracing a company's parent/child organizations and in locating imprints. Updates are ongoing ... and search results load rapidly."

—CHOICE (February 1999)

"EXCELLENT WEB SITE!"

— Lisa Anne Madden
LMP Online User

Literary Market Place™ Online

Log on today!

Introducing *www.literarymarketplace.com* — the most comprehensive online database of book publishers, services, suppliers, and resources ever made available on the Web!

Log on to **LMP Online** and the world of book publishing is at your fingertips. With keyword searching, browsable indexes, and power search features that let you key in specific search criteria, **LMP Online** makes it easier than ever to track down anyone or anything in the book publishing industry.

This acclaimed Web Site also includes a link to **International LMP Online** (*www.iliterarymarketplace.com*) — the premiere Web guide to book publishing worldwide — which is available by subscription with **LMP Online** or separately.

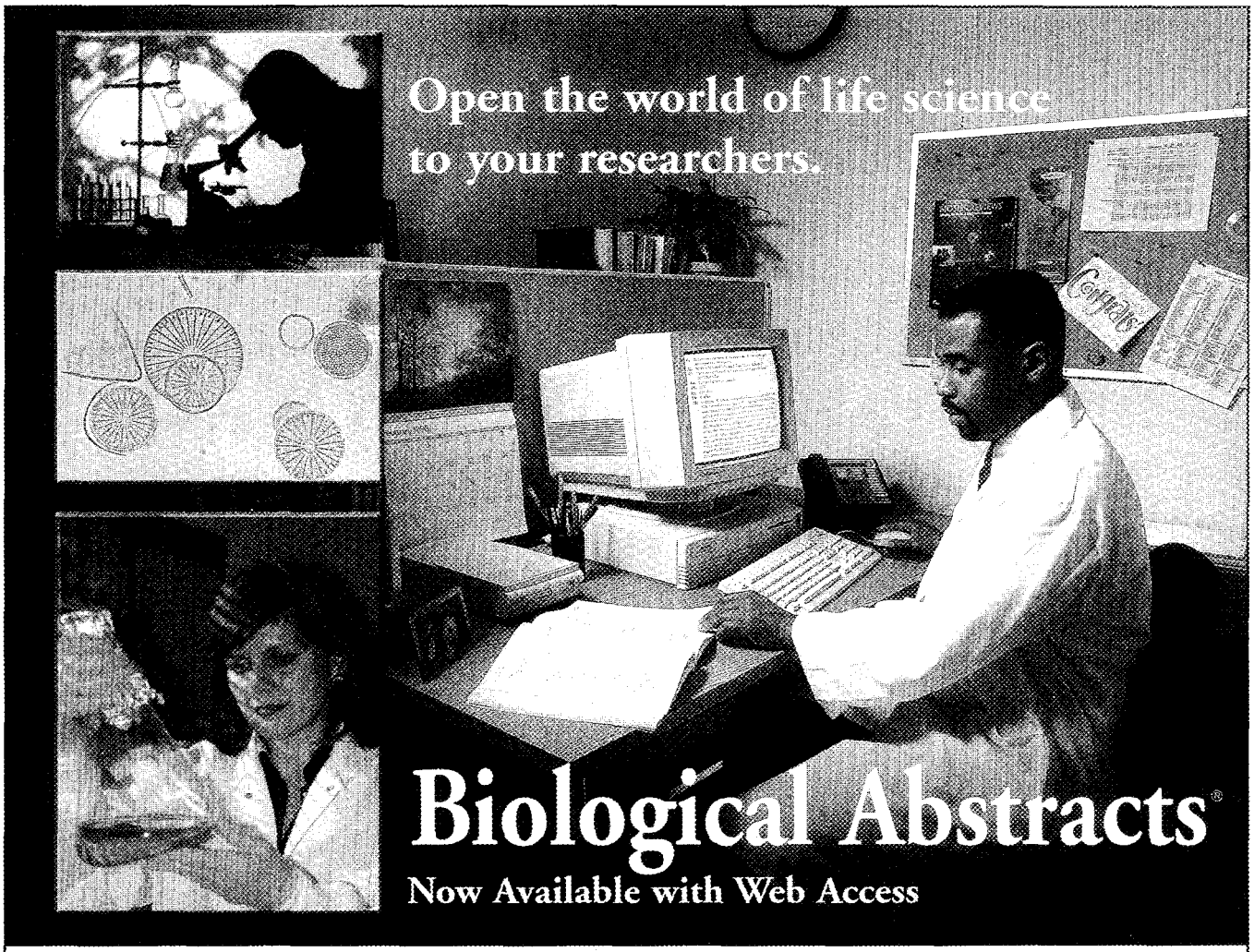
Take a good look around – for FREE

Many sections of **LMP Online** are browsable free of charge. You can log on anytime, for example, to locate services and suppliers in the book business. Access to the entire **LMP Online** database, including the detailed publisher listings, is available with a low-cost annual subscription.

Why not stop by now? If the book business is your business, this is one opportunity you don't want to miss. Log on to *www.literarymarketplace.com* today, and see how easy making contact can be!

RRB
R.R.BOWKER
A Unit of Cahners Business Information

To get more information, visit *www.literarymarketplace.com*
or call toll-free **1-888-BOWKER2**.
121 Chanlon Road • New Providence, NJ 07974



Open the world of life science to all your searchers with the compact disc or Web versions of ***Biological Abstracts*** – the publication that has served the life science community for over 70 years.

Now, your searchers can benefit from the convenience of CD-ROM or Web access as they use the world's most comprehensive life science database. BIOSIS monitors nearly 5,500 journals, representing virtually every biological and biomedical discipline.

Available on your choice of Ovid or SilverPlatter® search software, ***Biological Abstracts*** offers user-friendly search features, and allows for free-text, field-limited, and multiple database searches.

Biological Abstracts now contains enhancements to its indexing designed to make searching easier and the retrieval of records more accurate. In 1999, BIOSIS will also introduce *new* information to the file, such as Medline's MeSH (Medical Subject Headings) disease terminology from the National Library of Medicine. These terms have been added to facilitate multi-file searches.

Call BIOSIS today for a free trial subscription or more information. Mention code IO799BA.

1-800-523-4806, press 1 (USA and Canada) **215-587-4847** (Worldwide)

info@mail.biosis.org www.biosis.org/htmls/ads/ba.html

BIOSIS®
Publisher of Biological Abstracts and Zoological Record

Information OUTLOOK

FEATURES

10 SLA Timeline: A Glance Back into Our Past
Ninety years ago, standing on the veranda of Mt. Washington Hotel in Bretton Woods, New Hampshire, John Cotton Dana and a group of twenty-six librarians decided there was a need for specialized librarianship. We've come a long way since then, and the future looks bright!

19 What Were You Thinking? If You Could Choose Librarianship Over Again Would You?
The answer to this attention-getting question? A resounding yes! A majority of over 500 degreed librarians responding to this survey seem to be quite satisfied with their career choice. Read on to see what they had to say...

25 The New Age of Information Professionalism
Worried for your future? Learn the new skills and applications in demand, and to which you are inclined, and let them be your guide. Taodhg Burns and Shahida Rashid explain.

31 Shop Around: Web-based Resources for the Retail Industry
Want to find information on the retail industry? Fortunately, the field of web-based sources for U.S. retail industry research is growing as more associations, trade publications, and government agencies publish data releases online. Jean Keleher shares some useful sites to aid in your research.

COLUMNS

5 Executive Outlook
Pack Your Bags. It's Time to Roll!

6 Making News

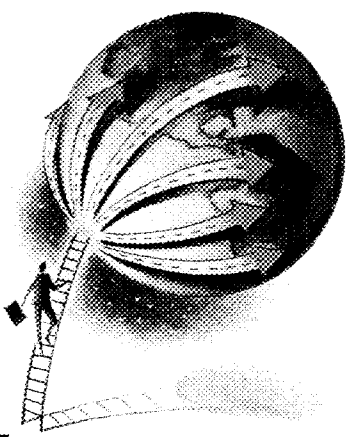
12 Members Only

14 On the Net
Make Your Web Site Sing with Push Technology

36 Communications Outlook
Great Strides Made by SLA, But We've Got a Long Way to Go

38 IRC Notes
Two and Three Quarters Millennia of Libraries

42 Copyright Corner
Using Copyrighted Works for Meetings, Seminars, and Conferences



1909 - 1999
90
YEARS OF KNOWLEDGE
Special Libraries Association

www.sla.org

DEPARTMENTS

46 Coming Events

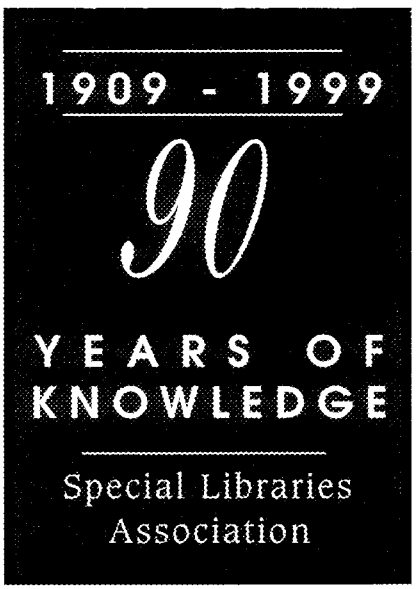
46 Index to Advertisers

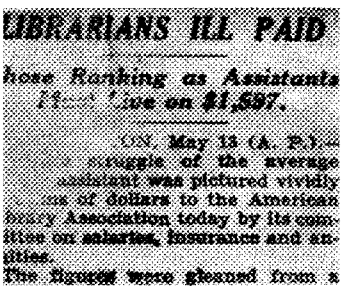
47 In Summary

48 Classified Advertisements

Welcome to this special issue of *Information Outlook* commemorating the Special Libraries Association's ninetieth anniversary! To celebrate we've included a timeline (beginning on page 6) of the past ninety years highlighting significant events that have helped shape the association's history. Plus, don't miss the article on page 10 that explains how it all began. We certainly have a lot to celebrate—let's make the next ninety years just as exciting!

Susan Broughton
Managing Editor

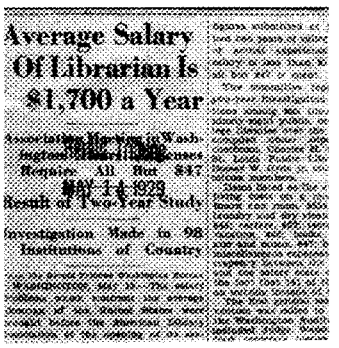



LIBRARIANS ILL PAID

hose Ranking as Assistants ... ive on $1,697.

ON, May 13 (A. P.)— ... struggle of the average ... was pictured vividly ... of dollars to the American ... Association today by its com... on salaries, insurance and an...

The figures were gleaned from a

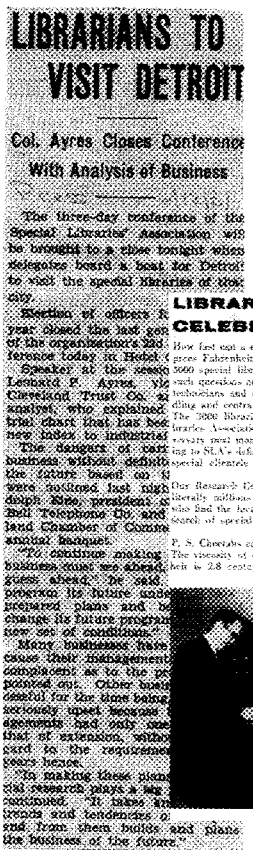

Average Salary Of Librarian Is $1,700 a Year

... Region. All But $47

MAY 14 1939

Result of Two-Year Study

Investigation Made in 98 Institutions of Country


LIBRARIANS TO VISIT DETROIT

Col. Ayres Closes Conference With Analysis of Business

The three-day conference of the Special Libraries' Association will be brought to a close tonight when delegates board a boat for Detroit to visit the special libraries of the city.

Election of officers for the year closed the last ... of the organization's 21st ... ference today in Hotel ...

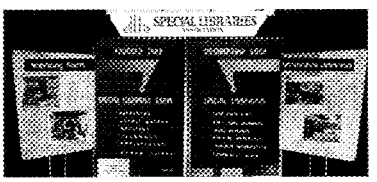
Speaker at the session ... Leonard P. Ayres, vice ... Cleveland Trust Co. as ... analyst, who explained ... trial chart that has been ... new index to industrial ...

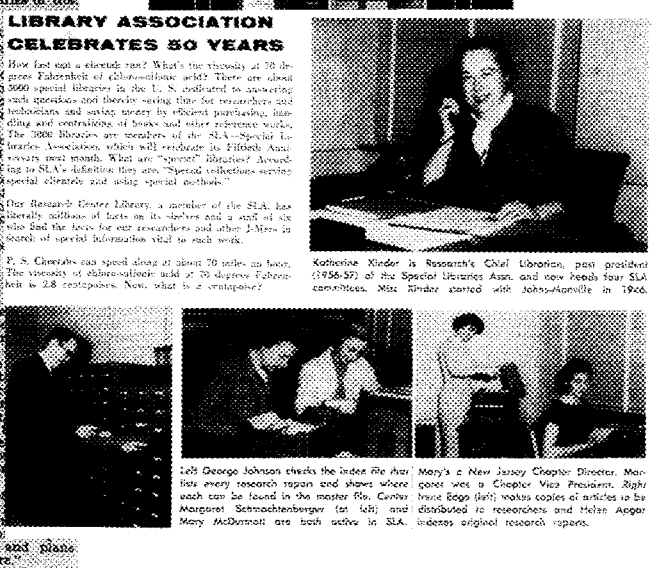
"The dangers of carrying ... business without definite ... the future based on ... were outlined last night ... Joseph Rice, president ... Bell Telephone Co. and ... land Chamber of Commerce ... annual banquet.

"To continue making ... business must see ahead, ... guess ahead," he said, ... preserve its future under ... prepared plans and be ... change its future program ... new set of conditions."

Many businesses have ... cause their management ... complacent as to the ... pointed out. Other busi... dential for the time being ... seriously upset long-range ... departments and only cas... that of extension, while ... card to the requirements ... years hence.

"In making these plans ... cial research plays a sig... continued. "It takes its ... trends and tendencies o... and from them builds and plans the business of the future."




LIBRARY ASSOCIATION CELEBRATES 50 YEARS

How fast can a electric ray? What's the viscosity at 70 degrees Fahrenheit of chlorosulfonic acid? There are about 3000 special libraries in the U. S. dedicated to answering such questions and thereby saving time for researchers and technicians and saving money by efficient purchasing, handling and centralizing of books and other reference works. The 3000 libraries are members of the SLA—Special Libraries Association, which will celebrate its Fiftieth Anniversary next month. What are "special" libraries? According to SLA's definition they are "Special collections serving special clientele and using special methods."

Our Research Center Library, a member of the SLA, has ... liberally supplied with facts on its shelves and a staff of six who find the facts for our researchers and other Li-Mers in search of special information vital to each week.

P. S. Cheetahs can speed along at about 70 miles an hour. The viscosity of chlorosulfonic acid at 70 degrees Fahrenheit is 2.8 centipoises. Now, what is a centipoise?

Katherine Kinder is Research's Chief Librarian, past president (1956-57) of the Special Libraries Assn. and now heads four SLA committees. Miss Kinder started with John-Manville in 1926.

Left George Johnson checks the index file that lists every research report and shows where each can be found in the master file. Center Margaret Schmachtenberger (at left) and Mary McDermott are both active in SLA. Mary's a New Jersey Chapter Director. Margaret was a Chapter Vice President. Right Irene Eago (left) makes copies of articles to be distributed to researchers and Helen Auger indexes original research reports.

Information Outlook

Publisher: **David R. Bender**
Senior Editor: **Douglas W. Newcomb**
Managing Editor: **Susan W. Broughton**
Assistant Editor: **Anthony W. Blue**
Layout & Design: **Melissa C. Lawton**
Advertising: **Vivian Cohen**
tel: 301-963-3622
fax: 1-301-869-8608
e-mail: vivian@sla.org

Information Outlook® (ISSN 1091-0808) is the monthly, award-winning publication of the Special Libraries Association, 1700 Eighteenth Street, NW, Washington DC 20009-2514 • Tel 1-202-234-4700, ext. 674 • Fax 1-202-265-9317 • e-mail: magazine@sla.org.

Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the association's publication. Editorial views do not necessarily represent the official position of the Special Libraries Association.

Subscriptions (1999 rates): Standard Subscription $75 U.S.; $90 non-U.S. Single issues (January 1997-) $10.00. Missing copies will be supplied when losses have been sustained in transit and as supplies last. Claims for missing issues must be filed within four months of date of publication. Claims for undelivered issues will not be allowed due to failure to notify the Membership Department or the Subscription Department of address changes or because an issue is "missing from the files." A copy of the mailing label and/or the subscriber number will facilitate the processing of claims.

Refund Policy: Due to the cost of processing a reimbursement, the association's policy is that "No refunds will be issued for amounts under $10."

Change of Address: Allow six weeks for all changes to become effective. All communications should be accompanied by a mailing label from a recent issue.

Postmaster: Send address changes to Subscriptions, *Information Outlook®*, Special Libraries Association, 1700 Eighteenth Street, NW, Washington, DC 20009-2514, USA. Periodicals postage paid at Washington, DC and at additional mailing offices.

Advertising: Acceptance of an advertisement does not imply endorsement of the product by the Special Libraries Association. For 1999 advertising rate cards or other advertising information, contact Vivian Cohen at 1-301-963-3622; fax: 1-301-869-8608; or e-mail: vivian@sla.org.

Information Outlook® is a registered trademark of the Special Libraries Association.

Special Libraries Association

© 1999 by Special Libraries Association. Material protected by this copyright may be photocopied for the non-commercial purpose of scholarship or research.

www.sla.org

Pack Your Bags. It's Time to Roll!

Come on a journey with me toward the new millennium with our Philadelphia 2000 Annual Conference theme, "From Independence to Interdependence: The Next Phase in the Information Revolution." This is indeed an era of interdependence, among individual information professionals, types of libraries, countries of the world, etc. Focusing on that interdependence can almost certainly strengthen us.

Those of you who heard Eugenie Prime at the Seattle Annual Conference in 1997 may remember that she quoted George Bernard Shaw who said, "You see things and you say, 'Why?' But I dream things that never were and I say, 'Why not?'" I'm inviting you to join me this year in asking "why not." For one year, let's erase "why" from our vocabulary. Whenever something occurs where we would have asked "Why?" in the past, let's make a concerted effort to turn the quandary into a new challenge and declare, "Why not?"

Too often we hear of colleagues faced by a questioner with some version of the tired and erroneous view, "Now that we all have PCs with access to the Internet, where we know we can find everything we need for free, why do we need librarians?" In frustration, we ask "Why?" Together, as interdependent individuals and as an association, we can educate these misguided folks! Why not? As part of my program for 1999-2000, with the help of SLA's staff and lots of willing volunteers, we will create a program to give all of you the tools and encouragement you need to mount a vigorous campaign within your organization to advocate for the value of special libraries.

Whenever something occurs where we would have asked "Why?" in the past, let's make a concerted effort to turn the quandary into a new challenge and declare, "Why not?"

Special libraries are being closed without careful analysis of the bottom line implications—without a clear understanding of the value that these libraries bring to their organizations. Again, we wring our hands and ask "Why?" In spite of the fact that we all work hard, with the good of the parent organization in mind, bringing into play "Competencies for the Special Librarians of 21st Century," we are missing the mark—not reaching those who need to be taught, or not delivering the message in terms that are meaningful to them, not in the right places, or often enough. It's time to revise our methods. SLA's staff and Board of Directors are looking at the association's governance structure, adapting revisions with a view to making it a leaner, more responsive, more viable, valuable, virtual organization as we move into the twenty-first century. Both SLA and its members should enter the Year 2000 having rethought and revised what they do and how they do it. Part of the process of rethinking is to consider what pieces of the past to bring forward into the future. In this, SLA's ninetieth anniversary year, the tried and true slogan that has been with us since the beginning, "Putting Knowledge to Work®," is back in favor and in the limelight. As an association, and as individual members, our challenge is to emphasize the valuable pieces of our traditions while reinventing ourselves for a secure future.

Over the years since they were issued, there has been a great deal of emphasis on the "Competencies for Special Librarians of the 21st Century." The document has been an impetus for information professionals to look at themselves and the work they do with a new sense of accomplishment and pride. The competencies document has become a valuable "C" word in our collective lexicon. A public statement of our competencies, and our adherence to them, will not alone ensure success. I have selected a list of additional "C" words, mastery of which I believe is essential to our success as a profession and as individuals. They form a second journey, taken alongside our journey to interdependence. I call it the journey "From 'C' to Shining 'C.'" I will be sharing these "C" words, and the concepts behind them, with you over the next few months. They include Communication, Competitive edge, Correlation, Culture, Cheering, Courage, and Chutzpah! They are ingredients in our campaign to educate those who need to understand the value of special librarians.

Get ready for the journey, and prepare to celebrate yourself and cheer each other along the way. Why not?

Susan S. DiMattia

Susan DiMattia, President

News Making

MEMBER NEWS

Fortney Receives Prize

Lynn Fortney, vice president and director of EBSCO Information Services Biomedical division, recently received the Medical Library Association's (MLA) first ever Daniel T. Richards Prize given in recognition for excellence in writing about collecting in the health sciences field. Fortney was recognized for work on the publication *Index Medicus Price Study*, 1994-1998, designed to provide medical and health sciences librarians with information about inflationary trends within specific biomedical disciplines. Fortney is an active member of the Alabama Chapter, as well as the Biomedical & Life Sciences and Pharmaceutical & Health Technology Divisions.

Gasaway Receives Marta Lange/CQ Award

Laura Gasaway, director of the law library and professor of law at the University of North Carolina, Chapel Hill, received the third annual Marta Lange/CQ Award. Gasaway was recognized for her work at mastering complex law-related subjects and engaging a wide variety of audiences locally and nationwide with her demystifying presentations. She was also noted for testifying before congressional committees and participating in drafting briefs for important legislation. In 1987 she was given the distinguished John Cotton Dana Award and in 1988 she was named an SLA Fellow. Gasaway is a member of the North Carolina Chapter and the Legal and Museum, Arts & Humanities Divisions.

Jones-Quartey Presents

Theo S. Jones-Quartey, information center manager at W.R. Grace in Columbia, Maryland, was the main presenter at the fourth diversity program of the College of Library and Information Studies, University of Maryland, College Park, this past April. Her speech, titled "Mentoring: Personal Reflections of a Special Librarian," stressed the need for mentoring for special librarians, particularly ethnic minorities, as well as the need for mentoring in America's corporate workplace. Jones-Quartey is a member of the Maryland Chapter as well as the Science-Technology, Chemistry, Solo Librarians, and Library Management Divisions.

Cummins is Honored by OCUFA

Marlene Cummins, Astronomy Library, University of Toronto, has been honored by the Ontario Confederation of University Faculty Associations (OCUFA) for her contributions made to librarianship by academic librarians. The academic librarianship award is presented to the librarian who has demonstrated exceptional dedication in their work, and a significant contribution to scholarly achievement in the academic community. Awards were presented this past May in Toronto, ON. Cummins is an active member of the Toronto Chapter and the Physics, Astronomy, Mathematics Division.

Hart Elected to Board of Directors at SCIP

Clare Hart, executive director of enterprise products, Dow Jones Interactive, Princeton, NJ, was elected to the board of directors of the Society of Competitive Intelligence Professionals (SCIP). She will be one of five directors serving on the board for a three year term. Hart has spoken at numerous conferences including SLA's Annual Conference, Online World, SCIP, and Public Relations Society of America. She is also the president of SCIP's New Jersey Chapter, as well as an active member of SLA's Business & Finance Division and New Jersey Chapter.

Boorkman Inducted as MLA Fellow

JoAnne Boorkman, head librarian, Carson Health Sciences Library, University of California at Davis was recently chosen as a Fellow of the Medical Library Association (MLA). She has served on MLA's Board of Directors and on more than fifteen committees, chapters, and task forces. Boorkman, a distinguished member of MLA's Academy of Health Information Professionals (AHIP), was instrumental in the development of the academy's credentialing program. She has also co-edited multiple editions of the book, *Introduction to Reference Sources in Health Sciences* with SLA/MLA member Fred Roper. Boorkman is a member of the Sierra Nevada Chapter, and the Biomedical & Life Sciences Division.

MnDOT Library Video Among Best in State in 1998

The Minnesota Department of Transportation library video titled "Transportation Librarians: Partners in Technology Transfer" was chosen as one of the sixteen best Minnesota State documents of 1998. Winners were chosen from a field of fifty formal submissions and more than 1,000 documents reviewed by the Minnesota Legislative Reference Library. A panel of four judges from the Minnesota Library Association Government Roundtable selected which documents to be placed on the sixteen best list. **Jerry Baldwin,** the library director, is a member of SLA. He is a member of the Minnesota Chapter as well as the Business & Finance, Library Management and Transportation Divisions.

SLA

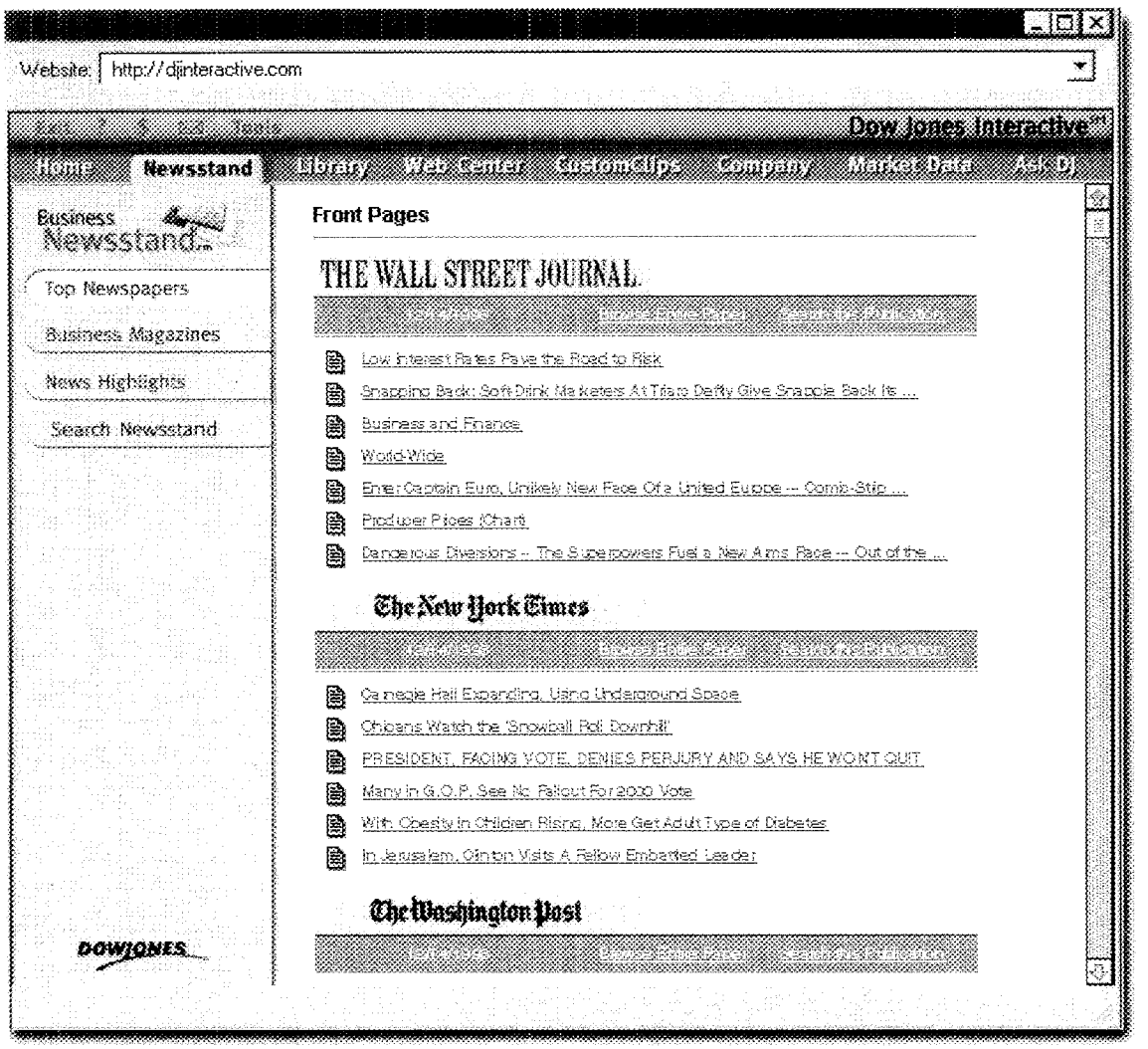
SLA is officially established 1909 Model T car introduced

Articles in Special Libraries offered for sale 1912 Titanic sinks

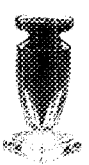
Membership count is 354 1918 Robert H. Goddard begins rocketry experiments

World

TIMELINE



This service is backed by thousands of reporters, hundreds of news bureaus and 1 commitment.



Only Dow Jones proves its dedication to the world-wide information professional community with the InfoPro Alliance and the Dow Jones Leadership award.

The InfoPro Alliance is a collection of programs designed to help information professionals work more effectively.

The Leadership Award is presented annually to the SLA member who best exemplifies the personal and professional competencies highlighted in SLA's "Competencies for Special Librarians of the 21st Century."

Learn more about the InfoPro Alliance and the Leadership Award at **ip.dowjones.com** or by calling **888-609-2397.**

Dow Jones Interactive®
Everything You Really Need To Know.

Asia/Pacific	Europe/Middle East/Africa	Latin America	United States/North America	E-mail
852.2832.2323	44.171.842.9400	525.282.0960	800.369.7466	djiinfo@wsj.dowjones.com

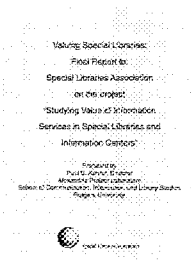
DOWJONES

©1999 Dow Jones & Company, Inc. All rights reserved. 5.99 DJI-602

SLA PUBLISHING

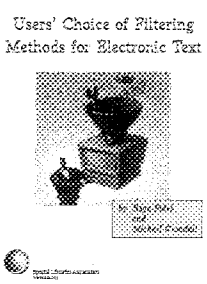
Publication Alert

SCHOLARLY RESEARCH REPORTS



Studying Value of Information Services in Special Libraries and Information Centers ($27, SLA members $22)
by Paul B. Kantor

Results of this study, examining users' perception and description of the value of special libraries and information services in the corporate setting, are exhaustively documented in this 110-page technical report. Ten libraries were studied, through a total of 218 telephone interviews, resulting in more than 2,000 coded user utterances. The users' perceptions conformed fairly well to the taxonomy developed by the researchers in an earlier study, with a few additional coding groups introduced to deal with corporate issues.

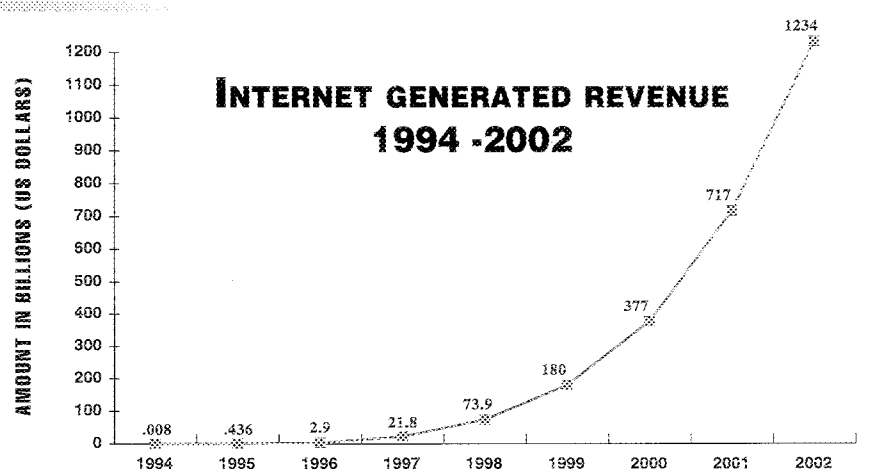


Users' Choice of Filtering Methods for Electronic Text
by Dr. Raya Fidel and Michael Crandall ($27, SLA members $22)

This technical report describes results from the 1994 Goldspiel research project focusing on considerations used by managers and engineers to filter full-text electronic technical periodicals. The project examines whether there is a relationship between users' online searching methods, their profession and their job responsibilities. Both the relevant and non relevant factors dealt with subject matter, as well as form, content, and writing style. In addition, subjective and situational factors were important to users in determining relevance. The results of the study indicate the complexity involved in establishing profile criteria that provide useful filtering mechanisms.

For more information on these and other SLA publications, visit the Virtual Bookstore at www.slapublishing.org

Freeze Frame



Source: ActivMedia

NTIS Offers Free Trial for World News Connection

The National Technical Information Service (NTIS) in the U.S. Department of Commerce recently announced it will be offering a free one-week trial for World News Connection (WNC) via the Internet. The WNC is the online version of the previous Foreign Broadcast Information Service (FBIS) daily reports. The WNC also includes articles collected by the FBIS. The FBIS identifies, selects, and translates articles from indigenous sources outside of the U.S. The NTIS receives a direct feed of these articles from the FBIS for inclusion in the WNC and makes them accessible to subscribers. To participate in the free one-week trial, visit the WNC web site at http://wnc.fedworld.gov and complete the application. For further assistance, call 1-703-605-6506

Dow Jones, Reuters Group PLC Announce Joint Venture

Dow Jones & Company and Reuters Group PLC have announced a joint venture involving their interactive business services which are mostly Internet based. Dow Jones Reuters Business Interactive LLC combined will develop a new web-based service to provide corporate news, information and research data for many categories of business professionals. The new venture will offer global proprietary and third party business information via the Internet to the desktops of corporate and information professionals worldwide.

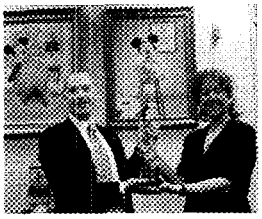
TIMELINE

SLA
"Putting Knowledge to Work®" coined by John A. Lapp
First Conference held completely independent of ALA
First Female President elected—Maude A. Carabin Mann

1916 Einstein postulates his "General Theory of Relativity"
1919 Short wave radio introduced
1919-20 19th Amendment ratified (Women's right to vote)

World

Southern California Chapter Attends Disney Workshop



Members of the Southern California Chapter recently attended a workshop at Walt Disney facilities in Anaheim, CA, on Essential Technologies for Going Digital. The workshop also included a tour of the Disney archive where members were allowed to see an authentic Oscar.

In the picture: SLA member Debbie Hartzman from Disney's New Technologies department and coordinator of facilities for the workshop jokingly presents SLA member Richard Hulser with an Academy Award for best chapter member.

Texas Chapter Celebrates Fiftieth Anniversary

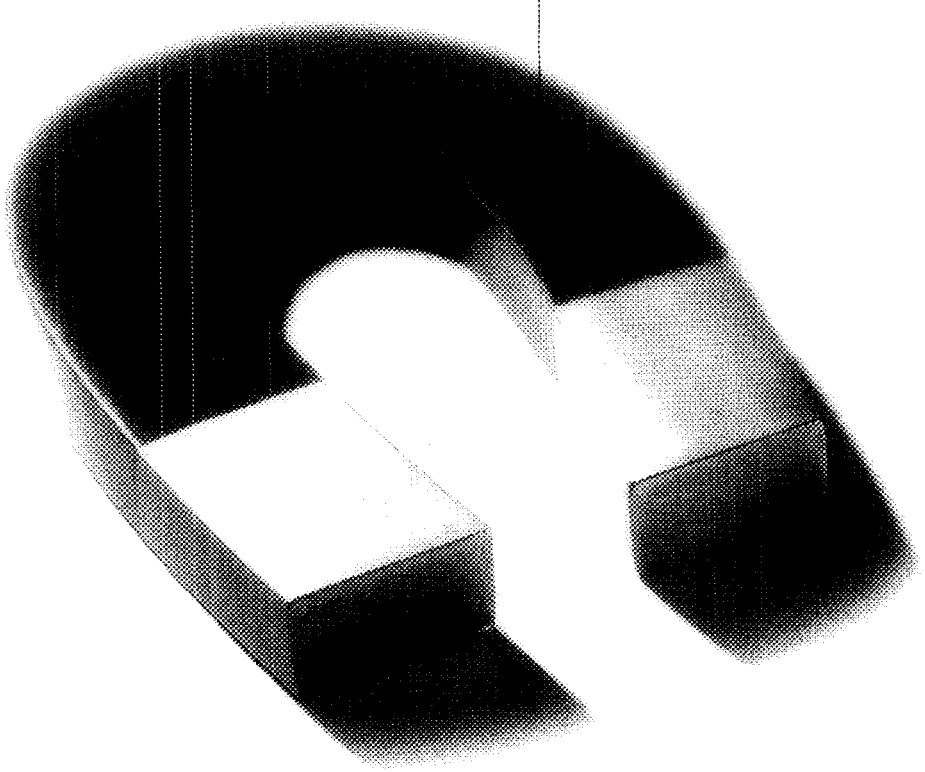
The Texas Chapter recently celebrated its fiftieth anniversary with a reception honoring all of their past presidents at the Lady Bird Johnson Wildflower Research Center in Austin, Texas, this past April. SLA President Susan DiMattia and Texas Chapter President Mike C. Zimmerman offered congratulations to the past presidents in attendance. Each was presented with a plaque containing a certificate of appreciation for their service and contributions to the chapter. Those unable to attend will receive their certificates in the mail.

Guests of honor at the 50th Anniversary party April 11, 1999 include Past Presidents: (top row) Marilyn Redmond (94-95), Carolyn Meanley (77-78), Ann M. Robertson (76-77), Gail Wilson (95-96), Lou Parris (72-73), Claudia Bird (84-85), Julie Hallmark (75-76), (bottom row) Denise Chochrek (93-94) , Janice Anderson (90-91), Peggy Shaw (87-88), Jean Martin (74-75).

Get the power tool for business news *that*

{yields more needles}

per haystack.



Join the growing number of successful businesses that have come to rely on NewsCast by Wavo, the most powerful, web-based business information service. Each day NewsCast accurately filters more than 100,000 news stories against more than 1,500,000 custom search terms. To accomplish this, NewsCast was built around the same revolutionary pattern matching technology used by government intelligence agencies. Exclusively available in NewsCast, this profiling system delivers ultra-fine results on all your news searches.

As the first web-based and intranet-ready, 100% outsourced business news service, NewsCast will have you up and running faster, with no on-site servers and no cost of ownership. Visit us today at **www.newscast.com**, to find out how NewsCast is helping companies like yours stay ahead of the competition.

www.newscast.com
1-800-748-3737

WAVO NewsCast

We put information to work.

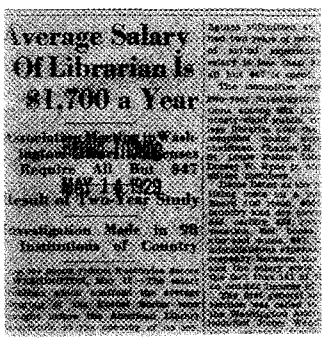
©1999. NewsCast is a product of Wavo Corporation. NASDAQ:WAVO

SLA Timeline:
A Glance Back into Our Past

Ninety years ago, standing on the veranda of Mt. Washington Hotel in Bretton Woods, New Hampshire, John Cotton Dana and a group of twenty-six librarians decided there was a need for specialized librarianship. The ideas they discussed at the "Veranda Conference" laid the foundation for the creation of an organization that could serve the special interests of corporate, government, and academic libraries. As a result, the Special Libraries Association was formed. At the time, the notion of a group of librarians creating their own organization based solely on specialized needs seemed far fetched, however, ninety years later, SLA's achievements stand as a testament to John Cotton Dana's original idea.

As the ninetieth anniversary celebration begins, it would be appropriate to look back and reflect upon some of the significant events that have played a pivotal role in the association's history since its inception. This issue of *Information Outlook* features an SLA timeline of chronological events running concurrently with a world event timeline. You will have an opportunity to appreciate the history of the association and put into perspective the events, the people, and the places that undoubtedly shaped the future of the association as well as the world.

Here are a few of the SLA events that are featured on the timeline, many run parallel with world events that have changed the face and conscience of humankind. In 1920, the 19th Amendment allowed women in this country the right to vote, however, a year before SLA elected Maude A. Carabin Mann, as its first female president. In 1942, during the first stages of World War II, the association took the initiative to extend all of its services to public and private libraries engaged in national defense and the war effort. In the 1970's, the association played a role in denouncing the policies of apartheid in South Africa by protesting South Africa's membership in FID and the SLA membership also approved a resolution not to select conferences and meeting sites in states that have not ratified the Equal Rights Amendment.


Average Salary Of Librarian Is $1,700 a Year

One of SLA's most shining moments happened in 1985, when the association moved to the mansion at Dupont Circle in Washington, DC, after nearly fifty-five years in New York City. Coincidentally, SLA's new headquarters was originally built in 1909—the year SLA was founded—by a special librarian, Arthur Jeffrey Parsons. In Washington, SLA now had the opportunity to plan for future expansion, build stronger ties with trade associations, and enhance government relations with its close proximity to Capitol Hill, thus establishing itself as an international organization.

And here we are in 1999— a time of telecommuting, videoconferencing, online shopping, and virtual everything! Business moves at the speed of light and we're all expected to keep up. Technology has given way to a multitude of career options and a bright future for all information professionals. Take advantage of what the millennium has in store—it's certain to be exciting for SLA and the profession as a whole!

Looking back on the ninety years of events that have placed the association as a world leader in the advancement of special librarianship, it is safe to say, this is what John Cotton Dana and a group of twenty-six librarians standing on the veranda of the Mt. Washington Hotel in Bretton Woods, NH, had in mind. ⊠

Ninety Years of Knowledge

The year 1999 marks the ninetieth anniversary of the Special Libraries Association. Since 1909, SLA has been "putting knowledge to work®" for the benefit of information professionals all over the world. Through professional development, conferences and meetings, timely publications, legislative work and public relations campaigns, SLA is the special librarians' partner in the evolution of the profession into the twenty-first century.

Your Outlook: Over the last ninety years, what single development do you think has been most integral in the evolution of the special librarian profession and why? Let us know! Go to www.informationoutlook.com and post your response.

SLA		World	
Special Libraries Directory published	1921	BBC Founded	
Publicity methods exhibited at annual conference	1922	Insulin first given to diabetics	
Membership count 1,129	1928	First scheduled TV broadcast	

TIMELINE

Take Charge of Your Future!

The Special Libraries Association (SLA) can help you to:

- Keep abreast of technological innovations
- Meet the information management needs of your organization
- Enhance your career

As a valued member of the association, you will benefit from a broad range of products, programs, and services especially designed to meet the needs of special librarians.

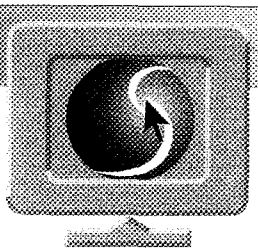
Visit SLA's World Wide Web site at http://www.sla.org today for complete information on the member benefits you can't afford to be without! Or contact the membership staff at 1-202-234-4700, ext. 671 or at membership@sla.org for a complete membership packet.

Don't let your future be a matter of chance.

Make it a matter of choice!

Join the Special Libraries Association!!

SLA'S MEMBERS ONLY WEB SECTION



SLA is proud to announce the debut of a new Members Only section of our web site!

Since its inception in 1996, SLA's web site has enabled our members to access association information around the clock. The addition of this Members Only section is designed to add to the value of your SLA membership and increase your access to the association. Features include:

- ✔ SLA's new searchable online membership directory
- ✔ SLA's Online Job Search
- ✔ Full-text issues of *Information Outlook*®
- ✔ Online capability to review and change membership contact information

How Do I Access the Section?

Enter the Members Only section by typing www.sla.org and clicking on the Members Only link.

This link will take you to the SLA Member Login screen. Once at the Login screen, type your last name and your personal identification number (PIN). This PIN is located on your SLA membership card, at the bottom center. After entering your name and PIN, click "Login."

OK, I'm in. What Now?

After entering the section, you will see a welcome message and links connecting to the various member services. Among these will be:

- ✔ "View/Change my detailed membership information"
- ✔ *"Who's Who"*
- ✔ *"Information Outlook"*
- ✔ "Online Job Search"

What is the View/Change Feature?

This feature allows you to view personal membership information, such as contact information, last dues payment, unit affiliations, and committee assignments.

This screen displays your contact information as it appears in SLA's database. To edit your contact information, simply change the information directly on the screen. After confirming that your information is correct, click "Submit." If you make a mistake while editing, click "Reset" and begin again.

Once you have submitted your edits, the Confirm Member profile screen will appear. Please check your information for accuracy and click "Confirm." If you wish to re-edit your record, you may do so by clicking "Re-Edit." Please note that your changes will not be stored in SLA's database unless you click "Confirm." This will complete the editing session and your information will be updated in SLA's database.

Unit, dues, and committee assignment information may be viewed by clicking the appropriate buttons. This information is specified as view only and may not be edited.

What is the *Who's Who* Feature?

The *Who's Who* is SLA's online version of our printed annual membership directory. The information here is linked directly to our database, so that address changes processed in the database will be reflected almost immediately in the online *Who's Who*.

You may use a number of search criteria to locate members in the directory. The searchable fields appear at the top of the screen. Simply enter your criteria and click "Search for Members." If you make a mistake, or wish to conduct another search, click "Reset." The results of your search will appear on the lower half of the screen. You may also search for members alphabetically by clicking on the letters above the words "Who's Who." When a search is complete, you may click on a specific member's name to see contact information as it would appear in the print version of the directory.

How Do I Navigate Between Features?

To navigate between various features of the Members Only section, click "Member Home" in the left margin of the page. This will return you to the welcome screen. From the welcome screen, click on the feature of your choice.

Why Must I Enter a PIN?

The Members Only section is password protected for your security. Because your membership ID number appears on mailing labels sent from SLA, a new, secure and unique PIN has been created for you. This measure of security is designed to prevent anyone other than yourself from seeing and/or changing your personal information.

What If I Misplace My PIN?

Please keep your membership card in a secure but handy location to avoid misplacing your PIN. In the event you lose your card and forget your PIN, you may e-mail membership@sla.org for this information.

Who Should I Contact With Questions?

We welcome your feedback on this new benefit. If you have any questions or comments regarding the section, please feel free to e-mail them to membership@sla.org.

SLA TIMELINE

SLA		World
More efficient methods of handling membership established	1929	U.S. stock market crashes
SLA list of members published	1930	Photo flash bulb developed
SLA moves to the Stecher-Hafner Building, New York, NY	1939	World War II begins in Europe

Now the information you're looking for is looking for you.

Introducing InSite 2, for Business and Information Professionals

Suddenly, things are looking up when it comes to helping business professionals find the answers they need. Because with InSite 2℠, the answers come looking for them. Its user-friendly ALERTS are included in the budget-friendly true flat-fee pricing. In an exciting departure from basic database presentation, we've organized content around popular business issues: companies, industries, and people. This solutions approach delivers timely, relevant information in easy-to-use reports. InSite 2 for Business Professionals is an effective tool everybody can use right now. Which frees you to spend more time on sophisticated research. And if you subscribe to InSite 2 for Information Professionals, you'll have just the tool for that. We've put a solution in your hands - and the rest of your company as well. Try out InSite 2 today, call 1-800-419-0313 ext. 2030

InSite 2℠

The Gale Group
GALE RESEARCH
INFORMATION ACCESS COMPANY
PRIMARY SOURCE MEDIA

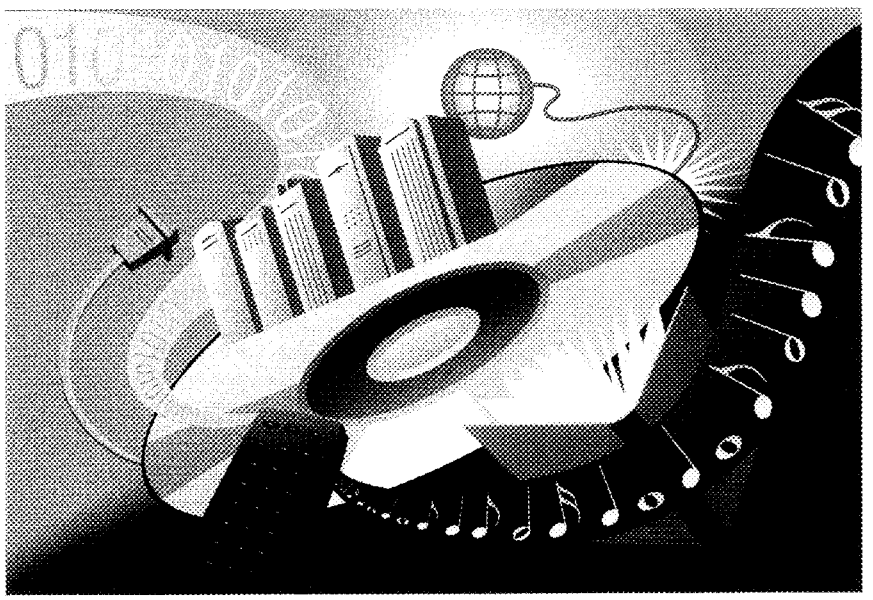
362 Lakeside Drive, Foster City, CA 94404 U.S.A.© 1998 Information Access Company.
All rights reserved. All other trademarks are the property of their respective owners.

ON THE Net

Make a Web Site Sing with Free Push Technology

In the November 1998 issue of *Information Outlook*, Robyn E. Stanley and Christy Confetti Higgins wrote an article titled "So Much Push, So Little Time." As a follow-up, this piece will focus on how free "push" technology available on the World Wide Web can help anyone create a site that keeps people abreast of current events.

About three years ago, I built a web page essentially amounting to a list of my favorite research sites on the Internet. Basically, I use it as a glorified set of book-



marks, allowing me to easily access those sites, regardless of where I am, or what computer I'm using.

As time has passed, I have supplemented my page with several free "tickers" available on the web. So now not only do I have a list of useful research sites, but also a means to keep myself and others updated on the latest news.

It should be noted that there are hundreds of proprietary news tickers on the web that appear on specific sites, or that can be displayed as separate windows on a computer desktop. Unlike those tickers, the ones to be listed in this article may all be placed on personal web pages without cost.

The Total News Ticker

The first free ticker I discovered comes from the Total News web site. Total News is a site that indexes—and allows for the searching of—current news stories from a variety of major web sites, such as MSNBC, ABC News, Fox News, *USA Today*, and Yahoo. Additionally, Total News makes a free Java ticker available to anyone wanting to put it on a web page.

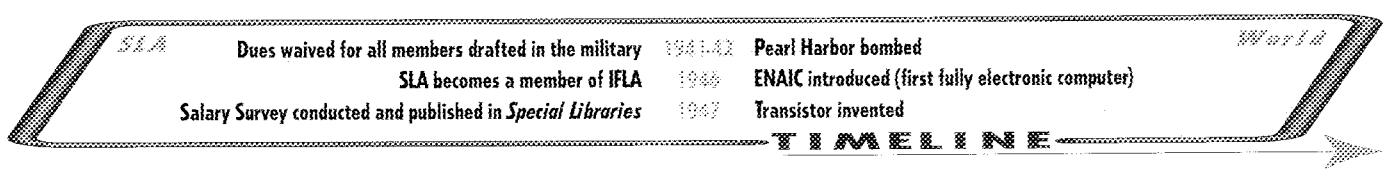
The Total News ticker includes six news categories—news, business, world, sports, sci-tech, and life. It is customizable for the viewer of the ticker. The viewer may choose to make the ticker display none, all, or a specific number of the headlines for any news category. The viewer may also scroll back and forth between headlines using two arrow buttons. When the viewer clicks on any headline, a new browser opens, containing the full text of the story from the corresponding web site.

The 7am News Ticker

Offering a similar Java news ticker is the 7am News site. 7am offers a range of free news services to other web sites in exchange for the opportunity to display advertising messages. The 7am ticker is one of these services.

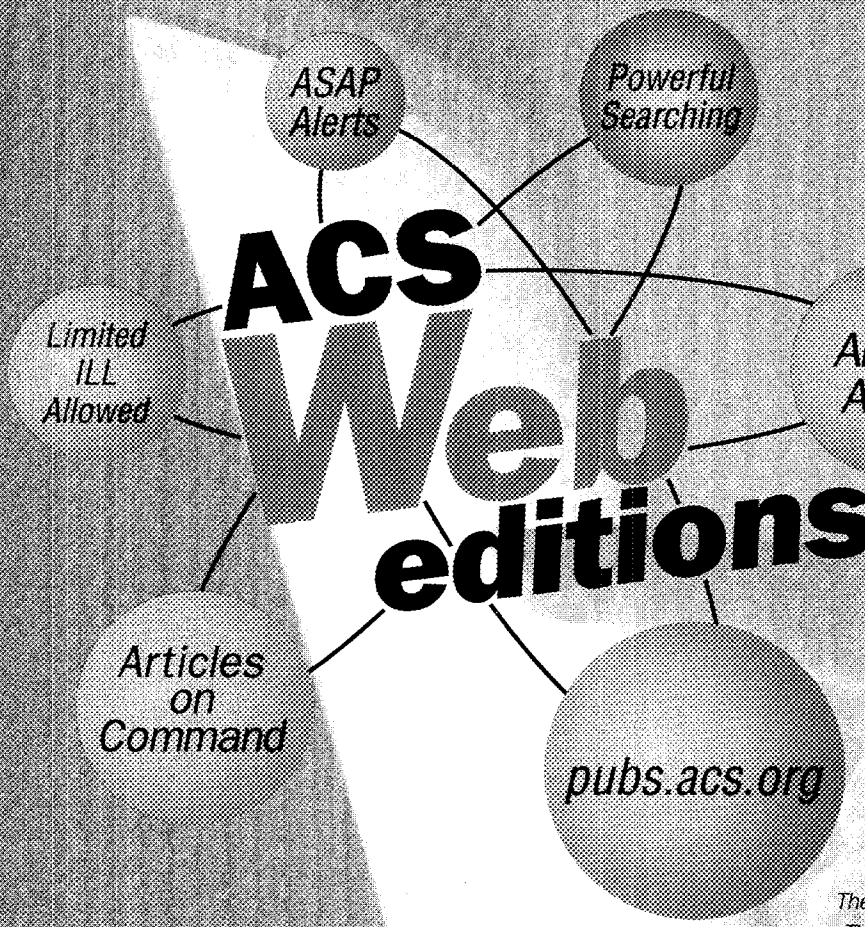
The 7am News ticker is similar to the Total News ticker in that it provides links to stories from a variety of major web sites, such as CNN, the BBC, *The Washington Post*, Yahoo/Reuters, CBS Sportsline, and *The Sporting News*. 7am also supplies some of its own stories, as well as the aforementioned advertising messages. The major

by Jack Styczynski. Styczynski is a researcher in the NBC Information Resource Center, New York, NY. He also maintains "The Sports Hot Sheet," which is now at a new address (http://members.xoom.com/hotsheet/sports.html). He can be reached via e-mail at Jack.Styczynski@nbc.com.



Research for Today...

Discoveries for the 21st Century...



Accounts of Chemical Research
Analytical Chemistry
Analytical Chemistry News & Features
Biochemistry
Bioconjugate Chemistry
Biotechnology Progress
Chemistry of Materials
Chemical Research in Toxicology
Chemical Reviews
Energy & Fuels
Environmental Science & Technology
Environmental Science & Technology News & Research Notes
Industrial & Engineering Chemistry Research
Inorganic Chemistry
Journal of Agricultural & Food Chemistry
Journal of the American Chemical Society
Journal of Chemical & Engineering Data
Journal of Chemical Information and Computer Sciences
Journal of Combinatorial Chemistry
Journal of Medicinal Chemistry
Journal of Natural Products
The Journal of Organic Chemistry
Journal of Pharmaceutical Sciences
The Journal of Physical Chemistry A (Molecules)
The Journal of Physical Chemistry B (Materials)
Langmuir
Macromolecules
Organometallics
Organic Process Research & Development

Know It NOW.

Get a jump on significant new findings—two weeks to almost three months before they appear in print—with Articles ASAP (As Soon As Publishable). Fully approved for publication, Articles ASAP are ready for your immediate use.

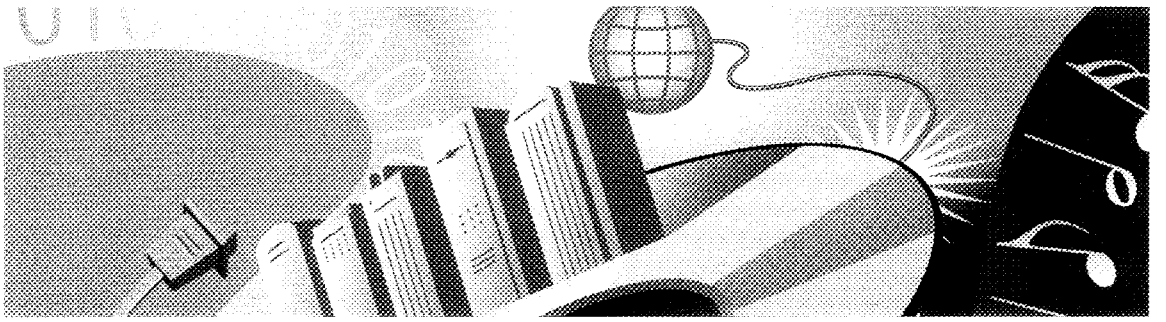
Draw on a rich, fast-growing archive of material. View articles in HTML or PDF format...as an abstract or full text. Link to interactive scientific databases. Manipulate molecular structures and other three-dimensional models.

Access a free sample Web Edition of your favorite ACS journal at pubs.acs.org to experience real-time science. Why wait for mail when you can *Know It Now* with Web Editions?

pubs.acs.org

ACS PUBLICATIONS

American Chemical Society
Member & Subscriber Services
P.O. Box 3337
Columbus, Ohio, 43210 USA
1-800-333-9511 (U.S. and Canada)
1-614-447-3776
Fax: 1-614-447-3671
service@acs.org



difference from the Total News ticker is that the 7am ticker is customizable only by the webmaster of the site displaying it. The webmaster chooses which of ten news categories will be displayed, such as USA news, world news, sports news, Christian news, or even Australia or New Zealand news. The webmaster may also add local headlines or messages with links. The viewer has no control of this ticker. There is no determining which or how many headlines he or she will see, nor is there any scrolling back and forth between headlines. Clicking on a headline takes the viewer to the full text of the story, but unlike the Total News ticker, a new browser does not open.

Web Ticker

Rather than offering one ticker with a choice of categories like 7am, Web Ticker offers a variety of specialized Java tickers. This takes the customization option away from the webmaster, who is now forced to display multiple tickers if multiple categories are desired. Of course, that also means the viewer has no control over these categories either. At present, eleven categories are available, including news, sports, business, technology, entertainment, and health. Headlines link to the full text of stories from a somewhat wider array of major sources, including CNN, Yahoo, *USA Today*, *The Washington Post*, ESPN, *The Sporting News*, *Wired*, ZDNet, MTV, E! Online, *The Hollywood Reporter*, and *Rolling Stone*. As with the Total News ticker, clicking on a Web Ticker headline opens a new browser.

e.Tel Tickers

Like Web Ticker, e.Tel offers a variety of specialized Java tickers that cannot be customized by either the viewer or the webmaster of the site displaying them. The specialty of e.Tel is sports, with its free tickers offering updated scores and links to the full text of major sports stories, courtesy of ESPN. The e.Tel tickers include three general sports tickers, as well as specific tickers for baseball, football, hockey, and basketball. The company also offers a stock market ticker, a general news ticker, and a radio ticker with links to live Internet broadcasts. Like the tickers from Total News and Web Ticker, clicking on a headline or score on an e.Tel ticker opens up a new browser.

selfPage Tickers

Again, like Web Ticker and e.Tel, selfPage offers a variety of specialized Java tickers that, for the most part, cannot be customized by either the viewer or the webmaster of the site displaying them. These include tickers for the stock market, general news, and sports, as well as a Java clock. The webmaster can customize the market ticker to display specific stock quotes, and the clock to display a specific time zone. The biggest drawback of the selfPage tickers is that clicking on quotes, headlines, or scores rarely provides the viewer with much additional information, such as the full text of a story. The selfPage tickers are free for personal web sites, but commercial web sites are asked to pay $49.99 per year to use them. The company requests that personal web site operators display a large banner advertising selfPage's Internet directory registration services.

Artigen Tickers

Artigen also offers specialized Java tickers that cannot be customized by the viewer or webmaster, except—like 7am—the webmaster may add local headlines or messages with links. The webmaster may also decide whether or not clicking on a headline will open a new browser. Other than that, each available news category requires the webmaster to display a separate ticker, as is the case with Web Ticker and some of the others. Artigen categories focus mainly on science and technology, with science, health, and info-tech tickers supplemented by a general news ticker. Primary sources for full-text stories include CNN, the BBC, Reuters, ABC, and cinet.

The MSN Investor Ticker

Rather than Java, the MSN Investor ticker uses ActiveX technology, which can be viewed on Microsoft's Internet Explorer browser, but not all others. This ticker is fully and easily customizable by the viewer, using the "custom" button. The top line of the ticker provides market indices and any stock quotes a viewer desires on a brief delay basis. The bottom line provides news headlines courtesy of MSNBC in a variety of viewer-defined news categories. These include commerce, health, investor headlines, living, news, on-air, opinion, sports, technology, and weather. Clicking on a quote provides the viewer with more information about the stock from MSN MoneyCentral. Clicking on a news headline provides the full-text story from MSNBC. Neither click opens up a new browser. Webmasters are required to display a brief disclaimer below this ticker.

Weather Tickers

The Weather24 ticker is a basic Java applet that provides current weather conditions and temperatures for major cities nationwide. There is no additional information available. In other words, no "clicking." The ticker is not customizable for either the webmaster or the viewer, except that the viewer may change its scrolling speed.

The Weather Underground calls its service a "sticker," rather than a "ticker." Regardless, its basic GIF graphics are updated hourly and display the temperature and weather conditions of any city

or cities the webmaster selects. Clicking on the sticker takes the viewer directly to a Weather Underground page featuring a forecast and additional weather information for the city specified, without opening a new browser. Adding one of these stickers to a web site is as simple as going to the Weather Underground front page and typing in the name of the city desired, then clicking on the "Add this sticker to your homepage" link, and following the directions listed.

The Weather Channel offers two similar products called a "weather magnet" and a "weather viewer." Again, the webmaster selects a specific city for which to display weather conditions. The "magnet" is almost identical to the Weather Underground's sticker, with only basic information provided on the graphic. Conversely, the "viewer" is much more detailed—including features such as radar and satellite photos—but is also much larger, and has a tendency to dominate any page displaying it.

Other Tickers

There are more sites that offer free Java tickers for web sites, among them News Index and Pointcast. News Index is a site similar to Total News. The basic News Index ticker takes viewers who click on a headline to a list of stories from various sites. Webmasters may also customize News Index tickers to search on key words in stories from a host of sources, and display headlines of specific stories containing those words. However, News Index tickers are a bit confusing. And although Pointcast was one of the originators of push technology on the web, its free news ticker is also somewhat disappointing.

On the other hand, there are some very good tickers targeted to specific audiences. UniSci offers a free ticker linking to its science news stories. StatMarket offers a ticker focusing on Internet trends and statistics, and includes stock quotes and comparisons for major Internet companies. Meanwhile, Exploring Faith and iRESiST offer free Christian-oriented tickers—Exploring Faith linking to stories from mainstream media, and iRESiST linking to a wide variety of sites, including public message boards.

Lastly, for those who would like to create a new Java news ticker for others to put on their web sites, there's a free service from Tickerland. Not only do Tickerland tickers allow news providers to program in their own headlines, but webmasters using the tickers may also add local headlines or messages, as is the case with the 7am and Artigen tickers.

In Conclusion

Installing any of the tickers on a web site is as easy as adding a few lines of HTML code. Once done, simply sit back and enjoy. With the exception of the tickers that allow for the changing of local headlines or messages, there's no further work involved. Go to the Bahamas for a week, and the tickers continue to be updated. Your patrons will think you're hard-working, and a genius! ⊠

Free Push Technology

The following is a listing of the web addresses mentioned in the column. They are current as of May 3, 1999.

7am News Ticker
(http://7am.com/ticker/code.htm)

Artigen Tickers
(http://www.artigen.com/newswire/ticker.html)

e.Tel Tickers
(http://www.etel.net/products/index.shtml)

Exploring Faith Christian News Ticker
(http://exploringfaith.com/show2.htm)

iRESiST News Ticker
(http://iresist.com/ticker.htm)

Jack Styczynski/Es Home Page
(http://members.xoom.com/hotsheet/sports.html)

MSN Investor Ticker
(http://investor.msn.com/external/invapps.asp)

News Index Ticker
(http://www.newsindex.com/addticker.html)

Pointcast News Ticker
(http://www.pointcast.com/products/associates/index.html?homepromotxt)

selfPage Tickers
(http://www.selfpage.com/addtick1.html)

StatMarket StatTicker
(http://www.statmarket.com/SM?c=resources)

Tickerland
(http://www.tickerland.com)

Total News Ticker
(http://totalnews.com/?_feed/install.html)

UniSci Science News Ticker
(http://unisci.com/ticker.htm)

Weather24 Ticker
(http://www.weather24.com/custom/java/)

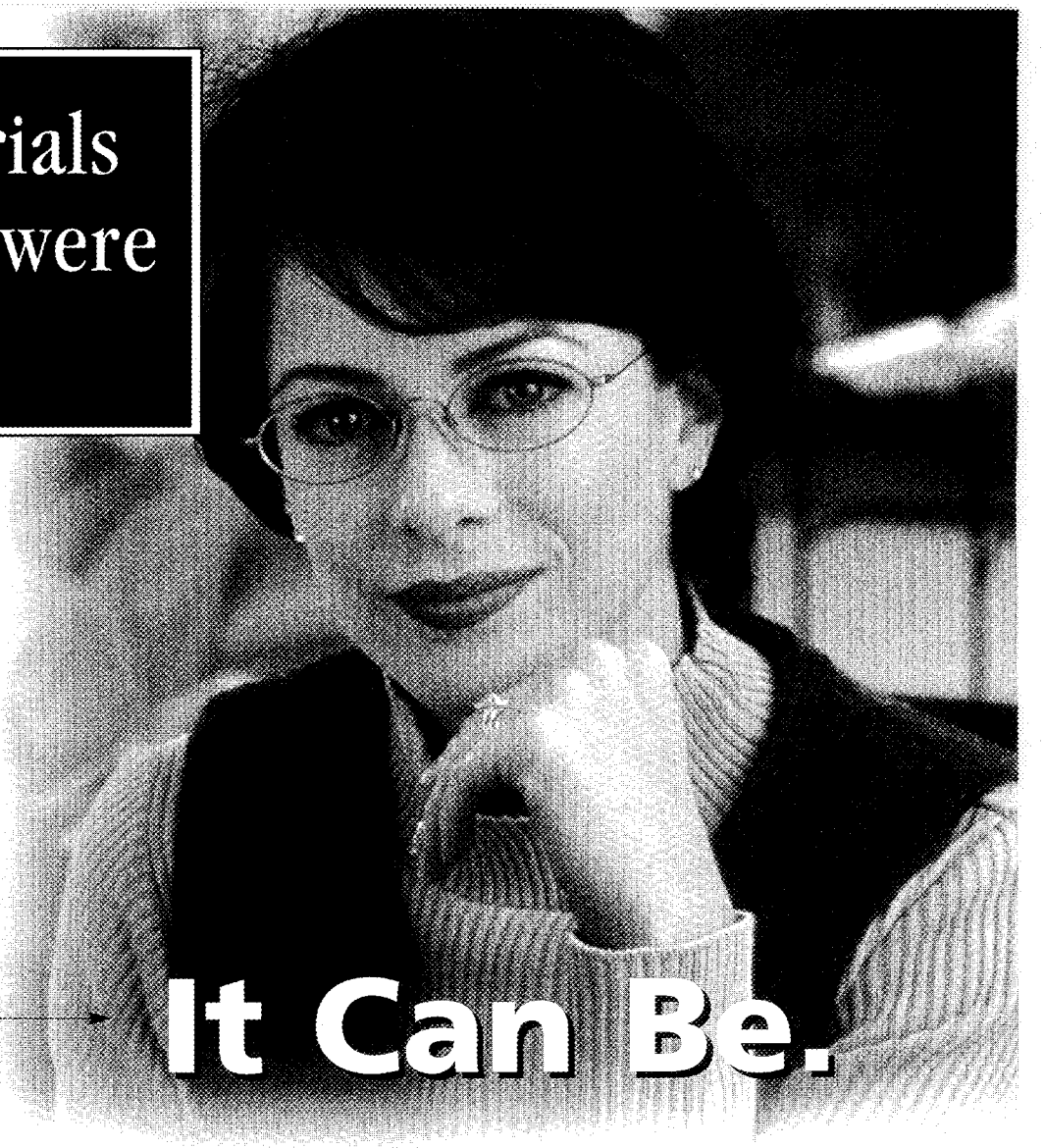
Weather Channel
(http://oap.weather.com:88/autocobrand/autointro.html)

Weather Underground
(http://www.wunderground.com)

Web Ticker
(http://www.travelfinder.com/ticker/)

SLA
Membership count 5,443; SLA disaffiliated from ALA
Retired membership established with dues of $5
First presentation of SLA Hall of Fame Award
1949 U.S.S.R. detonates first atomic bomb
1954 End of Indochina War
1959 Robert Noyce makes first microchip
World
TIMELINE

"If *only* serials management were easier."



It Can Be.

In the serials acquisition world, a lot of things can go wrong. Knowing how to fix them—quickly—is paramount. RoweCom's services can streamline your content acquisition, providing direct access to your serials records and a minimum of involvement in routine ordering and claim processing. You can maintain a complete subscription management system, as you see fit.

Choose from more than 45,000 magazines, journals, and newspapers from over 15,000 publishers, plus 8 million books. Choose RoweCom.

www.rowe.com

Call 1-800-ROWECOM, x286. Or email info.outlook@rowe.com

RoweCom™

Knowledge for your Business Needs

What Were You Thinking?

If You Could Choose Librarianship Again, Would You?

by

Mara Houdyshell, Patricia A. Robles, and Hua Yi

That was the attention getting question we asked librarians via an e-mail survey in the summer of 1997. And the response? A resounding, YES! And we were concerned that anyone would bother to return the survey at all . . .

What Were We Thinking?

As three librarians who had come up through the ranks (i.e., as student assistants and support staff), we wondered how many others had segued into librarianship in much the same way and, if pre-M.L.S. library work experience significantly influenced an individual's overall job satisfaction. The central question we posed: If you could do it all over again, would you? (Become a librarian, that is). Regardless of the daily grind, lack of respect for librarians and their work, and the sometimes "unreasonable" demands of library users, a majority of the over 500 degreed librarians responding to our survey seem to be quite satisfied with their career choice.

Mara L. Houdyshell is a senior assistant librarian in the Reference and Instruction Department at California State University, Northridge, Bibliographic Instruction Lecturer, Subject Specialist in the areas of Education and Deaf Studies. She may be reached at mara.houdyshell@csun.edu
Patricia A. Robles is a senior assistant librarian at California State University, Bakersfield, Circulation & Multicultural Librarian. She may be reached at probles@csubak.edu
Hua Yi is an assistant librarian at California State University, Bakersfield, Electronic Information Librarian. She may be reached at hyi@csubak.edu.

TIMELINE

SLA
Publications department established
News and Notes quarterly publication replaces the *Bulletin*
Subscription to *Special Libraries and Technical Book Review*, $10 each

1960 U.S. develops laser device
1961 Atlas computer installed at Harwell
1963 Valentina Tereshkova—first woman in space

World

Over 500 Librarians Can't Be Wrong...

Of the 500 tallied surveys, 288 librarians said they would definitely choose librarianship as a profession again, while an additional 182 librarians said they would probably choose a library career again. These two groups account for nearly eighty-seven percent of the respondents. Not a bad vote of confidence for a career perceived by the public-at-large to be alternately dull and fascinating. The number of responses received in less than a one month period, both by e-mail and traditional mail, was impressive (close to 600) and enlightening. Librarians from multiple sectors of the field were more than enthusiastic to "talk" about their chosen career, the questionnaire itself proving to be its own best publicity. It seemed as if librarians everywhere were eager to respond to our query. The survey (consisting of twenty-one questions) stimulated such an interest, that it could not be contained within the confines of any of our ten pre-selected electronic library listing services. While we requested formal posting permission of these sites, the relative convenience of e-mail led to the survey being readily passed among friends. Not only did librarians respond to the survey, but many also added notes of encouragement, a few even expressing appreciation that someone was taking the time to conduct such an inquiry (ellipses indicate separate comments):

> I would love to fill out your survey detailing why I entered this most marvelous of professions, and why I still think it is the best . . . What a fun survey! . . . This has been sent to several listing services, thought you might be interested in it . . . I thought I'd pass this along. I've printed my own hard copy of your survey, but need a snail mail address to send it to . . . Good luck to you! . . . Good luck with your research I think your survey is a wonderful idea.

As the surveys literally poured in, we became convinced that we had made the right decision to chance our survey in an electronic format. In fact, the ease of responding electronically no doubt aided in insuring that a willing recipient would return a form. In seeking to gain insight into an individual's degree of job satisfaction, we correlated two key factors, 1) Would you do it all over again?, and 2) Did previous work experience in a library environment (prior to obtaining their M.L.S./M.L.I.S degree result in a higher level of job satisfaction? Well, yes . . . and no.

I Just Wanted to Be a Librarian

Three hundred eight librarians had worked in a library environment before obtaining their library degree (293 of those for one to ten years) while 190 had spent one year or less working in a library (including those with no library background at all). How does this correlate with the likelihood of choosing the same career path again? One hundred fifty-five individuals (out of 190) of those with little or no prior library experience would choose the profession again, compared to 271 (out of 308) with some library work experience stated that they would once again choose the profession (see Table 4). Statistically speaking, the numbers represent an eighty-two percent vote of confidence for their career choice by the first group and eighty-six percent for the latter.

The bottom line seems to be that most people who chose to enter the profession did so primarily because of a genuine appreciation for the pursuit of knowledge and information—and for helping others pursue the same. Regardless of employment background—in or outside—of a library environment prior to obtaining an M.L.S./M.L.I.S., most librarians enjoy their work and chose it with very little outside influence.

Who Responded?

The surveys returned to us (seventy-eight by U.S. mail) came from all over the United States and a few from other countries. We heard from academic librarians, public librarians, and special librarians: corporate, law, medical, and freelancers.

Much to our surprise, the bulk of responses came from special librarians (221), followed by academic librarians (152), and public librarians (82). The remaining forty-five can be classified as miscellaneous categories or missing responses on returned survey forms. Based on the number of responses by type of library currently employed, we learned a valuable and humorous lesson, a vacation month, such as August, is perhaps not the best time to conduct a survey if the goal is a balanced response pool.

Summer vacation patterns may account for the somewhat lopsided respondent group numbers, leading us to the hypothesis that many academic librarians are taking vacation time in August prior to the start of the academic year and that many public librarians are taking time off following the conclusion of their hectic summer reading programs.

Why So Many Special Librarians?

On this aspect, we can only speculate. Special librarians proved to be a very enthusiastic respondent group. Perhaps due to the nature of their work these librarians are not necessarily tied to a traditional vacation cycle, making them more readily available for summer survey participation. These librarians, working alone or in small numbers (and generally with fewer resources on hand), conceivably are more accustomed to the use of e-mail as a primary communication tool. This, in part, might make special librarians more likely to respond (than other librarian groups) to a survey presented in this format.

Everyone in the Pool — Just the (Dry) Facts

As expected, most librarians responding to the survey and probably the majority working in the trenches are white, by ethnicity, and female (see Table 1). Additionally, most survey participants hold the M.L.S./M.L.I.S. as their highest degree. A relatively small number hold a Ph.D. (see Table 2).

But, Are They Happy in Their Work?

Are librarians, in general, happy with their choice of profession? If our sampling of 500 out of the librarian labor pool of an estimated 154,000 librarian positions held is an accurate indicator, then yes they are (employment number is based on 1996 estimates published by the Bureau of Labor Statistics in 1998). Across all returned surveys, across all areas of the profession, the majority of librarians said that they would definitely do it all over again. In response to one of our primary questions, "[In regard to your] Overall satisfaction in attending library school and choosing librarianship as a profession . . . would you definitely, probably, possibly, probably not, definitely not, or [you're] not sure—would you do it again? The decision was clear, 418 librarians gave their career choice a thumbs up, indicating that they would definitely choose it again (see Table 3). An additional fifty-two individuals would possibly make the same decision.

As was originally hypothesized, most librarians had some type of previous library experience before obtaining their M.L.S., although not to the extent we had anticipated. Librarians simply seem to enjoy their career choice regardless of their prior work experience. This finding was a bit surprising, based on our initial assumption, but not unwelcome. Our third survey question specifically addressed library employment of those with library work experience prior to obtaining their M.L.S./M.L.I.S by requesting, "the number of years spent working in a library in some capacity (OTHER than as a librarian) PRIOR to obtaining a library degree" (see Table 4). Those who did have some previous library work experience were asked to comment on factors that influenced their decision to pursue librarianship as a profession. Following are some of their comments. (Note, minor typographical errors made by respondents have been corrected, individual responses are separated by ellipses):

> I didn't enjoy teaching, I knew I enjoyed libraries . . . After thirteen years as a paraprofessional, with numerous promotions, I found myself in the position of not being able to progress to higher level positions without a library degree . . . I decided I liked the work but didn't like being the peon . . . At the time I worked in a library (over ten years ago, before the age of computers) I was impressed with the knowledge one of the library aides was acquiring in library school. However, my ideal librarian role model was the children's librarian at my local public library . . . The librarian I worked for left a lot to be desired. I thought I could do the job better . . . I wanted to be a children's librarian. I obtained an undergraduate degree in early childhood education. Once in library school I discovered computers and that was the end of children's librarianship . . . There are conditions (sizes and types of libraries) in which the work can be done without an M.L.S., but at some point the grad degree is absolutely necessary to do a quality job . . . I wanted to become a librarian since my first visit to my local public library at the age of six or seven or thereabouts. I still remember my first library card number . . . Working in a library made me aware of the profession, its challenges, and its opportunities.

The People in Their Lives

Part of our survey also focused on what influence other individuals had on a librarian's decision to enter the profession (as was mentioned previously). Were respondents influenced to undertake a

career in librarianship by those around them? The question, "To what extent did the following influence you to pursue library and information science work?" revealed that public and academic librarians, more than those in other categories, had the most influence in this area (although not to an overwhelming extent)—significant influence by a public librarian tallied to a whopping twenty percent (close to the same percentage were influenced by family members) while significant influence by an academic librarian came to twenty-nine percent.

Another insightful finding in the survey results was noting which librarian groups have the most enthusiasm for definitely choosing librarianship again. These two groups were those who have been in the profession for twenty or more years (approximately twenty-four percent), followed closely by those who have been in the profession one to five years (approximately twenty-two percent). This might be explained, in part, by the investment in library work belonging to those in the field twenty or more years and by the "newness" and excitement of the profession felt by librarian "young guns", regardless of chronological age. Those with long-term employment records could not have possibly foreseen the amount of technological change that would occur, yet remain dedicated to the profession or who, at the very least, are willing to work in an increasingly technological environment. Those newer to librarianship, conversely, enter the profession knowing that technology is changing—and constantly. This is perhaps part of their reasoning in choosing librarianship. These scenarios are decidedly hypothetical and are certainly areas for further study.

So, You Wanna Be a Librarian

Ultimately, what is it that makes an individual want to pursue librarianship as a profession? It is definitely not for the salary. Only twenty-eight percent of the survey group indicated that this aspect was an incentive. In fact, in regard to pay, several surveys came back with brief comments such as, "Are you kidding?!", "Ha!", and "What money?" Nor was it for the status in society—a mere nineteen percent indicated a strong incentive there. Indeed, the intellectual challenge (eighty-two percent of respondents) and the opportunity to be part of a service-oriented profession (ninety-five percent) seemed to win out over all other motivations. While many librarians might not cite service to the community immediately as one of their reasons for their career choice, it is interesting to find that so many respondents gave "service" such a high ranking in importance.

Other influential (or non-influential) factors of note were: as an alternative to teaching (twenty-six percent) a good job market (twenty-four percent) and to supplement another degree (twenty-two percent). Of greater influence was, enjoyment of the work/working environment (eighty-one percent) to earn a living (sixty-four percent; which is not necessarily the same thing as for the "great salary"), and previous experience in/or use of the library (sixty-two percent).

As noted above, it appears that the strongest reason survey respondents chose the profession was for the work environment, and second to that, to earn a living. One of the most variable categories within this question is that of a good job market. There is no doubt that there is a correlation between the response to this question and the year that an individual entered the profession. For example, those beginning their librarian careers in the 1970's and in the early 1990's, may have found it more difficult to find the exact type of position they had envisioned while they were still working on their degree (one of the three authors included).

The Good AND the Bad

In conjunction with the question of "reason for entering the profession" was the request for information about what librarians liked best—and least about the profession. This seemed to open up the floodgates for comments and opinions. What follows is a selection of actual respondent comments (again, minor typographical errors made by respondents have been corrected, individual responses are separated by ellipses):

What Librarians Enjoy MOST about Being a Librarian:

I can help people and learn from them at the same time I believe life-long learning and helping people gives me a sense of satisfaction . . . ability to make a difference . . . The challenge of being at the cutting edge—and trying to stay on top of developments . . . solving the puzzle, meeting the people, supervising the hordes. Automation. First shot at all the new books . . . The people, both pubic patrons and library staff, the chance to work with information and books (I love being in the stacks, weeding) and working with technology. I feel this is a worthy occupation—to provide library services to all being part of a learning environment . . . helping people who are actually grateful . . . The work is varied and challenging, like a series of mysteries to solve. The work helps others; it serves the community . . . a sense of continuous discovery providing the right information to people who need it and providing information to those who need it but don't realize it . . . My job is interesting and exciting. There isn't another profession I would rather be in.

What Librarians Enjoy LEAST about Being a Librarian

Repetitive clerical work, low status, and visibility, the second class citizenship of technical services in many administrators' eyes, old librarians who hate their work and hate computers. Rigid obsessive librarians who will not consider new ideas or new concepts low status, low pay . . . . the pay, and when people treat me like a secretary, not understanding that I am a professional!. . . the lack of credibility in a very male-dominated profession public's perception of our lack of status, education and importance pesky details . . . too many women--the profession needs to work for gender equality. I am a woman and I know this may not be a politically correct comment, but I base this on work experience . . . timid, intellectually lazy colleagues . . . lack of respect librarians/information professionals often experience from their management and peers (e.g., other professionals in the organization) . . . people's stupid comments about librarian stereotypes. I sure ain't

it . . . Having to recognize the negatives that exist in the human conditions--not all people are nice! . . . lack of appreciation by customers . . . petty people working in libraries . . . I have worked at seven public libraries and yet to find one that was well managed, or that they understood or nurtured talent . . . the stress of being expected to "know" the answer repetitiveness of the questions. Place of librarians in the academic hierarchy. Pay . . . lack of respect and recognition . . . the elitism where longtime professionals are threatened by young professionals. The M.L.S. and non-M.L.S. controversy as it is played out in many libraries . . . low pay and low social status. not allowed to be creative at work . . . the lack of value many people place on information services . . . we operate on a shoestring and right now with technology leading to constant changes in the profession it is hard to learn the information and skills needed to be effective . . . lack of funding . . . information overload . . . routine, inflexibility, and boring other librarians . . . politics, lack of respect (by librarians, politicians, and the general public) for what we do . . . the frustration that there are people who have been tainted by previous experiences with "bad" librarians . . . I have to explain what I do to nearly everyone I meet--very few people who have any comprehension of the kinds of skills it takes to be a really good librarian . . . probably my biggest problem is with some of the other librarians themselves who cast the profession in a negative light . . . Low pay. If I were to leave the profession, that would be the reason why.

And the Top Three Winners in Each Category Are...

Because all of the individual responses were difficult to quantify, we grouped related comments by category, singling out the top three "enjoy most" and "enjoy least".

First of all, the "likes": Helping patrons/challenge of a good question (180), daily challenges/intellectual challenge/continual learning (125), and diversity of work/variety (71). And the "dislikes": Low status/low visibility/low pay (101), boring/repetitive tasks (71), and battling the bureaucracy/politics (64).

Marked for Librarianship?

And finally, of particular interest to us was library use by future librarians as they grew up. We wondered whether active usage of the library by an individual and/or their family would somehow act as indirect indicators to their chosen profession. Results showed that it was library use by the individual, rather than the family that contributed to one's interest in working in the library environment. Personal use of the library during this period was estimated by respondents to be--Once a Week or More, fifty-three percent and at Least Once, thirty-five percent. These percentages were significantly greater than an individual's estimated family library usage on a weekly basis, but quite similar in calculated monthly visits--Once a Week or More (twenty-nine percent) and At Least Once a Month (thirty-six percent). ⊠

TABLE 1

A. Gender and Ethnicity of Response Pool

Gender	Gender By Number of Respondents	By Percentage of Respondents
Male	78	15.6
Female	413	82.6
Invalid or Missing Responses	9	1.8
Total	500	100.0

B. Ethnicity

Gender	Gender By Number of Respondents	By Percentage of Respondents
Asian	16	3.2
Hispanic	9	1.8
Black	5	1.0
White	445	89.0
Other	8	1.6
Invalid or Missing Responses	17	3.4
Total	500	100.0

TABLE 2

Degrees Held by Librarians

Degrees Held	By Number of Respondents	By Percentage of Respondents
M.L.S. Only	378	76.1
Two or More Master's	91	18.3
Ph.D.	26	5.2
Invalid or Missing Responses	5	0.4
Total	500	100.0

TABLE 3

Would you do it all over again?

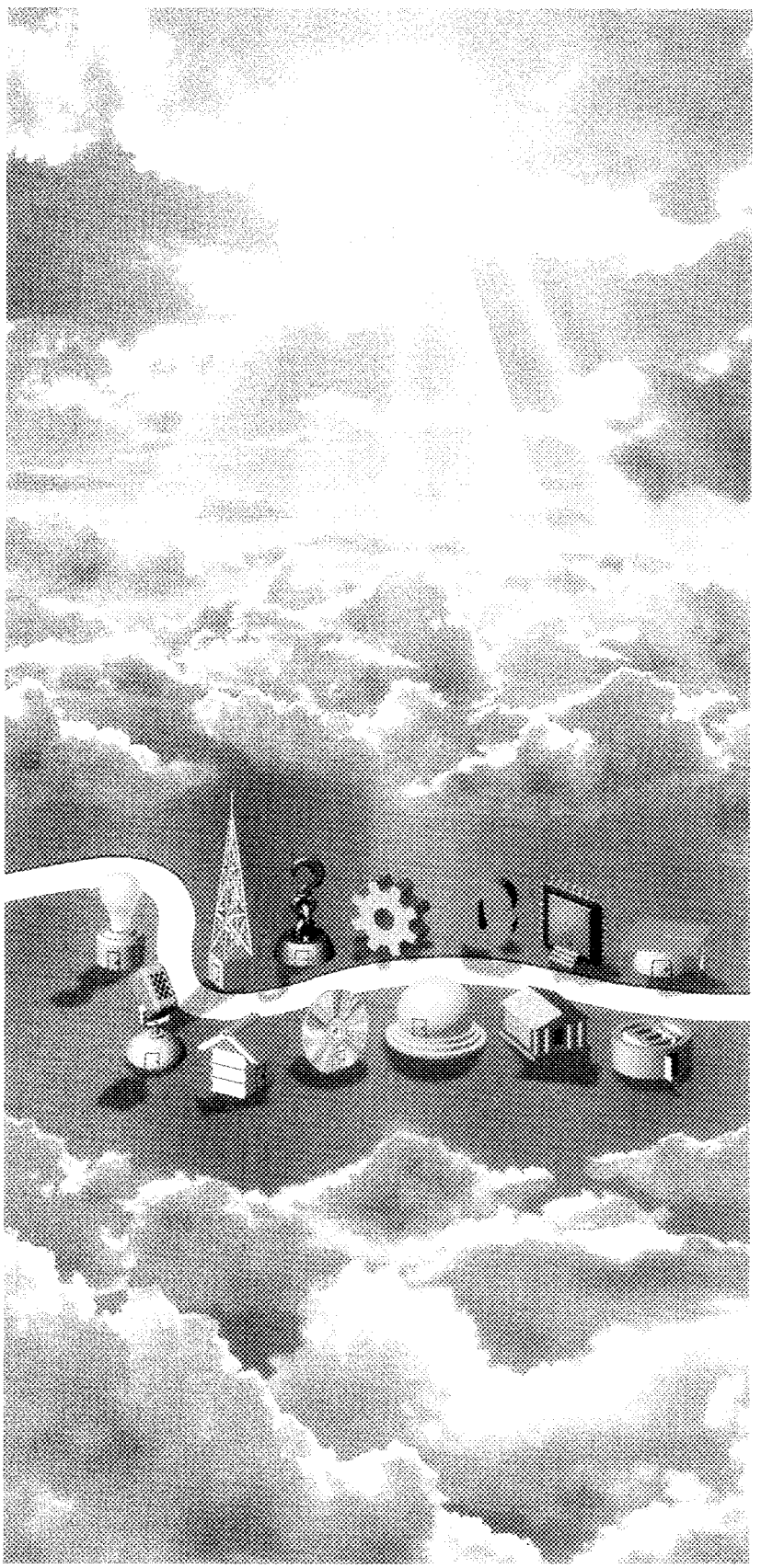
Opinion	By Number of Respondents	By Percentage of Respondents
Definitely	288	57.6
Probably	130	26.0
Possibly	52	10.4
Possibly Not	14	2.8
Definitely Not	5	1.0
Not Sure	9	1.8
Invalid or Missing Responses	2	0.4
Total	500	100.0

TABLE 4

Previous Library Experience

In library OTHER than as a librarian	By Number of Respondents	By Percentage of Respondents
Less Than 1 Year	190	38.0
1 - 10 Years	293	58.6
More Than 10 Years	15	3.0
Invalid or Missing Responses	2	0.4
Total	500	100.0

It's computing heaven.



The New Ei Computing Village.™

The all-in-one information place that illuminates the entire computing industry.

You think the answer is out there, somewhere, in the dense fog of computing information that looms in cyberspace. You could be lost for hours. Salvation is now at hand from the creators of the award-winning Engineering Information Village.™ Only the most relevant and reliable sources of information are allowed to pass into Ei Computing Village.

The Computing Village delivers the specific abstracts, articles and papers you need direct to your desktop. Tap into thousands of the best Web sites and identify trends. A network of experts resides in the Computing Village to give you guidance and to provide an opinion on special projects you are working on.

Find the best sources of information, get to the facts fast, interact online with peers—all at one integrated resource.

Visit www.ei.org/computing or contact Ei at 800-221-1044. In Europe contact Ei Europe headquarters at: fax +44 1727 834052, email europe@ei.org. In Asia: fax 612-9922-5611, email austral@ei.org.

www.ei.org/computing

See the light. Register for a trial today.

Computing. Ei has it covered.

ENGINEERING INFORMATION INC. IS A REED ELSEVIER COMPANY

"Hi, so I hear you're a webmaster." "No." "A knowledge manager?" "No." "A cybrarian?" "No." "A librarian!?" "No." "I give up!"

THE NEW WORLD OF INFORMATION PROFESSIONALISM

"Continuous change typically renders institutionalized roles and positions somewhat obsolete"
- quoted in *Working Knowledge* by Thomas H. Davenport and Laurence Prusak[1]

by Taodhg Burns
with the assistance of
Shahida Rashid

Rory Chase's recent article on changing roles for library professionals[2] deliberately flung down a challenge to a profession that is "in danger of being marginalized in the new knowledge era" or, worse, of being "made irrelevant". Are these rumors of impending professional death exaggerated? There is certainly a lot of debate, much of it in the pages of *Information Outlook*. As I negotiated Chase's arguments, I became uneasy. It wasn't just that Chase was searching for an identity that had not yet crystallized. It was that the introspective debate at the heart of the article seemed more and more beside the point, a little like the much mythologized (in Canada) Canadian preoccupation with the Canadian identity. In this respect the article was similar to many published in this field over the past ten or more years. Whatever their intent, and Chase's is admittedly alarmist, in order to be reformist, they are all rather plaintive and/or defensive. Typical is a piece in a recent issue of a trade journal, which shall remain nameless, which despite its aim— "to welcome the Internet as a new professional opportunity"—was really concerned with "justifying your role in an increasingly virtual

Taodhg Burns is project manager at Libra Information Services, Toronto. He can be reached at libra@web.net. Shahida Rashid is director of library services at Sunnybrook and Women's College Health Sciences Centre, Toronto. She may be reached at rashid@fin.net.

TIMELINE

SLA	Initiation of a study on mechanized records of membership	1968	Pulsating radio waves discovered
	Reclassification as an IRS Section 501 (c)(3) approved by IRS	1972	U.S. begins to withdraw from Southeast Asia
	Special Libraries® registered as a trademark	1974	U.S. President Richard Nixon resigns
			World

THE KEY TO DETERMINING WHAT "INFORMATION PROFESSIONALS" SHOULD BE DOING AND HOW TO CONSIDER THEIR TRADE IS TO LOOK AT WHAT THERE IS A CLIENT OR USER NEED FOR.

world of information resources." In other words, the intent was basically to conserve an existing role. Articles like these are understandable, yes, but they are beside a lot of points. In the larger world, outside the covers of professional journals, things are moving too quickly for the luxury of in principle role discussions. Such discussions tend to take up a lot of time, which might be better used creating new products and services that satisfy needs. While there is always a time and a place for professional reflection, the moment at the eye of the cyclone (before the immediate changes have shown durable characteristics) is unlikely to yield stable conclusions.

As I suspect many realize, in our personal lives the only practical resolution to an identity debate is to "just do it". The key to determining what "information professionals" should be doing and how to consider their trade is to look at what there is a client or user need for. Since users are probably themselves unlikely to know what they want until they see it, the obvious tactic of choice must be opportunistic experiment. For service providers, self-questioning is likely to be both vague and endless. Why? Beyond the simple life truth that you can only know what you're good at by doing it, there's the more concrete and up to the minute reason cited recently by Doug Church[3]—"the end-user domain". To summarize his argument: a number of technological developments, particularly the Internet, have placed end-users in the driver's seat of the information world. And all kinds of traditional professionals, from doctors to lawyers, to, dare we say it?, information systems managers, are being forced to adjust. When I suggested a couple of years ago, to an IS professional, that access to the Internet in a sizable organization should be broader than the half dozen users their department had designated worthy, the response was a frustrated "Oh, well, I suppose we'll be letting everybody have it now."

Church reviews the roles that are most relevant to the "information professional" in this new world, where, he reports, "the designation 'librarian' [is often] meaningless"[3]. His list of relevant roles (consultant, analyst, facilitator/trainer, Intranet content manager, product planner and marketer, corporate knowledge manager) bears many similarities to Chase's. Another list of "information professional" [IP] skills is provided in a recent article by Josh Duberman[4], who has a very upbeat take on the relevance of IP competencies and laments the undermanagement of information evident across the Internet. But the key task for maintaining professional relevance is not abstract consideration of these generic roles and the appropriate terminology for them, which encourages an extension of the discussion of professional identity; it is what do the users who are funding services want done for them. If we want clarity in this area, it's better to go from there, the end-user, in, rather than the other way around.

When I first started working with computers, I learned one thing quickly: Whatever the producers and techies may think, or want to think, many mainstream users make no real distinction between hardware and software, let alone clients and servers. Just as a car is a car for many people—it allows them to get from A to B and if it doesn't, there's a place they can go to get it fixed—so for most a computer is a computer, a tool that allows them to get some work done. They may not even see the work as an information process at all. For them it doesn't matter whether the people behind the scenes are called computer scientists, cybrarians, informaticians, or, for that matter, publicists, or trainers, or researchers, or administrative assistants. When we've found out what needs to be done, we'll find that those with the skills and inclination to do it will find ways to do it. What is more, in an era where teamwork is increasingly recognized as the optimal way of conducting any process, rigid boundaries between roles are being eroded. The most important role erosion in the information industry, as Church noted, has been that between end-user and provider.

A further, and equally significant, erosion of landmarks is that between data, or information or knowledge, and function (or application). Church recognizes this when he says that "the use of information will become integrated with these [business] processes [and]information as a distinct resource may no longer exist"[2]. This is the organizational equivalent of the shift to object-oriented computer programming. Data and their applications are joined. When it occurs, information functions are embedded

in purposes and outcomes, recognizing and producing immediate results for, strategic organizational ends. The information professional becomes a necessary part of an organizational project team, or non information staff adopt information roles. In either case, it is the organizational payoff that matters more than the precise means by which it is achieved.

The moral? Professionals of all kinds have to loosen up and improvise. Information is power, yes, for those who have the means to apply it. But, as important, information is much more difficult to control than other forms of "property". It spills and leaks and is everywhere. Spend your time creating applications that provide a pay off to your sponsors, wherever they may be. Real world evidence of these uncircumscribed user needs is supplied by the many workers with non specific educational backgrounds, including library science, who toil in the fields of the "information revolution". Recent catalogs of the Syracuse University School of Information Studies offer instructive examples. Syracuse, North America's original "information" school (founded in 1974) offers three Master's level programs: information resources management, science in telecommunications and network management, and library science. The list of jobs found by graduates indicate that though there are some differences, a number of them find similar work, whatever their formal preparation. Examples are database managers and technical support specialists. It is illuminating that in contrast to the openings found by graduates of the other two programs, the library science graduates' employment record is confined in the catalog to bar charts of the kinds of libraries they were working in. Even then, seventeen percent were not employed in libraries at all. And I suspect that of the eighty-three percent working in libraries a sizable portion of them are performing tasks that have no particular, let alone unique, connection to libraries. The reality is that the library in general exists as a historically grounded institution rather than a particular, or even useful, skill set. It is, with the exception of a couple of core tasks associated with the onsite collection, where somebody works, not what they do, for which the term library has relevance. Job

profiles and their educational preparations are migrating fast and dynamically, as new applications and opportunities proliferate.

In the example that follows, we offer a real life model of how this happens. We believe it offers lessons for all involved professionally in information services work. No disciplines are sacrosanct in the new world.

Women's College Hospital (WCH) Medical Library is a small special library serving a unique and prestigious institution focused on women's health. [Note: In late 1998, Women's College was merged with the larger Sunnybrook Health Science Centre to become the Sunnybrook and Women's College Health Sciences Centre.] In 1994, professional consciousness of the possibilities of electronic networking had developed enough to stimulate the idea of an electronic women's health network that would link healthcare professionals in the specialty, and would be available through the Internet. The person chosen to create and maintain this new information utility was the medical librarian. Four years later, what was originally the limited Electronic Women's Health Directory had become the Women's College Hospital web page, covering all areas and departments of the hospital, with links to related utilities around the globe. It is a recognized success with use tripling in the last three years and hospital departments vying to create more content for their own sections. The medical librarian, a web neophyte in 1994, has become an accomplished webmaster. She has since been asked to create pages for other organizations and now tutors interested hospital staff on web page development. How did this come about? It is not a unique story in the recent annals of library professionals, but it is still unusual enough to provide useful lessons.

First, let us try to understand why the medical librarian was chosen for this task. The answer is a mixture of professional positives and negatives. On the positive side,

General Internet awareness had grown so exponentially the web (and anything connected with it) had become "cool".

management initiators of the electronic Women's Health Directory project recognized in the medical librarian a professional both willing and able to assume responsibility. Rather than assigning web task functions to the IS department they recognized the task before them matched the kinds of information organization and management skills of the medical librarian. On the professionally negative, but practically fortunate side, the medical librarian was both potentially "cheaper" and actually more enthusiastic about the task, than the staff of IS, the other department contender for web site responsibility. Since no financial resources were available at that time, willingness to work cheerfully for nothing, except the satisfaction of learning new skills, won the day.

Once responsibility had been assigned, the key for solidification of responsibility was successful implementation. After the Electronic Women's Health Directory was launched in mid-1995, usage steadily grew. Simultaneously, the special advantage of web publishing for information topics became increasingly apparent. With the hospital immersed, in 1995, in a political struggle for its survival as an independent institution, a number of departments saw the web site as an effective agent for community support. Departments like public relations, engaged in the communications side of the political struggle, used it to keep allies updated on the campaign. As staff turnover increased in the wake of fiscally induced layoffs and possible institutional extinction, human resources saw the benefit of listing career opportunities on the page. In quick succession, followed brief descriptions of all major programs and services, dynamic links to relevant sites, a local search engine and illustrative graphics. By the end of 1996, the page had achieved sufficient breadth and useful detail to be selected for recognition by Jim Carroll, one of Canada's major Internet journalists at a presentation for the Ontario Hospital Association. Most interestingly, in terms of professional significance, he praised the practical utility of the page, the functional heart of which was still the Electronic Women's Health Directory. He compared it favorably to other hospital pages, which, at that date, were usually electronic versions of print brochures with little or no interactivity. The primary moral of this tale was that, unlike the non-library staff majority of site designers, an information professional with a library background had made niche information utility the primary purpose of the page. This had been recognized as the right emphasis by Carroll and the growing body of users.

By the end of 1998, a WCH department like the Neonatal Intensive Care Unit was creating its own page, with instruction from the medical library. The library had just installed its online catalog so WCH users could search hospital resources wherever they were located. The early idea of a limited directory of women's health practitioners had been substantially outgrown. The web page was now recognized as a utility for all staff and departments. The medical library's page had become the whole hospital's acknowledged site.

To this point we have learned these points: 1) being marginal or relatively undervalued can sometimes (but not very often, or for long) be an advantage; 2) library culture, or rather, its utilitarian base, is well suited to some key features of the World Wide Web; 3) there is no substitute for eager and conscientious dedication to a task; 4) abhor a vacuum if you think you can learn something by filling it.

So the story could end. A fairy tale, it seems, with the challenge to embrace the future and adapt to change successfully met.

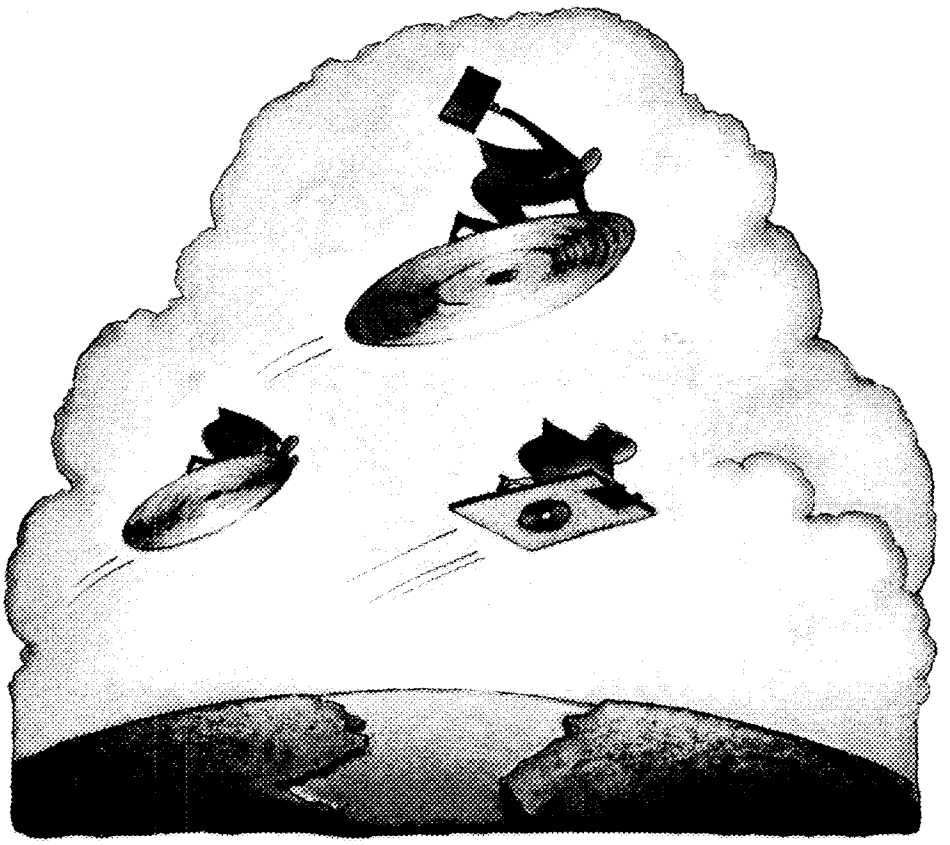
But there is more. It is now that we enter the real world that living by your creations unveils for you. If the air outside a traditional professional closet is invigorating, it can also be unsettling. The very emergence of new application needs like web sites, search engines, and intranets, for which virtually nobody had been formally trained until two or three years ago, prevents them being yet the special preserve of any one job classification, educational background, or organizational area. After three years the WCH web page had grown in visibility and prestige and its value had been recognized within the healthcare community. General Internet awareness had grown so exponentially the web (and anything connected with it) had become "cool".

The web page is only one example. We use it here to stand for many other unprecedented applications and services. Such applications, from digital archives to expertise

databases, to extranets and intelligent search engines, are appearing every day. Which application is adopted by which organization and how is naturally dependent on an organization's distinct cultures and values and the range of skills and financial resources available to it. Common characteristics of new "knowledge management" applications, such as these, include accessibility, connectivity, informality, and speed.

But in an era of increasingly universal computer literacy and quickly developing applications, there is no assurance that any particular skill, or for that matter, any particular skill set required for such applications, will be found consistently in the same background. Still, rational accommodation must be made and over time new organizational and professional normalities will appear.

In the meantime, can or should any professional turn their hand to anything? There are significant voices suggesting this[1]. It seems reckless. But when we remember that information is now everybody's business, it appears as much a matter of practicality. The critical factor is not so much who has the key, or who was trained to use it, but it is who can use the key best. Though those information professionals previously known as librarians can argue that it is they who have the background most suited to the role of corporate "knowledge navigator" it is hard to find conclusive evidence to support the claim that an information professional with a subject speciality will necessarily be any better than, for example, a subject specialist with information skills. Even though there are yet few schools dedicated to producing the hybrid professionals in demand in new knowledge settings, there are many "knowledge management" jobs available and they are being filled by workers with a variety of backgrounds. Since the early 1990's Thomas Davenport has argued the relevance of "librarians" to the new knowledge empowered corporation. But though he seems to doubt the applicability of traditional information systems or computer science backgrounds to this new area of occupational need, when he makes a list of candidates for the emerging jobs, it is long, including everything from converted line workers, to journalists, reporters, editors, technical writers,



as well as, yes, librarians—"The most intriguing new knowledge jobs, however, are knowledge integrators, librarians, synthesizers, reporters, and editors"[1].

And it is here that we must confront the down side of the potentially invigorating up referred to by both Chase and Church. Not long after the WCH web page became recognized as an important corporate resource, new actors began to vie for its responsibility, from both within the institution and outside it. Pedigrees cannot play much of a role when a breed is only six months old. We have already seen a new breed of professional, the "webmaster" emerging, its ranks filled by professionals from a wide variety of backgrounds. In this case, the application has generated the profession. Let this be a lesson to any professional who hopes his or her pedigree will survive the new world intact. Worried for your future? Learn the new skills and applications in demand and to which you are inclined, wherever they may be available to learn, and let them be your guide. The strategic generalist, who combines "soft", cultural, skills and "hard", technical, ones may be the heir to the throne in these changing times, wherever he or she may be occupationally located at the moment. But it is the strategic generalist with the practical streak who will seize the moment. "Don't stand on the brink," exhort Davenport and Prusak, "get your toes into the water[1]". As for the relevant professional designations, these will be determined by the economic contracts continuously being forged between suppliers and users. Defining their central tendencies will be the task of another article.

REFERENCES

1. Davenport, Thomas H. and Prusak, Laurence. "Working Knowledge: How Organizations Manage What They Know." Boston, Mass.: *Harvard Business Review*, 1998.
2. Chase, Rory L. "Knowledge Navigators," *Information Outlook* 2 (9), Sept. 1998: 17-26.
3. Church, Doug. "Breaking Free of Reference Shackles," *Information Outlook* 3(3), March 1999: 18-20.
4. Duberman, Josh. "Reflections in a Fun House Mirror: Web Trends and Evolving Roles for Information Specialists," *Searcher* 7(2), February 1999. Available from the Internet: http://www.infotoday.com/feb/duberman.htm>.
5. Syracuse University. School of Information Studies. On-Campus and Distance Learning Programs 1998-99. Syracuse, NY: The University, 1998.

NEW!

Web Access!

STN® on the web

SM

- all the files
- all the commands
- chemical structure searching
- help when you need it

Power of STN®— Convenience of the Web!

In Europe
STN International
c/o FIZ Karlsruhe
Phone: (+49) 7247/808-555
Telefax: (+49) 7247/808-259
E-mail: hipdeskk@fiz-karlsruhe.de

In Japan
STN International
c/o Japan Science and Technology Corporation, Information Center for Science and Technology (JICST)
Phone: (+81) 3-5214-8413
Telefax: (+81) 3-5214-8410
E-mail: helpdesk@mr.jst.go.jp

In North America
STN International
c/o CAS
Phone: 800-753-4CAS (4227)
or 614-447-3731
Telefax: (614) 447-3751
E-mail: help@cas.org

http://stnweb.cas.org
http://stnweb.fiz-karlsruhe.de
http://stnweb-japan.cas.org

CAS®

A division of the American Chemical Society

SHOP AROUND: Web-based Sources for the Retail Industry

by Jean Keleher

The retail sector touches on a vast array of businesses, from the manufacturers who produce the actual goods sold through retail outlets, to those who provide distribution, administrative, and marketing services to them. Information professionals in many types of research centers may be called to find data on the retail industry. Fortunately, the field of web-based sources for U.S. retail industry research is growing, as more associations, trade publications, and government agencies publish studies, articles, and data releases online.

Bet on Association Sites

Major associations are one of the best bets for finding good, current research materials in the retail industry. The National Retail Federation (http://www.nrf.com)—which publishes a number of studies and surveys of retail finance, information technology, merchandising, pricing, and best practices, along with salary surveys and other helpful pieces—now makes some documents available, for a fee, in downloadable format on its site. Also linked from the NRF's site is its *STORES* magazine (http://www.stores.org), a monthly publication on retail operations. The current issue is online in full-text; recent issues may be searched by keyword.

IMRA (http://www.imra.org), the International Mass Retail Association, publishes its press releases tracking holiday spending and other retail news on its site. Additionally, IMRA provides annotated lists of its research publications on consumer behavior, benchmarking, and compliance for retailers. The site also features a listing, by product category, of retailers selling over the Internet, with links to their sites, and a storehouse of Y2K information and links for retailers.

The International Council of Shopping Centers (http://www.icsc.org) publishes press releases and detailed write-ups on retail activity by format in the U.S., and by region, state, and major metropolitan area. Data related to shopping centers can be found in the Scope USA and Scope Canada areas (http://www.icsc.org/rsrch/research. html), and more retail

Jean Keleher is a practice research specialist at A.T. Kearney, Chicago. She earned her M.I.L.S. from The University of Michigan. She can be reached at jean.keleher@atkearney.com.

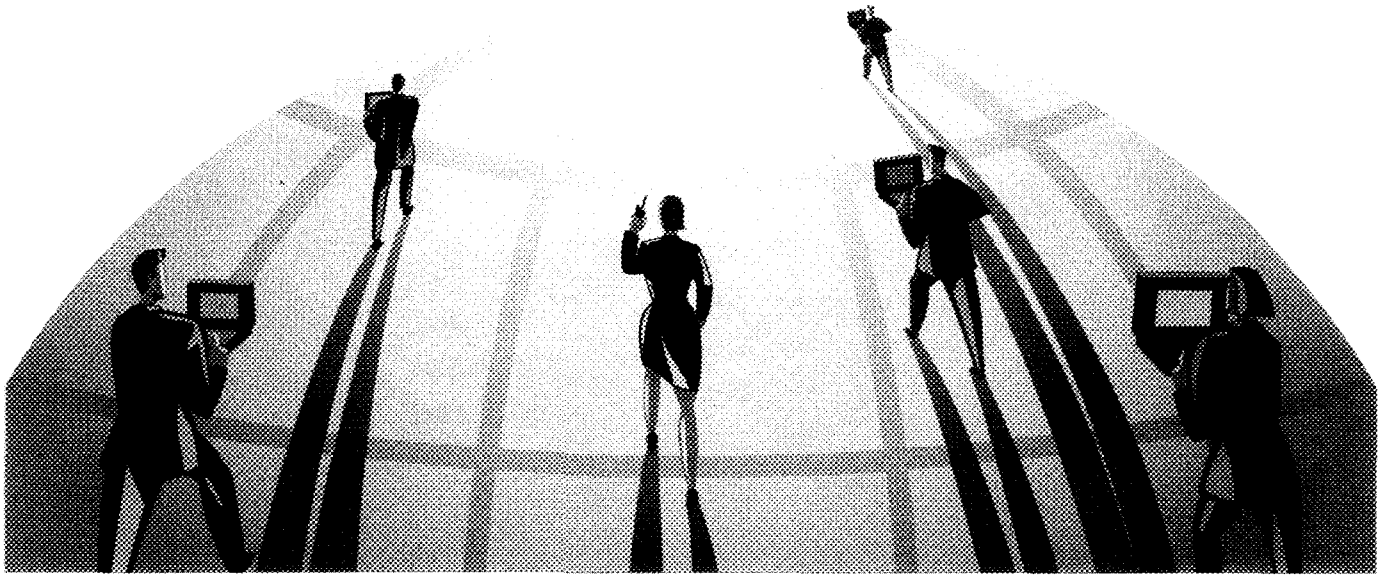
SLA

Dues for members and associates is $40.00
Professional development department established
David R. Bender, Ph.D. is appointed executive director

1976 Apple I Computer introduced
1978 First test-tube baby born in UK
1979 Margaret Thatcher elected first woman Prime Minister of Britain

World

TIMELINE



statistics, such as results and implications of the ICSC's annual "Retail Ownership Scorecard," reside under White Papers (http://www.icsc.org/srch/rsrch/wp/index.html). The EconStats section graphs major monthly economic indicators to the most currently available month, and also includes retail-specific indicators in a comparative chart format (http://www.icsc.org/srch/rsrch/econstats/index.html).

Industry conferences, events, and trade shows are listed at the NRF (http://www.nrf.com/events) and IMRA (http://www.imra.org/confer1.html) sites, and fashion and apparel trade shows can be found at the *Women's Wear Daily* (WWD) site (http://www.wwd.com/meetings.cfm).

Trades Host Some Online Data Gems

Trade magazines are a rich source of information and insight on the retail industry. Many sites upload their current issues in full-text and make archived issues available for searching, too. Some publications, like *Chain Store Age* (http://www.chainstoreage.com), enhance their web offerings with data, research write-ups, and useful industry information. *Chain Store Age's* research area contains industry data by retail format, a glossary of retail terms, and an annual "State of the Industry" financial report. Lists of the top 100 chain stores, top global retailers, and an industry calendar are also helpful, although some information is dated.

Discount Store News (DSN) at http://www.discountstorenews.com also offers some good industry sales data by store type, including store counts of retailers and average store size. The site includes a growing list of retailers online with their corresponding hyperlinks, current stock prices of leading retailers, and a calendar of industry events, along with DSN's current issue online and a searchable archive.

The Fairchild Publications site (http://www.fairchildpub.com) links to Fairchild's several important industry publications, including WWD, DNR (*Daily News Record*), and HFN (*Home Furnishings News*). Although the sites feature some articles from current issues of these titles, they unfortunately do not allow for archive searching. The page also links to a long list of Fairchild's monograph publications, which can be subsequently ordered from the publisher.

For Breadth, Hit Government Sites

Every five years, the U.S. Census Bureau surveys domestic retail establishments for its resultant Census of Retail Trade. In 1992, over 1.5 million establishments totaling nearly $1.5 trillion in sales were represented. This most comprehensive survey consists of a Geographic Area Series, a ZIP Code Statistics Series (available only on CD-ROM at this time), a Nonemployer Statistics Series, and Subject Series. The Census is "the only source of detailed industry and geographic data on sales, sales by merchandise line, and key industry-specific measures." Data from the most recent Census is downloadable in PDF format at http://www.census.gov/prod/www/titles.html.

The Census Bureau's Annual Benchmark Report for Retail Trade, January 1988 through December 1997 (http://

Associations and trade publications are also good places to start research on the retail industry.

www.census.gov/prod/3/98pubs/br-97rv.pdf) aggregates data from its Monthly Retail Sales & Inventories, a report providing estimates of sales and inventories by retail establishment and kind-of-business. The Annual Benchmark Report is a handy source for ratios, margins, and sales data, including Internet sales. Historical Monthly Reports are also available back to 1986 at http://www.census.gov/svsd/www/monret.html. Advance Monthly Retail Sales reports, with data from 1988 to the present, downloadable into spreadsheet format, reside at http://www.census.gov/mrts/www/mrts.html

The Bureau of Economic Analysis (BEA), an agency of the Commerce Department, hosts a site showcasing some of its key data and publications on the national, international and U.S. regional economies (http://www.bea.doc.gov). Of interest to retail industry researchers will be BEA news releases and the site's quick "Overview of the U.S. Economy," as well as national industry data, such as GDP estimates by industry, international trade, and investment data. State data here include state GDP by industry, state income and employment statistics and projections, and facts about states and counties.

The BEA's site includes full-text issues of its *Survey of Current Business* from 1998 through the present, plus subject guides of the publication back to 1995. STAT-USA/Internet (http://www.stat-usa.gov), the Commerce Department's online subscription service of its Economics and Statistics Administration agency, is a multi-site source of trade, economic, and market information. For a subscription fee of $150/year, a single searcher can access the National Trade Data Bank's trade leads, market and country research (including country commercial guides), import and export data, and miscellaneous reports in the International Trade Library. Site licenses are costlier, of course, with fees determined by size of the user base.

In its "State of the Nation" section, STAT-USA/Internet offers economic data, including employment and monetary statistics, as well as indicators, Consumer Price Index, Producer Price Index, productivity, housing and manufacturing, and industry data. Even without a subscription, users can now purchase the service's "most popular reports and releases" online, from STAT-USA/Internet's home page.

For import and export data on specific products, one good site is the U.S. International Trade Commission's ITC Trade Data Web (http://20.197.120.17). Trade and tariff information by product, as well as information on trading partner/country, is available.

Other helpful government sources are linked from FEDSTATS (http://www.fedstats.gov), a site organizing the statistical data produced by more than seventy federal agencies. Standard government reference sources linked from FEDSTATS's "Fast Facts" section include the Statistical Abstract and the State and Metropolitan Area Data Book.

Most Syndicateds Lack Free Info

Some market research sites, such as Euromonitor (http://www.euromonitor.com) and FindSVP (http://www.findsvp.com), allow browsing of their reports' tables of contents or abstracts. Euromonitor now prices reports on its web site by sections, so purchase decisions can be easily made. The NPD Group (http://www.npd.com), which tracks a range of retail purchases through both consumer panel and point-of-sale data, publishes press releases and data from some market studies on its site.

Information Resources, Inc. (http://www.infores.com) does not offer much besides its product information. AC Nielsen (http://acnielsen.com/world/unitedst/), on the other hand, publishes studies on frequent shoppers, category management, and channels for downloading from its site.

For both topline and more detailed information on U.S. retail, government sites provide a number of strong data tools online. Associations and trade publications are also good places to start research on the retail industry. Sites are becoming increasingly better organized, and at the least the government, association, and trade press sites mentioned here provide lists of publications and contact telephone numbers for ordering and for further questions. With the current interest in electronic commerce, researchers can expect more coverage of this phenomenon on conventional retail sites, while expanding their searches to include more specialized sources in "e-tailing." Learning the strengths of a few good retail sites can save time in researching this broad, important, and growing sector. ⊠

The Third Annual Dow Jones Leadership Award

Celebrating the achievements of

Special Librarians

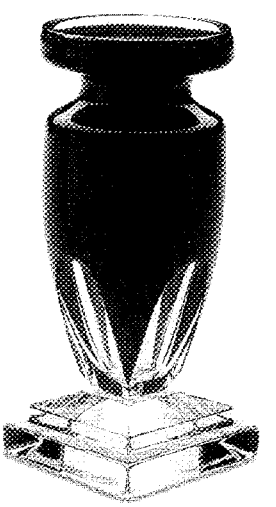
The Theme: "21st Century Competencies in Action"

The Dow Jones Leadership Award is presented annually to a member of the Special Libraries Association who exemplifies leadership as a special librarian through examples of personal and professional competencies.

The Leadership Award is based on the 11 professional competencies and 13 personal competencies essential for special librarians, as highlighted in the SLA "Competencies for Special Librarians of the 21st Century" executive summary.

The second winner of the Leadership Award is **Lucy Lettis**, Director of the Business Information Center at Arthur Andersen. A profile of this outstanding information professional is available in the InfoPro Alliance section of Ask Dow Jones in Dow Jones Interactive®. Click *Ask Dow Jones* in Dow Jones Interactive at **http://djinteractive.com**. If you would like to apply for the next award, complete and return the attached application.

Note: Copies of the SLA executive summary are available at **www.sla.org/professional/comp.html** or by calling the Dow Jones InfoPro Alliance at **888-609-2397**.



DOWJONES

Special Libraries Association

The Dow Jones Leadership Award "21st Century Competencies in Action"

Name: _____

Organization: _____

Address: _____

City: _____

State/Province: _____ Country: _____

Phone: _____ Fax: _____

E-mail: _____

(Please submit your essay with this form.)

Official Rules: From the SLA executive summary "Competencies for Special Librarians of the 21st Century," select three professional competencies and three personal competencies. Then describe in essay form how you have put each selected competency into action, providing practical examples from your work environment. The essay should be approximately 500-600 words in length. For a copy of the SLA executive summary, call the Dow Jones InfoPro Alliance at **888-609-2397** or go to **www.sla.org/professional/comp.html**.

Eligibility: All special librarians and information professionals who are SLA members in good standing are eligible. You may enter a colleague in this competition by completing the application and essay in his or her name and attaching your name to the application.

Deadline: December 3, 1999.

Judges: SLA Awards and Honors Committee.

To Apply: Send your application and essay electronically to **aa4101@wayne.edu**, or mail them to Judy Field, Wayne State University, Library & Information Science Program, 106 Kresge Library, Detroit, MI 48202.

Winner Announced: January 2000. Award will be presented by Dow Jones at SLA's Annual Conference Awards Banquet in June 2000.

The award carries a $2,000 cash prize. In addition, the winner may be profiled in a Dow Jones publication, presented at an SLA-related function, featured in an advertisement for the award in a Dow Jones publication and/or be profiled in SLA's *Information Outlook*. The winner will be asked to sign a publicity release.

DOWJONES *Dow Jones is proud to sponsor this award as part of an ongoing commitment to Special Librarians.*

©1999 Dow Jones & Company, Inc. All rights reserved. All other products mentioned are marks of their respective owners. DJI-599 5-99

Great Strides Made by SLA, But We've Got a Long Way to Go

The last ninety years on planet Earth have revealed one over-arching premise: Human beings can achieve unbelievable things, once potential is realized and unleashed. Back in 1997, SLA member Eugenie Prime of Hewlett-Packard said it another way, when she quoted William James during her speech at the SLA 88th Annual Conference: "The greatest discovery of my generation is human beings, by changing the inner attitudes of their minds, change the outer aspects of their lives." This concept is easily lost in today's world. Technology blinds us today to the great developments by humankind over the last century, and we are regularly caught up in what "we have done lately." The purpose of this column is to remember what SLA has accomplished since its beginning.

By virtue of its origin, the Special Libraries Association signified a giant leap in the advancement of librarianship. Though librarians were already working in organizational settings (corporate, government, non-profit, or otherwise), the creation of an association specifically intended to represent their interests marked the beginning of a new era not only in librarianship, but also in the way even non-librarians view information management. The proof comes from the fact that private sector librarianship has evolved so rapidly to keep up with the needs of companies and organizations. Businesses have always led the way in developing new and better ideas that improve our quality of work and life. It stands to reason that librarians who serve in workplace environments are pushed to generate better ideas that enhance information services.

SLA has always existed to serve the needs of the profession, and has come through in spades when the membership needed the help. We think only now of the opportunities for acquiring new skills and learning about trends and concerns through networking and SLA continuous education courses and publications. But SLA has always been pushed by the membership to fill the breach where necessary. It's a beautiful thing to see an organization driven by the people it serves to develop products, services, and programs that make the people it serves better at what they do.

For more information, contact John Crosby (john-c@sla.org).

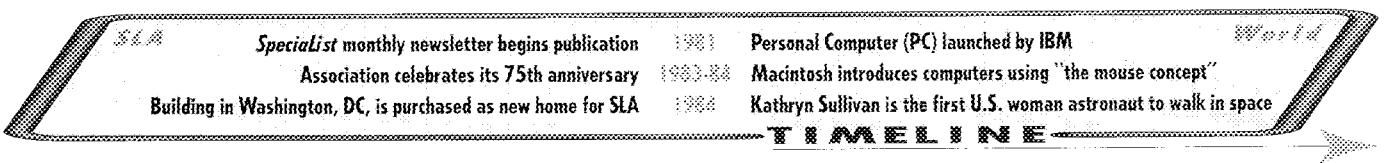
Now, as we face the beginning of a new century (Let's stick with the next one-hundred hundred years. The next millennium is a little too much to consider!), where does SLA stand in the grand scheme of things? The first step would be to look at the profession. From where I stand, it seems to be in a constant state of change, as individuals within the profession are reshaping it themselves by redefining the roles they play as information professionals. This seems to be both the great thing about SLA members AND the challenging part in finding SLA's role in serving your needs. But the answer is quite simple: Look to the past. How did changes in SLA's service occur ten years ago? Twenty-five years ago? Fifty years ago? The answer is: YOU! SLA will continue to be driven by members like you constantly challenging conventions, taking risks, and asking for what you need to make your career more rewarding and profitable.

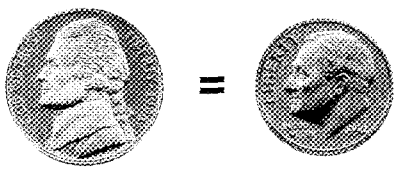
So, as we reflect on the fact that SLA is ninety years old, remember that it's folks like you who made the association what it is today. And, when our successors look back in another ninety years, they will see that it was you and your contemporaries who will have advanced the profession to the next level. Make history repeat itself by shaping your career and your profession simultaneously. Make your association work for you!

Press Notes

SLA Executive Director David R. Bender was recently featured on two radio shows. In early May, Dr. Bender was interviewed by CIO Radio. You can listen to the interview at http://www.cio.com/radio. You need RealAudio to listen to the interview.

Dr. Bender was also interviewed on May 24 by "Tomorrow's Business," a Washington, DC-based business talk show. Dr. Bender discussed the future of the information professional, and predicted that information overload is already overwhelming workers in many organizations, thus increasing the need for special librarians in workplace settings. The interview was aired live during evening rush hour. ⊠





You're a corporate librarian.
You can turn a nickel into a dime.

It's the corporate librarian's dilemma: Budgets are being cut, yet information needs are increasing. What do they think you are, a magician? Well maybe you are. With Northern Light, you can increase the number of full-text sources you have access to while lowering the cost of your content usage by 70% or more. Dilemma solved. Score one for the corporate librarian. Contact us at 800-419-4222 or visit our Web site at www.nisearch.com.

Northern Light

www.nisearch.com

IRC NOTES

Two and Three Quarters Millennia of Libraries

By now you will have read that SLA is ninety years old, but did you know that SLA's library is fifty-five years old? A library at SLA's executive office was established in 1943-44. The establishment of "a small professional literature library" was approved, and the summer months were devoted to "building up a small well-rounded collection." And what a year that was. The president authorized the purchase of two additional chairs and a typewriter chair, but not a typewriter, and the "entire building at 31 East Tenth Street was burglarized." It was reported that the complete loss to the association was two fountain pens. How they missed the two new chairs and typewriter chair remains one of those classic mysteries. Mr. Spielberg, how about it???

The library, now known as the Information Resources Center (IRC) has come a long way since then. It is still physically situated in SLA's executive office, but the IRC is becoming homeless, now being "situated" in the PCs of every home, office, or library throughout the world. I have not researched the development of the IRC over its fifty-five year history, but its greatest changes must have come in the last two or three years with the virtualization of its services. How have we arrived at this mind-boggling scenario in the information industry?

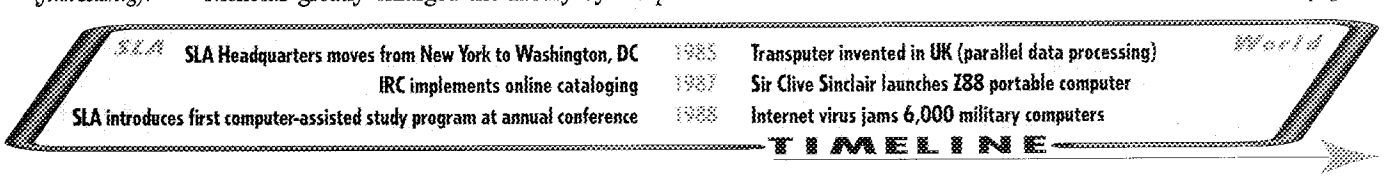
The founding of the first library is credited to the Assyrian king Sargon II who reigned from 722 to 705 B.C.[1]. Settled agricultural life is thought to have begun in Assyria in 6500 B.C. so the establishment of a library did not happen "over night!!" Alexander the Great (336-323 B.C.) defeated the heir to the Assyrian Empire, Darius, King of Persia, (336-330 B.C.) on his way to his conquest of Egypt and the building of Alexandria. It was in Alexandria, the cultural and intellectual capital of the western world, that the first major world library was established during the reign of King Ptolemy II Philadelphus, probably in 284 B.C.[2] This library, said to have contained 700,000 volumes was destroyed by the caliph Omar in 640 A.D. Its successor as the major world library was the Vatican Apostolic Library, probably founded in the fourth century A.D., but not given prominence until the reign of Pope Nicholas V (1447-1455). Nicholas greatly enlarged the library by his purchase of the remains of the imperial library of Constantinople, recently conquered by the Ottoman Turks in 1453[3]. The present beautiful Vatican library was commissioned by Pope Sixtus V (1585-1590) in 1585. By the late twentieth century, the library possessed 65,000 manuscripts (mostly in Latin or Greek) and more than 900,000 printed volumes[4]. When Pope Leo XIII (1878-1903) opened the library to the public he is alleged to have said, "we will open this Library because God does not need our lies."

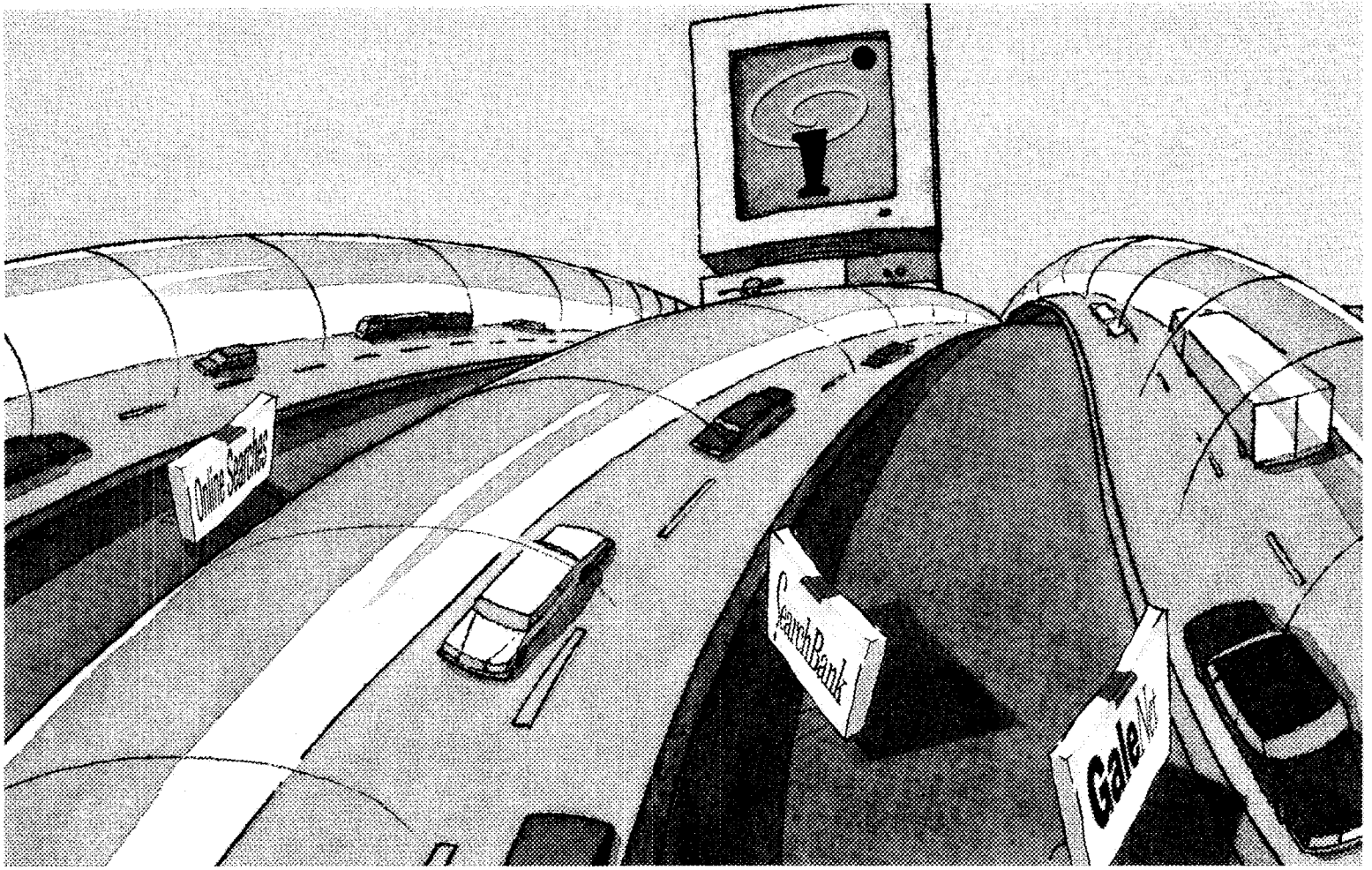
The Bibliotheque Nationale de France (BNF) was created at a single site at Fontainebleau by King Francis I (1515-1547) in 1522. In 1537 the king decreed that all printers and booksellers should deposit copies of any printed book put on sale in the kingdom at the library[5]. Even a century later in 1622, the inventory listed only 4,712 manuscripts and printed works. Compare this with the 700,000 volumes said to be housed in the library of Alexandria at least a 1,000 years earlier. What an amazing library that must have been. The BNF now houses on its two sites in Paris over 30 million books, periodicals, maps, prints, photographs, manuscripts, coins, music, sound archives and audiovisual material, and posters.[6] In true French tradition the new library extension at Tolbiac, opened in 1996, is a masterpiece of architecture and modern technology (*http://www.bnf.fr/institution/anglais/tolgb.htm*).

The Bodleian Library in the University of Oxford is one of the oldest libraries in Europe, and in England is second only to the British Library. The first real library at the university was established in about 1320, but it had a chequered history until 1598 when Sir Thomas Bodley decided to devote his time to restoring the old university library. In his own words, "... I coulde not busie myselfe to better purpose, than by redusing the place (which then in every part laye ruined and wast) to the publique use of Students."[7] The famous Radcliffe Camera, a large circular building with a lofty dome, now housing two undergraduate reading rooms, is connected to the Old Library by a subway (*http://www.bodley.ox.ac.uk/history/BODPAMO9.HTML*). In the ongoing tradition of wonderful library architecture the main gateway to the Bodleian quadrangle is through the

continued, page 40

For more information, contact John Latham (john@sla.org).





All roads lead to InfoTrac® Web

InfoTrac Web is the fulfillment of a promise we made to our customers when Information Access Company merged its databases with the classic reference content of Gale Research and the massive document archive of Primary Source Media.

InfoTrac Web builds upon the world's best reference search engine by allowing you to customize its look and functions to best serve your library. Create a welcome screen, set search modes, establish citation displays, add your own onscreen search hints and more. The built-in InfoMarks feature allows you to save searches — even retrieve them from e-mail, Web sites or word processing applications.

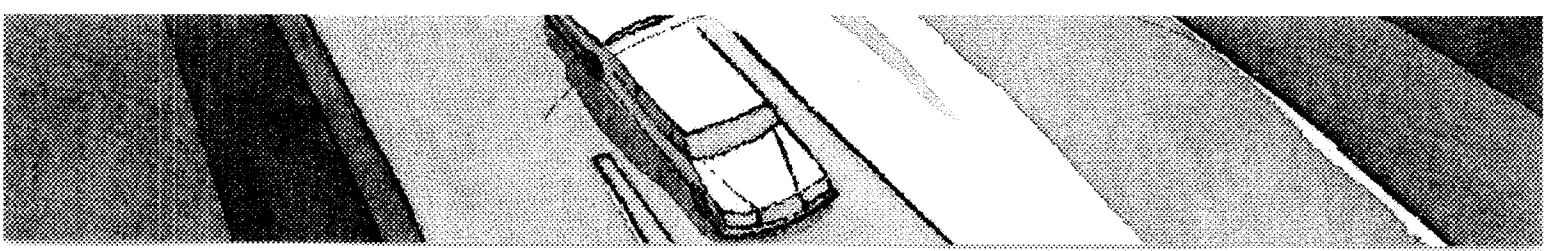
INFOTRAC web

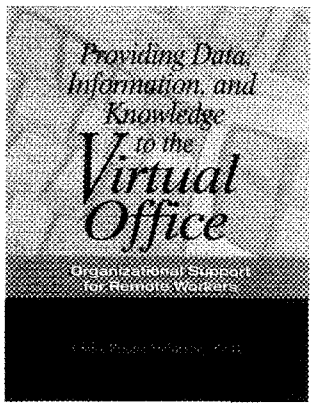
SearchBank customers can call today for an immediate upgrade. Later this year, GaleNet subscribers will have an opportunity to upgrade to InfoTrac Web, combining access to reference and full-text periodicals in a single interface.

If you're on a journey to find the perfect online research tool, InfoTrac Web is the ultimate reference destination.

To find out more about upgrading to InfoTrac Web, call your Gale Group Representative at 1-800-877-GALE or visit www.galegroup.com.

GALE GROUP





Providing Data, Information, and Knowledge to the Virtual Office:

Organizational Support for Remote Workers

by Claire R. McInerney, Ph.D.

As a information services manager, do you provide adequate information access to your knowledge employees who work out of the office?

Providing Data, Information, and Knowledge to the Virtual Office: Organizational Support for Remote Workers is the first book of its kind to examine how information is provided to remote workers. This research study investigates and describes exemplary practices of information professionals in some of the largest and most successful organizations in the world in providing remote access to information.

SLAPUBLISHING

For more information or to place an order contact SLA's Publications department at 1.202.939.3673 or visit our Virtual Bookstore at www.slapublishing.org

©1999 ISBN 0-87111-503-4
Price: $54.00, SLA members $45.00

Special Libraries Association
www.sla.org

IRC Notes, from page 38

fascinating seventeenth century Tower of the Five Orders of Architecture (Tuscan, Doric, Ionic, Corinthian, and Composite). The Bodleian Library now houses nearly 8.5 million volumes, maps, and microforms.[8]

The British Library, then the Departments of Manuscripts and of Printed Books of the British Museum, dates back to 1753.[9] As with the French National Library, there is a law requiring the deposit of a copy of every work published in the United Kingdom, although this was not enforced effectively until the mid-nineteenth century. It was in the famous Reading Room of the library that Karl Marx (1818-1883) researched *Das Kapital*, the first volume of which was published in 1867. This great circular reading room with its high domed ceiling reminds one of the reading room in the Library of Congress, which was completed in 1897.

The Library of Congress, America's oldest national cultural institution, was approved by an act of Congress in 1800.[10] In its bicentennial year it is now the largest library in the world, and also, in the words of the Librarian of Congress, "the largest repository of recorded knowledge and a symbol of the vital connection between knowledge and democracy."[11] In 1992 the 100 millionth item was added to the library's collection. The library's web site is already attracting more than 60 million hits a month.[12]

Space does not permit me to discuss the many major libraries throughout the world that have played a vital role in the storing and dissemination of information. Somehow I could not end without referring to the National Library of China in Peking, which amongst its vast collection, contains inscribed tortoise shells and bones.[13] Information has come a long way from being recorded on tortoise shells and bones!

1 Encarta® Online. *http://encarta.msn.com/encarta*

2 Webster's New World Encyclopedia, College Edition. New York, NY: Prentice Hall, 1993.

3 Encyclopedia Britannica Online. *http://www.eb.com*

4 Encyclopedia Britannica Online. *http://www.eb.com*

5 The Bibliotheque Nationale de France. *http://www.bnf.fr/institution/anglais/history.htm*

6 The Bibliotheque Nationale de France. *http://www.bnf.fr/institution/anglais/chiffgb.htm*

7 Bodleian Library, A Brief History. *http://www.bodley.ox.ac.uk/history/BODPAM01.HTML*

8 Bodleian Library Statistical Factsheet no: 21. *http://www.bodley.ox.ac.uk/mh/facts/facts21.htm*

9 History of the British Library. *http://www.bl.uk/information/bl-history.html*

10 Jefferson's Legacy: A Brief History of the Library of Congress. *http://lcweb.loc.gov/loc/ legacy/colls.html*

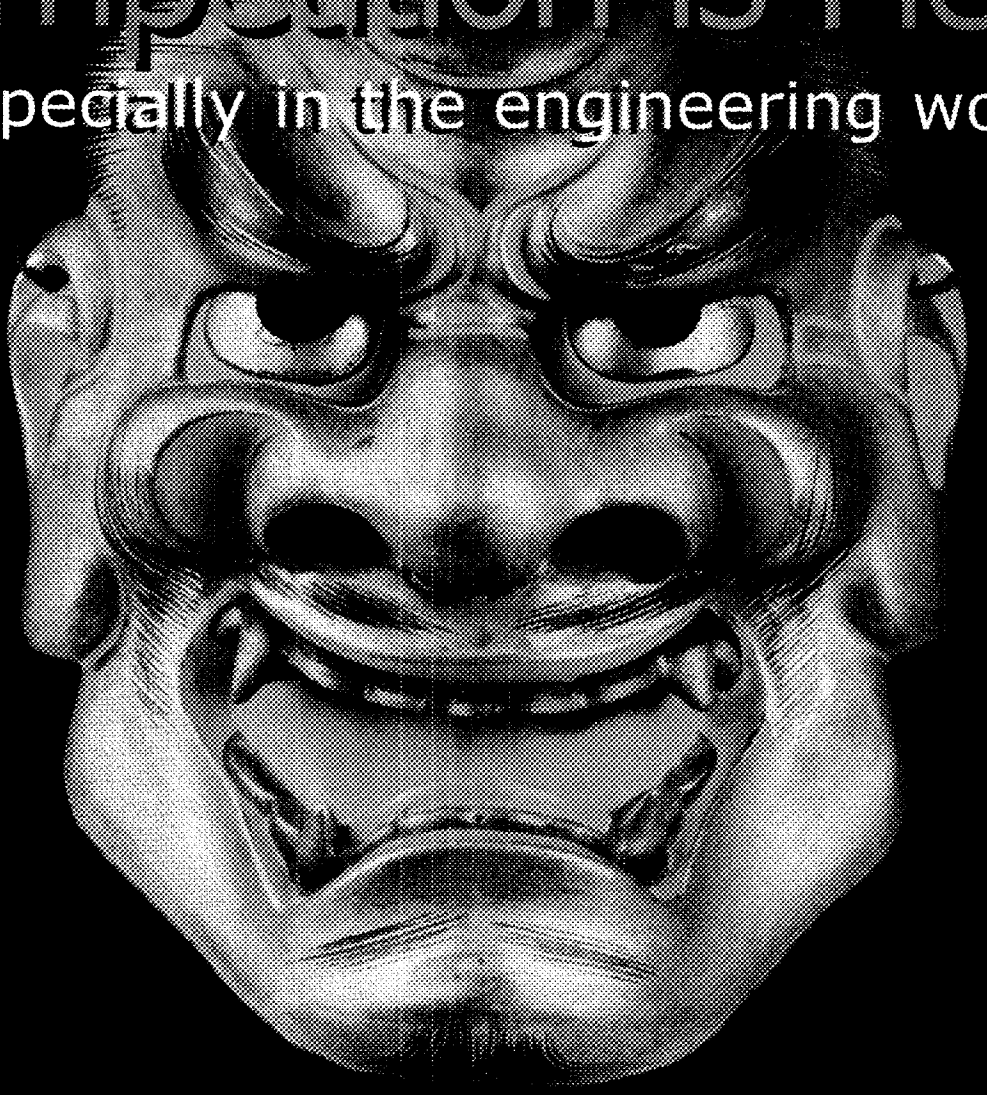
11 Jefferson's Legacy: A Brief History of the Library of Congress. *http://lcweb.loc.gov/loc/ legacy/preface.html*

12 Library of Congress Bicentennial - A Message from the Librarian of Congress. *http://lcweb.loc.gov/bicentennial/message.html*

13 Encyclopedia Britannica Online. *http://www.eb.com*

Competition is Fierce

Especially in the engineering world



Arm yourself with SoluSource

SoluSource is an innovative online sourcing and specifying tool designed specifically for you by other engineers. With an intimate understanding of the work you do, SoluSource offers features no other product can: the ability to search in your own words rather than being constrained to a fixed, rigid hierarchy, and a unique functionality index that allows you to search by what a product does.

SoluSource: For Engineers By Engineers.
For You.

To find out how SoluSource can help you do more: please visit http://www.solusource.com or e-mail us at info@solusource.com, call toll-free at (888) 344-9066 or (212) 613-3491. Our postal address is: SoluSource, Attn: Director of Marketing, Five Penn Plaza, New York, NY 10001.

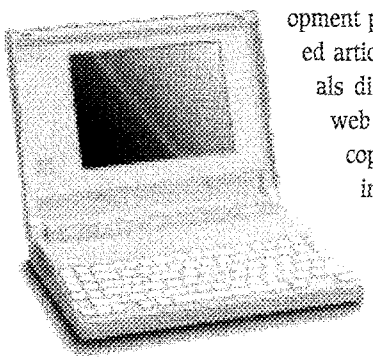
IO002

Copyright Corner

Using Copyrighted Works for Meetings, Seminars, and Conferences

Information technology has given professional meetings and seminars a new look. Speakers now routinely use laptop computers to project visual aids and incorporate into their presentations large portions of material located on the Internet or digitized by optical scanners. Accompanying materials may be distributed in paper, in microform, on CD-ROM, or placed on the web. As the use of these materials in presentations becomes more widespread, the speakers and the sponsoring associations must consider the copyright implications of such acts.

There are two primary uses made of copyrighted works to support and enhance professional development programs: (1) reproduction of copyrighted articles, chapters, graphs, and other materials distributed as handouts or posted on the web and (2) display and performance of copyrighted works in the course of a meeting or seminar. Each of these is grounded in section 106 of the Copyright Act.



The reproduction of copyrighted materials as handouts and supporting materials for conferences is covered by section 106, subsection (1) and (3). The rights of reproduction and distribution are among the *exclusive* rights of the copyright holder. There are limitations on these exclusive rights, but none that absolutely exempts the reproduction of materials for conferences and seminars. There are guidelines for reproducing multiple copies of materials in nonprofit educational institutions, but these do not apply. Even though the conference may be sponsored by a nonprofit agency or association, the multiple copying guidelines are available only to schools. The only exemption that could offer some help is fair use. Fair use excuses uses of copyrighted works if certain factors exist. These factors are: (1) purpose and character of the use, (2) nature of the copyrighted work, (3) amount and substantiality used, and (4) market effect.

While the purpose of the use is educational, courts have made it clear that educational purpose is not enough. Even uses by nonprofit educational institutions may not qualify as fair use. On the other hand, nonprofit uses are favored over commercial ones. The works reproduced by associations for seminars and meetings are likely to be scholarly articles, book chapters, scientific graphs, charts, and the like. While fair use certainly applies to these works, the third factor may be a problem. As the *Texaco* opinion indicated, reproduction of a scientific article means that one-hundred percent of a work is copied, and not a small portion. The same is true for a chart or graph. For market effect, since multiple copies are involved, a court likely would consider the existence of licensing mechanisms such as the Copyright Clearance Center, the availability of publishers' reprints, etc., in judging this factor.

On balance, a court likely would find that permission should be sought and royalties paid for the reproduction of multiple copies to distribute at professional seminars and meetings.

The second issue, performance and display at professional meetings and training sessions, is covered by section 106, subsections (4) and (5) which provide that copyright owners generally may control the public performance and public display of their works. A seminar speaker using a protected work without permission in a setting that qualifies as a public performance or public display would infringe copyright unless the use is excused by a defense, such as fair use.

The initial step in analyzing these situations is to determine whether a particular performance or display is "public," under the Copyright Act since only public performances and displays are subject to copyright protection. So, the threshold question is whether a particular performance or display qualifies as "public" under the statute.

A performance or display is "public" if it satisfies one of three criteria. First, performances and displays occurring in places open to the public qualify, regardless of whether

continued, page 44

by J. Wesley Cochran, professor of law, Texas Tech University. For more information on Copyright Corner, contact Laura Gasaway (laura_gasaway@unc.edu).

SLA World

Information Services department established 1990 Microsoft introduces Windows software
SLA is connected to the Internet: sla@capcon.net 1993 U.S. Government officially goes online
SLA creates Online Discussion List for members 1995 E-Commerce is introduced

TIMELINE

ANOTHER INMAGIC SUCCESS STORY

When Librarians at the Federal Reserve Bank of San Francisco Needed to Extend Their Economic Information Worldwide, They Chose Inmagic.

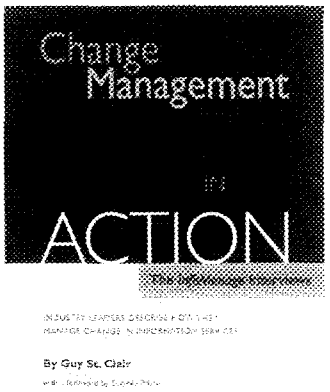
With Inmagic's flexible, easy-to-use Web publishing solutions, special librarians at the Federal Reserve Bank of San Francisco are empowering their patrons to access critical economic research information from anywhere at any time via a Web browser. The bottom line? Since these librarians no longer need to fulfill these requests, they now have more time to manage and maintain their information centers. Discover how our Web publishing solutions are helping special librarians at leading organizations save time and maximize productivity. Soon you could be realizing a substantial return on your investment.

Call 1-800-229-8398, Ext. 257, mention the keyword "Fed Outlook," and we'll send you the complete Inmagic portfolio of customer success stories.

INMAGIC®

Publishing, Managing, and Maintaining a World of Information

Copyright © 1999 Inmagic, Inc. All rights reserved. Unpublished rights reserved under U.S. copyright laws.
All trademarks are property of their respective owners. **www.inmagic.com**



SLAPUBLISHING

For more information or to place an order contact SLA's Publications department at 1.202.939.3673 or visit our Virtual Bookstore at www.slapublishing.org

Change Management in Action
The InfoManage Interviews
by Guy St. Clair

Learn how industry leaders manage change in this new book with 60 case studies.

Change Management in Action is the first book of its kind to show information professionals how to apply change management to their field. This publication serves as an excellent resource for senior information service managers (in both private and non-profit organizations) as well as library managers.

© 1999 ISBN 0-87111-500-X
Price: $59.00, SLA members $49.00

Special Libraries Association
www.sla.org

Copyright Corner, from page 42

an admission fee is charged or whether the sponsoring association is a nonprofit entity. Second, a performance or display qualifies as "public" if it occurs at any place where a substantial number of persons beyond a normal circle of family and social acquaintances are gathered. Third, any performance or display meets the definition of public if it is transmitted to another location.

Works used in many, if not most, seminar and professional programs will qualify as public performances or displays under these criteria. Even if a performance of a work occurs in a place not open to the public, such as a corporate conference room, it will be "public" if enough people are present. No bright line rule exists concerning the number of people present, although some courts and attorneys general have suggested a twenty-person threshold for such performances.

Some performances will be public under the statute by virtue of being transmitted to other locations. A performance of a work that is transmitted to several branch offices of a business, for example, falls within the statutory definition regardless of the number of people viewing or where they are located.

A public performance not authorized by the copyright owner is infringement unless a defense allows it. The defense that might apply to conferences and seminars is fair use. Among the fair use factors, the amount and substantiality of the portion used in relation to the whole work, is probably the most relevant for performances and displays. The more quantitatively and the more qualitatively that one takes, the less likely that the use qualifies as a fair use. Further, if the seminar speaker uses the portion of the work in several presentations, the less likely the use will qualify. Displaying a cartoon or other graphic involves using an entire work, and may fail the quantitative portion of this test. Thus, in many instances the performance or display of a protected work in a program will infringe the copyright. Further, the market effect factor may be problematic because public performances often are licensed.

Asking permission to perform or display works is one simple way to avoid these problems. Many copyright owners give permission for uses in nonprofit seminars for little or no cost. It is often better to ask permission before using a work. Courts have held that using a work within the bounds of fair use even if the copyright owner has refused permission does not indicate bad faith. To the contrary, asking for permission demonstrates one's good faith in respecting copyright.

SLA

SLA launches its own World Wide Web site (www.sla.org)
SLA introduces new logo/*Information Outlook* is published
Self-Paced Online courses begin

1996 IBM computer "Deep Blue" loses chess match to Gary Kasparov
1997 Russia and Belarus to form new union
1998 Intel introduces the Pentium III chip

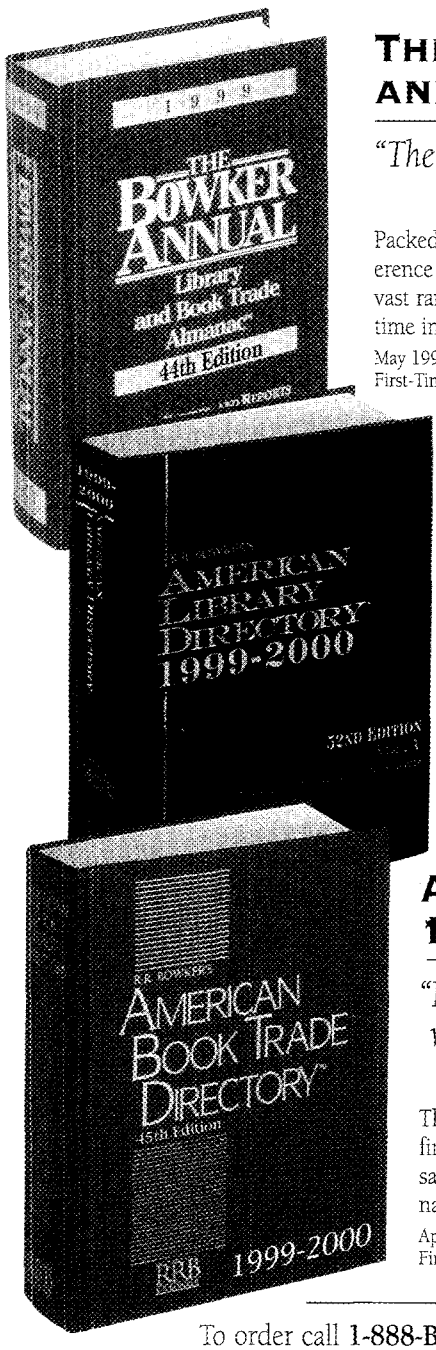
World

TIMELINE

You've got questions? *We've got answers.*

Turn to these Bowker classics for all your library and book trade information needs!

New Editions!



THE BOWKER ANNUAL LIBRARY AND BOOK TRADE ALMANAC™ 1999

"The librarian's best friend."

— REFERENCE AND RESEARCH BOOK NEWS

Packed with the latest facts and figures ... reports ... forecasts ... legislative summaries ... reference lists ... funding sources ... directory listings ... and other must-have data covering a vast range of library and book publishing activities. This 'instant answer' guide will save you time in 101 ways — from planning budgets to locating book trade organizations worldwide.

May 1999 • 0-8352-4222-6 • 863 pp. • $185.00
First-Time Standing Order Price: $166.50

AMERICAN LIBRARY DIRECTORY™ 1999-2000

"ALD is as useful as ever."

— REFERENCE QUARTERLY

The most complete data available on over 37,500 public, academic, special, and government libraries and library-related organizations in the U.S., Canada, and Mexico. Plus, helpful indexes make it easy to reach networks; consortia; agencies; library systems; library schools; and libraries serving blind, deaf, and disabled patrons across North America.

June 1999 • 0-8352-4118-1 • 2-vol. set • 4,166 pp. • $259.95
First-Time Standing Order Price: $233.95

AMERICAN BOOK TRADE DIRECTORY™ 1999-2000

"No public or academic library should be without this thorough and well-organized volume."

—AMERICAN REFERENCE BOOKS ANNUAL

The only guide that puts the entire U.S. and Canadian bookselling industry at your fingertips. You'll find over 31,000 booksellers and 1,300 book and magazine wholesalers, along with foreign book dealers, book trade associations, book appraisers, national chain headquarters, and more, listed and indexed in 19 convenient sections.

April 1999 • 0-8352-4221-8 • 1,774 pp. • $249.95
First-Time Standing Order Price: $224.95

To order call **1-888-BOWKER2** or send your order to:
R. R. Bowker, P.O. Box 31, New Providence NJ 07974.

R. R. BOWKER

Index to Advertisers

American Chemical Society 15
http://pubs.acs.org

BIOSIS 2
www.biosis.org

Chemical Abstract Services 30
www.cas.org

The Dialog Corporation ..... cover 4
www.dialog.com

Dow Jones 7, 34-35
http://bis.dowjones.com

Engineering Information 24
www.ei.com

Information Access 13
www.informationaccess.com

Inmagic 43
www.inmagic.com

The Gale Group 39
www.galegroup.com

LEXIS NEXIS ..... cover 3
www.lexis-nexis.com

Northern Light 37
www.nlsearch.com

RoweCom 18
www.rowe.com

R.R. Bowker 1, 45
www.bowker.com

ThomasNet 41
www.solusource.com

Wavo 9
www.newscast.com

West Group ..... cover 2
www.westgroup.com

Coming Events

August

IFLA *
http://www.ifla.org
International Federation of Library Associations
August 19-28, 1999
Bangkok, Thailand

Asia-Pacific Special, Health and Law Librarians
http://www.alia.org.au/conferences/strait
ALIA
August 22-26, 1999
Hobart, Tasmania

Value Impact: Performance Measurement in Libraries and Information Services
http://ilm.unn.ac.uk/pm3.htm
University of Northumbria
August 27-31, 1999
Newcastle, England

Society of American Archivists
http://www.archivists.org/annualmeeting/program.html
SAA
August 31-September 6, 1999
Pittsburgh, PA

September

SLA Real-time Desktop Courses
The Impact of Recent Changes to U.S. Copyright Law
http://www.sla.org/professional/index.html
September 21 & 23, 1999
Learn from any location in the world!

October

KMWorld Conference & Expo
http://www.kmexpo.com
KMWorld
October 5-7, 1999
Chicago, IL

Bridging Traditions: Annual Education Conference of Midwest Chapter/MLA
http://www.lib.msu.edu/mhsia/conf99
Midwest Chapter/MLA
October 6-9, 1999
Grand Rapids, MI

Ethics of Electronic Information in the 21st Century
http://www.memphis.edu/ethics21/index.html
The University of Memphis
October 7-10, 1999
Memphis, TN

SLA Fall Videoconference
Effective Negotiating Techniques for Licensing Content
http://www.sla.org/professional/license.shtml
October 14, 1999
Anywhere in the U.S., Canada, and the U.K.

ARMA
http://www.arma.org/hq/home.html
ARMA
October 17-20, 1999
Memphis, TN

Online World *
http://www.onlineworld99.com
Online, Inc.
October 25-27, 1999
Chicago, IL

November

ASIS Annual
http://www.asis.org/conferences/am99call.html
ASIS
November 1-4, 1999
Washington, DC

LIANZA Conference
http://www.auckland.ac.nz/lbr/conf99/home.htm
LIANZA
November 9-12, 1999
Auckland, New Zealand

NYBIC *
http://www.tfpl.com
TFPL
November 15-16, 1999
New York, NY

State of the Art Institute
The Next Technology Revolution
http://www.sla.org/professional/index.html
November 18-19, 1999
Washington, DC

Looking Ahead

SLA Winter Education Conference
http://www.sla.org/professional/index.html
January 23-25, 2000
St. Louis, MO

Southwest Regional Conference 2
"Ahead of the Curve"
April 5-7, 2000
San Diego, CA

SLA's 91st Annual Conference
http://www.sla.org/professional/index.html
June 10-15, 2000
Philadelphia, PA

Global 2000
http://www.slaglobal.org/
The Information Age: Challenges and Opportunities
October 16-19, 2000
Brighton, England

** Conferences at which SLA will be exhibiting*

In Summary

What Were You Thinking? If You Could Choose Librarianship Again, Would You?

by Mara Houdyshell, Patricia Robles, and Hua Yi

That was the attention getting question we asked librarians via an e-mail survey in the summer of 1997. And the response? A resounding, YES! As three librarians who had come up through the ranks (i.e., as student assistants and support staff), we wondered how many others had segued into librarianship in much the same way and if pre-M.L.S. library work experience significantly influenced an individual's overall job satisfaction. The central question we posed: If you could do it all over again, would you? (Become a librarian, that is). Regardless of the daily grind, lack of respect for librarians and their work, and the sometimes "unreasonable" demands of library users, a majority of the over 500 degreed librarians responding to our survey seem to be quite satisfied with their career choice.

The New World of Information Professionalism

"Hi, so I hear you're a webmaster." "No." "A knowledge manager?" "No." "A cybrarian?" "No." "A librarian!?" "No." "I give up!"

by Taodhg Burns

Are rumors of impending professional death for information professionals exaggerated? There is certainly a lot of debate. As I negotiated Rory Chase's arguments, I became uneasy. It wasn't just that Chase was searching for an identity that had not yet crystallized. It was that the introspective debate at the heart of the article seemed more and more beside the point, a little like the much mythologized (in Canada) Canadian preoccupation with the Canadian identity. In this respect the article was similar to many published in this field over the past ten or more years. As I suspect many realize, in our personal lives the only practical resolution to an identity debate is to "just do it". The key to determining what "information professionals" should be doing and how to consider their trade is to look at what there is a client or user need for.

Finding Retail Industry Information on the Web

by Jean Keleher

The retail sector touches on a vast array of businesses, from the manufacturers who produce the actual goods sold through retail outlets, to those who provide distribution, administrative, and marketing services to them. Information professionals in many types of research centers may be called to find data on the retail industry. Fortunately, the field of web-based sources for U.S. retail industry research is growing, as more associations, trade publications, and government agencies publish studies, articles and data releases online.

En Somme

Qu'est-ce que vous aviez en tête ? Si c'était possible, choisiriez-vous à nouveau d'être bibliothécaire ?

par Mara Houdyshell, Patricia Robles et Hua Yi

Voilà la question destinée à attirer l'attention que nous avons posée aux bibliothécaires par le biais d'un sondage en ligne durant l'été de 1997. Leur réponse? Un OUI catégorique ! Comme nous étions trois bibliothécaires qui avaient grimpé les échelons (c.-à-d. en tant que stagiaires et membres du personnel de soutien), nous nous demandions combien d'autres étaient devenus bibliothécaires d'une manière semblable et si dans l'ensemble l'expérience professionnelle acquise pendant la préparation à la maîtrise de bibliothéconomie avait eu une grande influence sur la satisfaction professionnelle. Voici la question fondamentale que nous avons posée : Si vous pouviez faire marche arrière, le feriez-vous? (c.-à-d. devenir bibliothécaire). Malgré le boulot quotidien, le manque de respect pour les bibliothécaires et leur travail, et malgré les requêtes parfois « déraisonnables » des utilisateurs de la bibliothèque, la majorité des plus de 500 bibliothécaires diplômés qui ont répondu à notre sondage paraissent être très satisfaits d'avoir choisi cette carrière.

Le nouveau monde du professionnalisme de l'information

"Salut, il paraît que vous êtes webmestre." "Non." "Gestionnaire des connaissances ?" "Non." "Cybérothécaire ?" " Non." "Bibliothécaire ?" " Non." " je donne ma langue au chat!"

par Taodhg Burns

Est-ce que les rumeurs de la mort professionnelle imminente des professionnels de l'information est exagérée ? C'est certainement une matière très débattue. Comme je négociais les arguments de Rory Chase, je devenais mal à l'aise. Ce n'était pas seulement que Chase cherchait une identité qui ne s'était pas encore cristallisée. C'était qu'il semblait de plus en plus que le débat introspectif au cœur de l'article n'avait rien à voir avec la question — comme c'est un peu le cas de l'obsession très mythologisée des Canadiens (au Canada) en ce qui concerne l'identité canadienne. A cet égard, l'article est comparable à de nombreux autres publiés dans ce domaine ces dix dernières années ou plus. Comme je suppose que beaucoup d'entre nous le réalisent, la seule manière pratique de résoudre le débat sur l'identité dans notre vie personnelle est de « tout simplement faire ce qu'il faut faire ». La clé, quand il s'agit de déterminer ce que les « professionnels de l'information » devraient faire et comment il faut considérer leur métier, est de se rendre compte des besoins des clients ou utilisateurs.

Trouver des informations sur le marché de détail sur le Web

par Jean Keleher

Le secteur du marché de détail englobe un grand éventail d'entreprises, depuis les fabricants qui produisent les marchandises-mêmes vendues par l'intermédiaire des détaillants jusqu'aux sociétés qui fournissent aux producteurs les services de distribution, d'administration et de commercialisation. Il se peut que des professionnels de l'information dans des centres de recherche de toutes sortes soient appelés à trouver les données sur le marché de détail. Heureusement, le champ des sources basées sur le Web dans le domaine des recherches sur le marché de détail s'accroît, tandis que les associations, les publications commerciales et les services administratifs postent des études, articles et communiqués en ligne.

En Resumen

¿En que pensabas? ¿Si pudieras escojer bibliotecología de nuevo, lo harías?

por Mara Houdyshell, Patricia Robles, y Hua Yi

Esa fue la pregunta destacada que le hicimos a los bibliotecarios en un questionario por correo electrónico el verano de 1997. ¿Y la respuesta? ¡Un enorme SI! Como tres bibliotecarios que fuimos ascendiendo (es decir, como alumnos ayudantes y personal de apoyo) hasta un nivel más alto, nos preguntamos cuantos más han seguido [sic] hacia la bibliotecología de una manera similar y si la experiencia de trabajo en bibliotecas, antes de sacar la maestría en bibliotecología, influenció de manera significativa la satisfacción general en el trabajo de un individuo. La pregunta central que hicimos: ¿si pudieras hacerlo de nuevo, lo harías? (O sea, hacerte bibliotecario). A pesar de la rutina diaria, la falta de respeto a los bibliotecarios y su trabajo, y a veces las exigencias 'excesivas' de los usuarios de la biblioteca, una mayoría de más de 500 bibliotecarios licenciados que respondieron a nuestro questionario parecen estar bastante satisfechos con su elección de carrera.

El profesionalismo del nuevo mundo de la información

"Hola, me enteré que eres un webmaster." "No." "¿Un administrador de conocimientos?" "No." "¿Un cibertecario?" "No." "¿Un bibliotecario?" "No." "¡Me rindo!"

por Taodhg Burns

¿Se exageran los rumores de la inminente muerte de la profesión para los profesionales de la información? En efecto hay mucho debate. A medida que negociaba [sic] el razonamiento de Rory Chase, empezé a inquietarme. No era solo que Chase buscaba una identidad que aún no se había cristalizado. Era que el debate introspectivo al fondo del artículo parecía más y más que no venía al caso. Es un poco como el mito (en el Canadá) de la preocupación con la identidad Canadiensa. En este respecto, el artículo era parecido a muchos publicados en este ámbito por los últimos 10 años o más. Como me imagino que muchos reconocen, en nuestras vidas personales la única solución práctica para un debate de identidad es solo "hacerlo". La clave para determinar lo que deben estar haciendo los "profesionales de la información" y como deben de considerar su oficio, es ver por qué se necesita un cliente o un usuario.

Descubriendo información en la Web sobre la industria de la venta al por menor

por Jean Keleher

El sector de la venta al por menor impacta en un grupo enorme de negocios, desde fabricantes que producen los mismos bienes que se venden por concesionarios, hasta aquellos que les proporcionan la distribución, administración y servicios de mercadeo. Se puede llamar a los profesionales de la información en muchos tipos de centros de investigación para buscar datos sobre la industria de la venta al por menor. Afortunadamente, el campo de las fuentes basadas en la web para la industria de la investigación de la venta al por menor está creciendo, a medida que más asociaciones, publicaciónes gremiales y agencias estatales publican investigaciones, artículos y comunicados de datos en línea.

Classified ADVERTISEMENTS

POSITIONS OPEN

NEW YORK UNIVERSITY LIBRARIES. Assistant Preservation Librarian. Assists the Head of Preservation in managing the Library's preservation program, including defining needs, establishing goals and objectives; assigning, training, supervising and evaluating allocated staff. Manages the department's commercial binding and reformatting units (includes preservation microfilming, preservation photocopying and digital imaging) and communicates with vendors. Participates in planning and conducting condition and needs assessment surveys, gathers and analyzes statistics, designs and manages databases and assists in grant-writing. Collaborates with bibliographers and selectors to identify and facilitate binding, reformatting and conservation treatment needs; organizes and conducts staff preservation awareness and book handling sessions. Assists in maintaining and updating the Library's disaster plan and in monitoring environmental conditions within the Library. ALA accredited MLS, subject master's degree required for tenure. Preference will be given to candidates with a certificate in preservation administration and/or at least two years experience in a preservation department. Broad understanding of the role of preservation in an academic setting and knowledge of emerging trends in preservation and conservation are essential. Demonstrated ability to plan, organize, and prioritize projects. Experience in digital imaging, computer skills, database management, and vendor negotiation preferred. Supervisory experience required. Excellent oral and written communication skills. Faculty status, attractive benefits package including five weeks annual vacation. Salary commensurate with experience and background. Minimum: $35,000. To ensure consideration, send resume and letter of application, including the name, address and telephone number of three references by July 31, 1999 to: Janet Koztowski, Director, Human Resources, New York University Libraries, 70 Washington Square South, New York, NY 10012. Preliminary interviews at the American Library Association conference in New Orleans in June. *NYU ENCOURAGES APPLICATIONS FROM WOMEN AND MEMBERS OF MINORITY GROUPS.*

SERVICES

DOCUMENT DELIVERY. World Wide Sources. Fast, Efficient, Inexpensive. Twenty-two years experience. Let us solve your research problems. CAROLIB. Phone (919) 929-4870. Fax (919) 933-1253. E-mail carolib@intrex.net.

JOBS IN INFORMATION - Knowledge Management, Online and Internet Research • Content and Intranet Management • in North America and Europe • TFPL 212 269-4666 www.tfpl.com.

GET CONNECTED with CONSULT Online

CONSULT Online is now available on the SLA website at http://www.sla.org/consult/index.html

For SLA members this is a free way to advertise your services. Complete the CONSULT Online entry form at http://www.issinet.com/sla/consult/users.htm

CONSULT Online is free and is available to anyone interested in locating a consultant who may assist, on a commercial basis, with such areas as library management, technical services, and expertise in subject specific areas.

CONSULT Online is the online version of the CONSULT database, formerly a directory of SLA members who are library consultants.

If you have any queries contact John Latham (john@sla.org) or Colleen Keller (colleen@sla.org) on 1-202-234-4700, ext 639 or 651.

to an information solution for the next millennium

Too much information...or not enough? Either can be a tough hurdle to clear on your race to find what you need to know. Let LEXIS®-NEXIS® pave the way with Y2K compliant research solutions that are reliable, accurate and comprehensive. And that helps you pinpoint important information quickly and efficiently.

Want to know more? Call LEXIS-NEXIS at 1-800-227-4908 or visit www.lexis-nexis.com

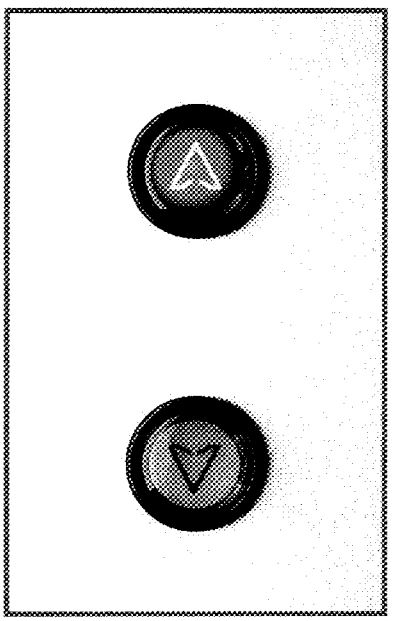
LEXIS®-NEXIS®

A member of the Reed Elsevier plc group

LEXIS and NEXIS are registered trademarks and the INFORMATION ARRAY logo is a trademark of Reed Elsevier Properties Inc., used under license. The Year 2000 logo is a trademark of LEXIS-NEXIS, a division of Reed Elsevier Inc. ©1999 LEXIS-NEXIS, a division of Reed Elsevier Inc. All rights reserved.

NXA026-0

Your colleagues have always turned to you to meet their critical information needs.



Now, you're about to take them in a whole new direction.

Introducing the Intranet ToolKit.

Imagine if every person or department within your company could have their own site on the corporate intranet precisely tailored to their needs. From there, they could conduct searches – designed and customized by you – that mine the vast information collection of The Dialog Corporation, delivering targeted, timely results. Users could link directly to a customized list of current hot topics in their area of interest and be kept abreast of crucial breaking news as it happens.

The Intranet ToolKit offers a flexible environment that will allow you to flex your knowledge and skill to create the best possible service for your clients. There are no boundaries. The potential is limitless!

The Intranet ToolKit will revolutionize information management. Will you lead the way?

THE DIALOG CORPORATION™

FOR MORE INFORMATION, CONTACT US AT 1-800-326-9103 OR VISIT OUR WEB SITE WWW.DIALOG.COM.

©1999, The Dialog Corporation plc. Dialog and The Dialog Corporation logo are trademarks of the Dialog Corporation plc and its subsidiaries.