LITANEWSLETTER

Freedman, McCallum Win Awards at ALA

LITA Achievement Award

Maurice J. (Mitch) Freedman, associate professor, Columbia University School of Library Service, is the recipient of the 1981 LITA Award for Achievement in Library and Information Technology, presented at the LITA President's Program on June 29. Freedman served as LITA president in 1977–78. LITA makes this award annually "to recognize distinguished leadership, notable development or application of technology, superior accomplishments in research or education, or original contributions to the literature of the field."

Freedman began his library career as a clerical assistant in the Newark, New Jersey, Public Library while attending high school and college. He holds an MLS from the University of California, Berkeley, and is currently a doctoral student at Rutgers University. In 1965, he was selected for the Library of Congress Outstanding Library School Graduate Special Recruit Program.

Freedman has worked in technical services for the Library of Congress, Information Dynamics Corporation, and the Hennepin County (Minn.) Library and was coordinator of technical services for the New York Public Library's branch libraries. He has served on the faculty at Columbia since 1977.

Maurice J. Freedman   *Sally H. McCallum*

The citation for Freedman's 1981 LITA award reads:

In recognition of his distinguished leadership in the library technology field, his profoundly humanistic approach of the use of technology, and his accomplishments in the field through speaking, writing and teaching. His contributions to the library profession in general and to library automation in particular are well recognized by his colleagues and attested by the results he has achieved.

Esther J. Piercy Award

The Resources and Technical Services Division (RTSD) presented the 1981 Piercy award to Sally H. McCallum "in recognition of her contribution to technical services, for her leadership in developing national standards, and for showing outstanding promise for continuing contributions to the profession." RTSD presents this award annually to a librarian with not more than ten years of professional experience who has shown outstanding promise in any of the fields making up technical services.

McCallum received her MLS in 1976 and was nominated for the Library of Congress intern program by the University of Chicago Library School. From her internship she progressed rapidly to a responsible leadership position. As a member of LC's Network Development Office, she has conducted major research projects leading to the design of integrated nationwide library networks.

In 1978 McCallum was elected to the vice-chairmanship of the American National Standards Institute Committee

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Newsletter Staff Changes

Pat Barkalow, editor for the *LITA Newsletter,* has accepted the position of principal librarian for support services for the Pasadena (Calif.) Public Library. Her new address is Pasadena Public Library, 285 E. Walnut St., Pasadena, CA 91101; telephone: (213) 577-4043.

Beginning with this issue, Mary Madden, director of network development for SOLINET, will edit the "News from the Field" column. Send press releases on new products, programs, or services to Madden at Southeastern Library Network, 400 Colony Sq., Plaza Level, 1201 Peachtree St., NE, Atlanta, GA 30361; telephone: (404) 892-0943.

Z39. Under her leadership the Z39 committee has organized more than fifteen new committees to develop standards needed by the library, information sciences, and information communities. This effort will result in a broader range of possible bibliographic services to the library community. Through her efforts, MARC formats are being developed for technical reports and for analytics, facilitating accelerated resource sharing both nationally and internationally.

Her overall accomplishments, dedication, and interest in technical services are in the best tradition of excellence so well represented by the past recipients of the Esther J. Piercy Award.

ALA to Feature Poster Sessions

At its 1982 Annual Conference in Philadelphia, ALA will introduce the concept of poster sessions on a pilot basis. Selected individuals will have an opportunity to present research findings and innovative programs on four-by-six-foot poster boards located in the exhibit area. During the assigned hour-and-a-half time period, presenters will be available for informal discussion with interested conference attendees. The poster sessions will take place during the conference exhibit hours, Saturday, July 10, 9–5; Sunday, 9–4; Monday, 9–5; and Tuesday, 9–4.

Three general categories of presentations will be considered for inclusion: recently completed research, new and innovative library/information/media programs, and imaginative efforts at resolving practical library and information problems. Presentations may cover any subject of professional interest to librarians and information specialists and could include such diverse topics as theoretical research study on information transfer, an innovative outreach program for the homebound senior citizen, or a systematically developed effort at personnel classification.

Entries must be submitted on an official entry form by an individual, a group, or an institution. Submissions must be received by January 4, 1982, and will be evaluated and selected by a panel at the 1982 Midwinter Conference in Denver. Criteria for selection will include quality, topical balance, and suitability for poster-session presentation. A maximum of 300 presentations can be accommodated in

twenty poster-session booths during the Philadelphia Conference.

Request more information or an official form from Poster Sessions, School of Library and Information Science, The Catholic University of America, Washington, DC 20064.

Authorities: Persons, Corporate Bodies, and Series

With the adoption of AACR2, authority work has become a key issue among technical services librarians. Several hundred dedicated practitioners gained considerable insight into the theory and process of authority creation in a program sponsored by the RTSD Cataloging and Classification Section, the RTSD Serials Sections, and the LITA Information Science and Automation Section.

Robert M. Hiatt of the Library of Congress cautioned that to determine an AACR2 form of name heading accurately it is necessary to understand the appropriate rules in AACR2. If you wish to follow Library of Congress' policies and practices, you are also required to know LC's decisions on the options and alternative rules and to understand LC's rules interpretations. Many forms of name headings can be verified in the machine-readable LC name authority file, which is, or soon will be, online through the various bibliographic utilities. The cumulative microform edition of *Name Authorities* (1977–) also contains names established by LC, with AACR2 forms indicated. It is less current than the online file but easier to browse when the exact wording of a heading is unknown. Supplementary to the name authority file, LC's *Cataloging Service Bulletin,* number 11 (Winter 1981), contains a cumulation of LC's rules interpretations on the AACR2 rules for establishing names and uniform titles. *Cataloging Service Bulletin,* number 6 (Fall 1979), may be consulted for a list of the categories of established headings that LC will consider compatible with AACR2.

Gwen Miles, Washington Library Network, covered the "Relationship between Authority and Bibliographic Files." Even in an automated system such files may be "unlinked," with only an intellectual relationship between the authority and bibliographic files. More sophisticated, however, are systems with "linked" files such as the Washington Library Network, DOBIS (National Library of Canada), and UTLAS. Catalog work flow in "integrated" linked systems is very different from manual authority control. A heading needs to be keyed in fully only once and may be accessed for subsequent use by a reference number or brief search key. In a machine-based authority control system, catalogers must use computer terminal time, so additional terminals may be needed to accommodate this function.

NACO, the Name Authority Cooperative project sponsored by the Library of Congress, was covered by Jennifer Younger, University of Wisconsin–Madison. The purpose of the project is to increase the size of the name authority file, making available a greater number and diversity of headings than LC alone can supply. To keep standards

high, LC has provided training for each participating library. Younger recommends that in a future "ideal" project all participants should have online access to the authority file for searching and input.

Although some librarians maintain that consistency of headings will soon be superfluous because of keyword searching in online systems, Raymond DeBuse of the Washington Library Network believes that this is not likely to be the case in the near future. On the assumption that authority files will be needed for some time, the Council on Library Resources has funded two cooperative projects. The first, the Name Authority File Service (NAFS), will eventually replace the LC name authority service, although the NACO project may still continue. NAFS will be built and maintained on the RLIN computer system, although the authority records will not be linked to other bibliographic records in RLIN. LC is the proposed manager of bibliographic policy, standards, and procedures, as well as the principal contributor. The file will initially be available online through RLIN and will be distributed on tape to other utilities. Microform versions also will be available. A second project, the WLN/RLG/LC Linked Authority Systems Project (LASP), is to be used in the implementation of NAFS. WLN, RLIN, and LC are developing the technical capability to exchange authority data online and are working out the procedures and conventions required to carry out uniform authority work. Much of the basic design work has been completed, but NAFS implementation is at least fifteen months away. — *Carol Parkhurst.*

Information Science and Automation Section

Carol Parkhurst
Section Editor

The Future of the Book

Speakers at the LITA Information Science and Automation Section program concluded that the standard codex will not disappear in the foreseeable future, but electronic media will become more visible in library service. Charles M. Goldstein, National Library of Medicine, emphasized that new technologies, such as optical disks and laser printers, will serve as complements, not alternatives, to the book. For "nuggets" of information (i.e., facts), computer delivery will be appropriate. Books, however, will remain the favored mode for reading literature and lengthy texts. Hugh Atkinson, University of Illinois, agreed that the book has a future. It is relatively efficient and compact and can be a cost-effective means of communications; "trees, after all, are a renewable resource." He predicted, however, that the format of the book may change. *Book* originally meant clay tablets, later papyrus scrolls, today the codex, and tomorrow perhaps the videodisk. Atkinson also commented on a "national information policy." There is likely to be no policy, which is just as well, because Atkinson believes that such a policy would be counter to the democratic tradition. Ken Dowlin, Pikes Peak Regional Library (Colorado

Springs, Colo.), cautioned that thinking of "media" in competition with "print" is the wrong approach. Rather, the future of the book is threatened by increasing costs, by growing conglomerates in the publishing industry, and by "danger from people who force us to use books for the wrong things." The advantages of books—portability, durability, flexibility—will serve to ensure their survival. Libraries, on the other hand, may not survive unless a new paradigm of service is adopted. The library mission must be defined and communicated to the community in terms people can relate to.

International Mechanization Consultation Report

An interim report of the LITA ISAS International Mechanization Consultation Committee has been presented to the LITA Board. The committee was set up in 1979 to consider means by which LITA and ALA can participate more effectively in the setting of international standards in the field of mechanized library systems. Michael Gorman, chair, and members Ritvars Bregzis, Brett Butler, Frances Hinton, and Mary Madden deserve accolades for their efforts, which have resulted in a set of five recommendations for action. Assisting the committee, Michael Malinconico served as a resource person and John Byrum functioned as a liaison with the Library of Congress. An expanded report detailing the committee's recommendations will appear in a later issue.

ISAS Committees

Two important committee appointments have been announced by ISAS chair Jay Clark, Houston Public Library. Susan Baerg Epstein, Information Transform Industries, will be chair of the section's Program Planning Committee. Paul Lagueux, Council on Library Resources, has agreed to head the Technical Standards for Library Automation Committee (TESLA). Carolyn M. Gray, Western Illinois University, and Walter Crawford, Research Libraries Group, are to be congratulated on the outstanding contributions they made while chairing the Program Planning Committee and TESLA, respectively.

A Nominating Committee has also been appointed. The committee is currently accepting suggestions for nominations for vice-chair/chair elect and member-at-large. Contact any of the members if you have names to offer: Maurice Freedman, chair, 158 Landsdowne Ave., Westfield, NJ 07090 ([212] 290-4734); Stephen Silverstein, 2827 Palm Ct., Berkeley, CA 94705 ([415] 524-8416); Sherrie Schmidt, University of Texas at Dallas, Richardson, TX 75080 ([214] 690-2950).

ISAS Discussion Groups

Two new discussion groups, a Microprocessor Discussion Group and a Programmers Discussion Group, were formed at ALA with the approval of the ISAS Executive Committee. At its inaugural meeting, the Microprocessor Discussion Group elected as chair Harry Broussard, assistant to the dean for systems development, University of New Mexico General Library, Albuquerque, NM 87106; (505) 277-4241. The Programmers Discussion Group elected Walter Crawford chair. Crawford can be reached at RLG, Inc., Jordan Quadrangle, Stanford, CA 94305; (415) 328-0920.

The ISAS Retrospective Conversion Discussion Group and the RTSD Retrospective Conversion Discussion Group jointly sponsored a session this year. As the venture seemed to work well, channels are being explored to put the relationship between the two discussion groups on a more official basis.

Several discussion groups are continuing to function successfully and attracted large audiences at ALA summer meetings. Both the Online Catalogs Discussion Group and the COM Catalogs Discussion Group are to be chaired next year by Dan Tonkery, Associate University Librarian for Technical Services, University Research Libraries, University of California at Los Angeles, Los Angeles, CA 90024; (213) 825-1201.

ISAS News

Please send any news stories or information of interest to ISAS members to: Carol Parkhurst, Systems Librarian, University of Nevada Library, Reno, NV 89557, or call (702) 784-6566.

Video and Cable Communications Section

Bob Katz
Section Editor

ALA Two-Way via Satellite

On the national scene, ALA is planning to videocast via satellite the President's Program at the Midwinter Meeting in Denver. Selected sites across the country will offer two-way audio transmission so that remote viewers can participate in the program, which will focus on marketing the library. The production is being coordinated by the Public Service Satellite Consortium, of which ALA is a member.

Viewdata Program

Addressing an audience of more than 500, the two speakers at the VCCS viewdata program gave librarians insight into their future roles. First, Richard Sweeny, director of the Columbus and Franklin County Library System, described his library's involvement in OCLC's Channel 2000 experiment. Subscribers to Channel 2000 had access to the library's online catalog and could request books from their home. Sweeny projected that by 1985 eight million households will have viewdata terminals and the information "utility" business will be a three-to-five-billion-dollar industry. The low costs, conveniences, and current information will be the attractive advantages of viewdata services.

Sweeny said that the first groups of users will be business executives and professionals. He predicted that when 10 to 15 percent of households had terminals the industry would quickly grow. Viewdata will have an effect not only on our life-styles but also on libraries. Librarians in the future may spend much more time searching electronic databases than books. In closing, he challenged librarians to speak out to ensure library involvement and to create principles to govern the library's role as an information provider. Sweeny also called for large capital investment in these services as well as education for all librarians about the place viewdata will play in their future.

The other speaker at the program was John Sehnert of The Source, a viewdata service, recently purchased by Reader's Digest, that consists of three components. The first is providing information such as current news and other consumer data. A second service provides electronic mail or message service between subscribers. The third service is the information or data-processing capability provided by The Source's computers.

Like Sweeny, Sehnert sees the library as the main source for community information. A key role for librarians may be organizing much of the free public information available and working with government and community agencies to make this available to the public. To keep it a free service, libraries might charge the agencies a small fee for inputting and storing data. In combination with The Source, a local library may be able to meet the total informational needs of a community.

Sehnert pointed out recent developments that have made the concept of information utilities hopeful. Connect time charges are decreasing, and most subscribers can take advantage of the lower costs at night and of the alternative long-distance telephone services such as MCI and Spring. Computer storage costs are also decreasing, thus encouraging larger databases. Another significant factor is that terminal costs have been reduced, making The Source more attractive to consumers.

Video Services for the Deaf

Joe Da Rold, a pioneer in using video technology for the deaf, spoke about the video programming available for the deaf. In the past a signed insert was used to translate material. This insert bothered some viewers, and some deaf complained that the signer was too small to be seen easily. Captioning, an alternative to the signed insert, is now possible because of recent technological developments. Da Rold explained that the character generator, a device that prints out the words on the television screen, in combination with the decoder, a device that allows only those who need the captions to see them, has made captioned programs more popular. Presently, only a small number of programs are available as well as a limited number of decoders. Da Rold called for more captioned programs and for library networks to be set up to share these programs.

Roberto Esteves, San Francisco Public Library Communication Center, described his library's program of work with the deaf. His library acquires and circulates captioned videotapes. Esteves claims that because the VHS format is available, both videotapes and playback equipment can circulate to a wider audience. Viewing is also available in the communications center. His project also involves working with local businesses to produce job skill tapes for the deaf. Esteves showed a portion of a tape on telephone skills.

Last to speak was Simon Carmel of Gallaudet College in Washington, D.C. Carmel considers himself a deaf folklorist and has organized an archive for deaf folklore at Gallaudet. Deaf folklore consists of someone signing a story or incident on videotape with a voice-over translation. He expects the archive to become a major resource for the study of deaf culture. Carmel encouraged librarians to work with their community to produce and collect deaf folklore. The entire program was signed and translated for the deaf.

VCCS Showcase Overflowing Success

Both nights of the video showcase proved to be popular among librarians attending the summer conference. More than twenty-five libraries submitted tapes to be viewed on the Monday night program. On Tuesday, two people spoke about Bay Area video activities. Gail Waldron, director of the Bay Area Video Coalition, spoke about her group and showed the tape *Condom Sense,* an educational tape on prophylactics. Bonnie Engle discussed local video art and showed some examples of Bay Area video art. Because of the great number of people interested, it is hoped that next year's showcase will be held in a larger suite or meeting room.

New VCCS Officers Announced

Chair—Arlene Farber Sirkin; chair elect—Mary Helen Karpinski; secretary—Patricia Paine; member-at-large— Leon L. Drolet.

VCCS Streamlines Committees

The VCCS Executive Committee voted to eliminate its Legislation Committee in favor of working closer with the LITA Legislation Committee. Because much of the legislation concerns both committees, efforts will be channeled into one group.

In other committee news, Annette Salo was appointed chair of the Program Planning Committee and Marilyn Rehnberg will chair the Nominating Committee. Roger Qualters, new chair of the Distribution and Exchange Committee, announced that the Compuserve project is continuing. Committee members are researching different computerized cataloging systems. The Video and Cable Utilization Committee is updating the VCCS packet of information.

Readers' Tips

James C. Johnston of the New Mexico State Library passes along this tip for anyone interested in interfacing an Apple computer with a video operation. A converter is available from BDL Electronics, Box 43, Beloeil, Que., Canada J3G 4S8. The device will convert the Apple's output to the NTSC standard.

Send news for this column to Bob Katz, Albany Public Library, 161 Washington Ave., Albany, NY 12210.

Audiovisual Section

Susan P. Besemer
Section Editor

News from Annual Conference

The 100th American Library Association Annual Conference convened June 26–July 2, 1981, in San Francisco. More than twelve thousand registrants descended on the city known for its scenic vistas, posh hotels, and gourmet restaurants. Attendees were able to keep fit by hiking among the major conference hotels, which were spaced seemingly to provide an ample opportunity to experience all of the various neighborhoods of this cosmopolitan city. LITA AV Section met in two beautiful Hyatt hotels on Tuesday, June 30.

The LITA AVS Executive Committee announced the following election results and appointments: chair is Anne Meyer of the Allegheny Regional Library in Pittsburgh, Pennsylvania; Louis Richard Pointon is the vice-chair/chair-elect; the post of member-at-large will be filled by Mike Miller. Appointed to the new LITA committees are Ron Sigler to the Awards Committee, Dorrie Ipolito to the Legislation and Regulation Committee, and Ed Nordine to the LITA Bylaws and Organization Committee.

The structure of the LITA sections was discussed. The LITA Board is considering reorganizing the division based on the concept of task forces.

AVS Utilization Committee chair, Ed Nordine, reported on plans for a program for the Philadelphia Conference next summer. The program will provide hands-on experience for librarians to become familiar with some of the new AV equipment. It is hoped that the program will be a drop-in experience located adjacent to the exhibit area.

LITA AV Section Utilization Program

Academic librarians, public librarians, school library media specialists, and special librarians attended the LITA AVS program held in the elegant but distant Hyatt Regency. Planned by Janice Bolt, Chicago State University, this program offered some real nuts-and-bolts information on AV equipment and services.

Becky Ziering of the Homewood-Flossmoor High School discussed how to write specifications for selecting audiovisual equipment. Criteria included frequency of anticipated use, the cost, and the compatibility of the new equipment with what is already held. Knowing the vendors in the area was suggested as a way of assuring that written specs regarding repair and training for operation will be honored. Ziering stressed that specifications detail any removable equipment to avoid problems such as projectors without lenses and cabinets without legs.

The next speaker, Bob Lucas of Thornton Community College, discussed the circulation of AV equipment. Originally all equipment at Thornton was housed and charged out through the library, but now satellite collections are located in remote sites. Twenty-four-hour notice provides patrons with 35mm cameras, videotaping equipment, super 8 and 16mm cameras, and cassette recorders. Handheld calculators are available to be used in the library.

Joyce Karon from School District 220 in Barrington, Illinois, spoke on front-line maintenance. With between four and five thousand pieces of equipment, Karon's district developed a refined system of inventory and maintenance to best serve patrons and to maintain the sanity of the staff. Each piece of equipment is stenciled and scribed with an ID number and listed on an inventory card. The location and size of the projection lamp are stenciled on the outside of all projectors, and a unique "ouch packet" is provided for quick, on-the-spot splices for broken filmstrips and 16mm films. The ouch packet does not provide a permanent, professional splice, but it does give AV users an alternative to cellophane tape, masking tape, and chewing gum. Karon's district has also made a practice of acquiring a copy of the service-and-repair manual for each piece of hardware purchased in order to achieve a more effective position for constructive dialogue with vendors and outside repair technicians. Another aspect of the maintenance program is the routine checking of each piece of equipment upon its return.

Checklists written in easy-to-understand language were developed for all equipment so that such things as missing parts and burned-out lamps can be spotted immediately before the equipment is loaned again. Sample checklists are available upon request from Karon at 616 W. Main St., Barrington, IL 60010.

Janice Bolt concluded the program with the topic of audiovisual security, offering many practical tips on ways to protect equipment after purchase. Bolt suggested taking cues from the security systems in commercial businesses. Convex mirrors sometimes seen in convenience markets could be used in libraries where a small staff needs to be able to oversee a large area. Typewriter locks and bicycle locks can help prevent the theft of portable equipment. Electronic security systems for software were reviewed and the advantages and disadvantages noted. In some situations where security is a real problem, Bolt suggested limiting access. In the event that equipment is stolen and relocated by the police, a hidden special identification mark written in blacklight ink can establish ownership even if serial numbers have been obscured by the thief.

Send information for this column to Susan Besemer, State University College at Buffalo, E. H. Butler Library, 1300 Elmwood Ave., Buffalo, NY 14222.

Users' Groups Reports

National CLSI Users' Group Meeting

After years of floundering, the national CLSI Users' Group still does not have a clear set of rules and objectives, although an attempt was made at the ALA Annual Conference to agree on a set of bylaws. With a large, diverse population of users, some new and still wet behind the ears, others sick of the whole thing, it seems too much to hope that the national group will ever be a viable advocate for CLSI customers. The regional users' groups have been far more successful in bringing the membership together, offering assistance and programs, and dealing with CL systems in a constructive way. However, at the ALA meeting, CLSI officers did agree to involve user librarians, one from each regional group, in reviewing the specifications for future product enhancements. CLSI will finance a meeting involving product development staff and the user librarians, preferably in time to affect the next software release. It is hoped that such meetings will become a regular occurrence. Also of interest, Richard Goldberg, executive vice-president of CLSI, clarified company policy with regard to the installation of "foreign" equipment on the LIBS 100 system. Such foreign devices will *not* invalidate the maintenance contract, and CLSI will continue to maintain the system. Of course, they will not maintain the foreign equipment. During the next few months, CLSI will be asking foreign equipment vendors to submit their devices for "certification" of compatibility with the system. Further, CLSI will not guarantee that equipment purchased from outside vendors will continue to operate correctly as new software releases are installed. — *Carol Parkhurst.*

GEAC Users' Group

Chair Jim Cogswell, Princeton University, called the second meeting of the GEAC Users' Group together on Mon-day, June 29, in the Hyatt Embarcadero in San Francisco. Alan Hagyard, Yale University, was elected vice-chair and Gene Damon, University of Waterloo, is secretary. Under the editorship of Bob Morton, the group published the first issue of a newsletter just prior to the ALA meeting.

A major topic of discussion was system planning and development. Over the next twenty-four months GEAC expects to complete its fully integrated information system encompassing a full MARC database and online catalog as well as enhanced circulation, acquisitions, serials check-in, and networking. GEAC has appointed an advisory team composed of GEAC representatives and academic librarians who will review specifications for each system and offer recommendations for improvements on design concepts and for the human interface. The users' group will also appoint one member to this team, possibly a public librarian. New York University is developing the online catalog specifications. The University of Guelph and University of Waterloo are also working closely with GEAC on specifications for the acquisitions/serials check-in module and the public catalog.

Cincinnati Electronics Users' Group

Representatives from each account met in San Francisco to begin formation of a users' group. Goals were discussed and will likely be finalized at the Midwinter Meeting in Denver. The group decided to publish a newsletter, which will be a joint effort with Cincinnati Electronics, who will pay for production and distribution. Ann Stringer, Moline (Ill.) Public Library, will serve as editor. Target date for the first issue is September. Tim Kambitsch, Dayton-Montgomery County (Ohio) Library, will serve as convener for the Denver meeting.

Data Phase Users' Group

Users of the Data Phase system formed a users' group in Kansas City in April 1981. Approximately 100 representatives from the various installations attended the three-day conference, which consisted of users' group meetings coupled with technical presentations from Data Phase staff members. The purpose of the group is to enhance communications between the users and Data Phase. Al Cage, Stephen F. Austin University (Tex.), was elected president. The group will meet annually in Kansas City, with the executive board also meeting in the fall of each year.

News from the Field

Mary Madden
Column Editor

Send items for this column to SOLINET, 400 Colony Sq., Plaza Level, 1201 Peachtree St., NE, Atlanta, GA 30361.

British Welcome AT&T
Endorsement of Videotex Technology

Officials of British Telecom, world leaders in the field of videotex, welcomed AT&T's announcement of a trial standard that embraces both alphamosaic and alphageometric display technology. Alphamosaic systems divide character

spaces into a mosaic of squares for graphical presentations. Alphageometric systems use geometric shapes, which are interpreted by a microcomputer to produce graphic images.

"We are glad to see that AT&T has recognized the commercial potential for videotex, and has also endorsed the cost-effectiveness of alphamosaic display technology," said Richard Hooper, director of Prestel for British Telecom, the telecommunications arm of the British Post Office.

The AT&T announcement comes hard on the heels of a European agreement among the British, French, and Germans on a common alphamosaic standard. "Now that a unified alphamosaic coding scheme has been agreed upon among the three nations with the most experience in videotex in the world, we believe the time is right for a worldwide effort to achieve a common standard for all levels of videotex implementation," said Hooper.

A statement issued jointly by the Deutche Bundespost, British Telecom, and the French administration noted: "The existing European systems, namely the British Prestel system, the French Teletel system, and the German Bildschirmtext system, have been merged into a single standard which incorporates the advantages of each of them. The new system has a high degree of compatibility with the three existing systems and incorporates features which enhance the behavior of each. This result, which is the culmination of technical discussions over a period of three years, is a major achievement for European cooperation."

Based on this progress toward worldwide agreement on upwardly compatible technologies, the British believe they are in a strong position to offer videotex and teletext equipment and operational experience in running the world's first commercial videotex service. This will provide North American users—newspaper chains, broadcasters, cable TV operators, and telephone companies—with the experience they need to enter into this lucrative market.

Prestel launched an international business videotex service in eight countries worldwide in July of this year, with full service to be launched in the U.S. this fall. Already, the service has 370 subscribers around the world. The initial thrust of the Prestel International service will be toward shipping and commodities information, plus private closed user group service between offices of multinational corporations. The range of services will be extended to other industries in the future.

Seminar to Be Held
on Impact of New Technologies

"The Impact of New Technologies on Information Service Environments" is the topic of a one-day professional development seminar to be held at Battelle Columbus Laboratories, Columbus, Ohio, on Friday, November 13, 1981. Sponsored by OASIS, the three Ohio chapters of the American Society for Information Science, this seminar will examine the impact of electronic publishing, online catalogs, private file services, cable TV, videotex, videodisc, personal computers, and other new technologies used by libraries and corporate information centers.

The day's program will include the following: "An Overview of New Media Technologies: Their Impact on Special Libraries," Karen Feingold, consultant; "Electronic Publishing: Today and Tomorrow," Dr. Seldon Terrant, head, Research and Development Department, American Chemical Society; "Wired," Carol Hibbs-Stevenson, senior producer, special projects, QUBE; "The Perils of Library Tech-

nology," Dr. Neal Kaske, manager, Research Department, OCLC, Inc.; and a panel of representatives from Lockheed, BRS, SDC, and Battelle discussing private file services. In addition, a special two-hour tour of OCLC, Inc., on Thursday afternoon, November 12, will be available to seminar registrants only. The tour will include a look at OCLC's new corporate headquarters followed by a presentation on OCLC's computer architecture, telecommunications system, and message traffic by James K. Barrentine, director of technical planning. Registration fees for the seminar, if paid by November 3, are $40 for ASIS members, $50 for nonmembers, and $10 for students; late registration is $45, $55, and $12, respectively. Further information and registration brochures are available from Katherine Frohmberg, Oberlin College Library, Oberlin, OH 44074; telephone (216) 775-8285.

IBM Selectric Typing Element
to Match ALA Print Train

Does anyone else out there make additions or changes to card sets from the commercial suppliers? Would you like an IBM Selectric typing element to match the lettering of the ALA print train? IBM is ready to consider making such an element available, but the company needs to have some demonstrated interest on the part of librarians. If you would be in the market for just such a typing element, write to: M. O. Moses, IBM Program Manager, External Submissions, Armonk, NY 10504. Maybe if enough of us write we'll soon get an element to match the printed cards from Baker & Taylor, Brodart, OCLC, Catalog Card Corporation, etc., etc.

Papers Invited for
11th ASIS Mid-Year Meeting

"Information—The Critical Difference" will be the theme for the 11th ASIS Mid-Year Meeting, to be held at the University of Tennessee at Knoxville, June 13–16, 1982.

Does information make a difference in our decision making? What is the quality of the information we use? Papers in response to these questions and related issues are invited. A detailed abstract should be sent by December 1, 1981, to Ann Prentice, Director, Graduate School of Library and Information Science, University of Tennessee, 804 Volunteer Blvd., Knoxville, TN 37916; (615) 974-2148.

Notification of acceptance will be made by December 30, 1981. For those abstracts accepted, full papers will be due January 30, 1982. Include name, address, organizational affiliation, and phone number with abstract.

Standard Fare

Pierre Badin LaTes
Column Editor

In retrospect, it seems fitting that the ALA 100th Annual Conference, with the theme "Libraries and the Pursuit of Happiness," included a program called "Technical Standards: The Good, the Bad, and the Missing." Approximately 350–400 were in attendance at the June 30 program, which was cosponsored by LITA ISAS TESLA and RTSD/ AAP Joint Committees. For those who missed this oppor-

tunity, all is not lost since audiocassettes are available through ALA, 50 E. Huron St., Chicago, IL 60611. A check in the amount of $26, payable to Eastern Audio Associates, Inc., will hasten delivery. Item identification numbers for the three cassettes are 81107-701, 81107-702, and 81107-703.

The newly appointed TESLA Committee chair is Paul Lagueux, information systems specialist, Council on Library Resources. Suggestions, comments, and views are solicited and should be addressed to him at One Dupont Circle, NW, Suite 620, Washington, DC 20046, or to one of the committee members. Those continuing in office are Walt Crawford, the Research Libraries Group; Sandra Paul, SKP Associates, NYC; George Sullivan, Rutgers; Sharon Sullivan, Ohio State University; and Larry Woods, Purdue University. Recently appointed to a first term are Jaye Bausser, Duke University; Ruth Carter, University of Pittsburgh; and James May, Sonoma State, Rohnert Park, California. The contributions and enthusiasm of former committee members Arlene Schwartz, Illinois State Library, and Sue Tyner, University of Arizona, will be missed.

And in presto fashion (also without laying claim to prescience), the guest editorial is by none other than the fledgling chair of TESLA. The subject is old but the application is new—a Standard Address Number (SAN) that was developed to improve communications among all organizations within or served by the book industry.

The SAN (Try It—You'll Like It!):
A Welcome Solution to a Number of Problems

The Standard Address Number (SAN) is a relatively new standard that is meant to provide for the unique identification of organizational addresses in or served by the book industry. That is, by assigning an unambiguous number to organizations that are involved in repetitive transactions, it is intended that points of confusion will be eliminated. For example, booksellers have experienced some difficulty in crediting the proper account in matters of payments, credits, or refunds because of seemingly minor variations in names and addresses, but variations nonetheless that prove to be problematic. Also, bookstores, libraries, and others have at times had difficulty in relating specific instructions for separate billing and shipping addresses, including multiple points within organizations and institutions. With proper application and increased use by all concerned, problems such as the examples cited should be eliminated and others such as occasional human errors should be well within acceptable limits of tolerability.

The SAN is a unique seven-character identifier composed of six digits plus a check digit that is based on modulus eleven (thus giving a possibility of a check digit that can be any single numeric digit or the alphabetic character X). Whenever used in human-readable form such as print or CRT display, the identifier should be preceded by the term *SAN* in order to clearly identify the functional significance. A hyphen must follow the first three digits at time of display in human-readable form. Examples are SAN 234-5676 and SAN 234-467X. The requirement for a hyphen does not apply to SAN data that are stored in machine-readable form but does at time of output for display purposes. At this time, the standard does not allow for the inclusion of a prefix or suffix, although the potential exists for such extensions at a future date to include the international communities and others.

The R. R. Bowker Company is the administrative agency that has overall responsibility for the assignment of SANs. During 1980, SANs were assigned to all bookstores, booksellers and wholesalers, and libraries with the exception of schools, school systems, and school libraries. SAN assignments for the latter group are in process and will be made this year. Information on existing SAN assignments can be found in the current editions of the *American Library Directory* and the *American Book Trade Directory*. For information, confirmation, or the assignment of a SAN including additional SANs to differentiate between organizational units, contact Jacques Cattell Press, 2216 S. Industrial Park, P.O. Box 25001, Tempe, AZ 85282, or call (602) 967-8885.

The SAN was developed by a subcommittee of American National Standards Committee (ANSC) on Library and Information Services and Related Publishing Practices, Z39. Copies of the standard per se, i.e., ANSI Z39.43-1980, American National Standard Identification Code for the Book Industry, are available through the American National Standards Institute (ANSI), 1430 Broadway, New York, NY 10018.

Everyone is strongly urged to examine present processing procedures to determine whether the SAN is being used. When properly applied, the SAN has the potential for reducing costs and increasing the speed of processing by the introduction of greater precision and the concomitant savings in administrative and clerical labor. So what are you waiting for? Do not delay any longer to start applying your SAN to all processing activities, such as purchasing, invoicing, billing, shipping, receiving, paying, crediting, etc. Try it—you'll like it! —*Paul Lagueux.*