

LITANEWSLETTER

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Denver to Host Midwinter

From the President

Brigitte L. Kenney, LITA president, is planning a satellite-based mini-ALA conference for Philadelphia. The purpose of the conference is to bring ALA to those people—members and nonmembers—who cannot attend ALA. Plans are to beam parts of the Philadelphia Annual Conference to more than fifty viewing sites throughout the United States so that anyone who wishes may “attend” one day of ALA without having to stay overnight.

A modest fee will be charged to individuals, and a considerable fee to library associations and state libraries who may wish to take this means to ensure that persons in their state can attend. When a state library or a library association pays the larger fee, a total of thirty-five persons may attend.

The focus of the satellite session will be “The Online Catalog,” which is also the subject of a preconference that is cosponsored by three ALA divisions. Speakers from the preconference will be featured along with taped segments showing online catalogs in action in several locations.

Another feature will be vignettes of “Life at ALA Conferences” to include segments of council and membership meetings, exhibits, parties, and other gatherings. The intent is to bring nonattendees the flavor of an ALA Annual Conference.

Respond by February 15. Those interested in attending a teleconference session should fill out the coupon on page 7 or send a note to Don Hammer at ALA. Registrations or letters of intent are needed by February 15 in order to finance the conference, as no ALA funds are available for the project.

President Kenney feels that this is an exciting opportunity

to test one of the new technologies, to see if it provides a satisfactory, or even exciting, medium for involving more ALA members in the Annual Conference than is presently possible.

LITA Goals Hearings

The LITA Goals and Long Range Planning Committee will meet all day on Friday, January 22, 1982, just prior to the midyear meetings. The committee’s charge reads in part “to develop short and long range goals for LITA for the next 10 years, . . . to develop a plan by which these goals are to be carried out, a method for evaluating what has been achieved, and a way in which both goals and plans may be updated from time to time.” The committee will hold open hearings on Monday, January 25, from 9:30 to 11:00 a.m. to gather members’ ideas and suggestions. Your active participation is requested.

LITA National Conference in '83

The ALA Executive Board, meeting in Chicago on October 29, 1981, approved plans for LITA’s first national divisional conference. The four-day meeting, cosponsored by the Maryland Library Association, will be held in Baltimore, September 18–21, 1983. Baltimore is the scene of an unprecedented urban renaissance and boasts a new convention center and hotel. It is also surrounded by institutions and industries using advanced technology.

The conference will cover a wide range of topics such as personal computers, word processing systems, online catalogs, automated library operations, teleconferencing, satellite communications, human interface with technology, videodiscs, cable television, computer-based instruction, ethics of information availability, etc. Several workshops will be held prior to the conference that will be organized on a track system to allow for differing levels of expertise. The meeting will consist of nationally recognized speakers as well as contributed papers, poster sessions, panel sessions, and interest groups. Exhibits will form an important part of the total program. Arrangements are being made for tours of various facilities at the close of the conference.

Heading the Conference Steering Committee is Berna Heyman of the College of William and Mary. Other members of this committee are William Gray Potter, deputy chair, Arlene Farber Sirkin, Hugh Standifer, Charles

Do You Use Electronic Mail???

Brigitte Kenney wishes to compile a directory of LITA members who use electronic mail services. To be included send your name, full address, telephone number, mail system, and ID number for calling you on the system, to Brigitte at 400 Plateau Pkwy., Golden, CO 80403.

Kritzler, and Lynne Bradley. Assisting are committees chaired by George Abbott, Syracuse University (exhibits); Judith Sessions, Mt. Vernon College, and John McGarty, Anne Arundel County Public Library (local arrangements); Bonnie Juergens (program); Jim Thompson, Rice University (publicity); and Joan Maier McKean, N.O.A.A. (technology). Information on the conference will be available at the LITA booth in Denver.

Nominations Sought for LITA Award

Nominations are being sought for the Library and Information Technology Association's Award for Achievement. The award is intended to recognize distinguished leadership; notable development or application of technology; superior accomplishments in research or education; or original contributions in research or education; or original contributions to the literature of the field.

The award may be given to an individual or to a small group of individuals working in collaboration. Organized institutions or parts of organized institutions are not eligible.

Nominations for the award may be made by any member of the American Library Association and should be submitted by January 15, 1982, to Hank Epstein, LITA Awards Committee Chairperson, 1992 Lemnos Dr., Costa Mesa, CA 92626.

Video and Cable Guidelines Published

For librarians interested in who is doing what in video in libraries, or in how to do it themselves, a guidebook has been published by the Video and Cable Communications Section of the Library and Information Technology Association. It is the 461-page *Video and Cable Guidelines*.

Edited by Leslie Chamberlin Burk and Roberto Esteves—two of the most active librarians in the video field—the book includes papers from Donald Sager, Kandy Brandt, Arlene Farber Sirkin, Anne Hollingsworth, and by Burk and Esteves. Among the topics covered are a description of the present operation, future plans, problems, and benefits of video in 250 libraries in the U.S. and Canada.

The book is spiral-bound and can be used conveniently as a manual for staff development programs. Price is \$9.75. For additional information or to order copies (prepaid orders only, please), contact LITA, ALA, 50 E. Huron St., Chicago, IL 60611; (312) 944-6780.

The *LITA Newsletter* is published three times a year by the Library and Information Technology Association, a division of the American Library Association; Executive Director, LITA: Donald P. Hammer, ALA, 50 E. Huron St., Chicago, IL 60611. Editor: Pat Barkalow, Pasadena Public Library, 285 E. Walnut St., Pasadena, CA 91101. Audiovisual Section Editor, Sue Besemer; Information Science and Automation Section Editor, Carol Parkhurst; Video and Cable Communications Section Editor, Bob Katz.

Distribution is free to division members. Copies may be obtained from the LITA executive director. Send material for future publications to the editor. Deadline for Summer 1982 issue is March 15. Viewpoints expressed in the *LITA Newsletter* are solely the authors' and do not constitute the official position of LITA or ALA.

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Data Processing Specifications and Contracting

The fourth iteration of the LITA-sponsored tutorial "Data Processing Specifications and Contracting" was held as an ALA preconference. With Kaye Gapen, Iowa State University Library, as moderator, the speakers succeeded in establishing in the participants some measure of competence in developing functional specifications, evaluating technical specifications, developing and evaluating bid specifications, and negotiating and administering contracts for data-processing equipment and systems.

Carolyn Gray, Western Illinois University, covered the planning process for implementing automated systems. She suggests that the library must have factual and concrete information about library operations in order to know the impact of automation and, therefore, whether or not automation is necessary. In the analysis, look at the most expensive operations first; operations with high activity, e.g., ILL, circulation; operations that are heavily labor intensive; and those that are backlogged or overstrained. Analyze personnel patterns; what do people do with their time? Identify functions to be costed out, remembering to consider administrative costs, salaries, overhead, etc. Once a decision to automate has been made, begin preparing for change. Pinpoint policies that might change, e.g., personnel, accounting practices, and responsibilities that might be altered. The changeover will require a new work-flow pattern, revised procedural manuals, organization and policy modification, new forms and report formats, and careful attention to budget considerations.

John Kountz, California State Universities and Colleges, cautioned that automation is an "extremely costly business . . . to be approached with temerity." The costs before implementation can be staggering; preimplementation costs at each University of California campus exceeded \$100,000. Such costs (with UC estimate) included the acceptance test (\$3,000), file loading and file conversion (\$15,000), shelf reading and organization (\$9,000-\$10,000), labeling (\$22,000-\$27,000), planning and training (\$10,000-\$15,000), input of user/patron data (\$20,000+), service/ID card (\$5,000), and site preparation/environmental conditioning (\$35,000). Kountz has valuable insights, gained through "being stung," in each of the areas of concern in writing specifications and contracts. He believes that librarians shouldn't have to know a lot about hardware, as long as requirements are clearly specified, i.e., number of records, size of data elements, response time. In software, however, you must be very detailed at the functional level. Software should be written in an ANSI standard version of a higher-level language, e.g., BASIC, COBOL, not in assembly language. Be sure there is adequate documentation at all levels of programming and operation and that the documentation is complete, accurate, and kept up to date. The ability to upgrade the system is essential. The computer type should be a series with a strong user base that will continue to be supported by the manufacturer.

Nancy Eaton, Atlanta Public Library, gave two case studies of specifications based on real experiences at APL. The first, a simple "requisition" for a word-processing terminal, was written with a specific brand of terminal in mind but was generalized enough so that several vendors could

ALA Midwinter Calendar, January 23-28, 1982

Dates and times are tentative. Check conference program for additions, changes, and meeting place.

C = Committee; DG = Discussion Group

Friday, January 22

LITA Goals and Long Range Planning C 9:30 a.m.-

Saturday, January 23

ALA Exhibits 4-7 p.m.
 LITA Directors Board 9:00 a.m.-12:30 p.m.
 LITA Legislation C 2-4 p.m.
 LITA Membership C 9:30-1:00 p.m.
 LITA Telecommunication C 11:30-12:30 p.m.
 LITA AVS Audiovisual Utilization C 4:30-5:30 p.m.
 LITA ISAS Com Catalog DG 2-4 p.m.
 LITA ISAS TESLA 9:30 a.m.-11:00 a.m.
 LITA VCCS Distribution and Exchange C 9:30 a.m.-12:30 p.m.
 LITA VCCS Executive C 2-4 p.m.
 LITA VCCS Program Planning C 4:30-5:30 p.m.; 8-10 p.m.

Sunday, January 24

ALA Exhibits 11 a.m.-5 p.m.
 LITA Education C 9:30-11:00 a.m.
 LITA Library and Information Technology DG 2:00-5:30 p.m.
 LITA National Conference 1983 Planning C 2-4 p.m.
 LITA Program Planning C 9:30 a.m.-12:30 p.m.
 LITA Publications C 9:30-11:00 a.m.
 LITA ISAS Microprocessor DG 11:30 a.m.-12:30 p.m.
 LITA ISAS/RTSD Retrospective Conversion DG 9:30 a.m.-12:30 p.m.
 LITA VCCS Executive C 2-4 p.m.
 LITA VCCS Video and Cable Utilization C 9:30 a.m.-12:30 p.m.
 RTSD/LITA/RASD MARBI 9:30 a.m.-12:30 p.m.

Monday, January 25

ALA Council I 9:00 a.m.-
 ALA Exhibits 11 a.m.-5 p.m.
 LITA Bylaws and Organization C 9-11 p.m.
 LITA Goals and Long Range Planning C Hearings 9:30-11:00 a.m.
 LITA Information and Referral DG 11:30 a.m.-12:30 p.m.
 LITA Legislation C 2-4 p.m.
 LITA Telecommunication C 8-9 a.m.
 LITA Proposed Vendor-User DG Organizational Meeting 11:30 a.m.-12:30 p.m.
 LITA AVS Executive C (closed) 8-10 p.m.
 LITA AVS Program Planning C 2:00-5:30 p.m.
 LITA ISAS Microprocessor DG 4:30-5:30 p.m.
 LITA ISAS Programmers DG 9-11 a.m.
 LITA ISAS TESLA 9:30-11 a.m.
 RTSD/LITA/RASD MARBI 2:00-5:30 p.m.

Tuesday, January 26

ALA Council II 9:00 a.m.-
 ALA Exhibits 11 a.m.-2 p.m.
 ALA President's Program 12 noon-2 p.m.
 LITA Bylaws and Organization C 9-11 a.m.
 LITA Education C 9:30-11:00 a.m.
 LITA National Conference 1983 Planning C 2-4 p.m.
 LITA Program Planning C 9-11 a.m.; 2-4 p.m.
 LITA Publications C 9:30-11:00 a.m.
 LITA ISAS Online Catalog DG 9:30-11:00 a.m.
 LITA ISAS TESLA 9:30-11:00 a.m.
 RTSD/LITA/RASD MARBI 2:00-5:30 p.m.

Wednesday, January 27

ALA Council III 2:00-5:30 p.m.
 LITA Directors Board 9:00 a.m.-12:30 p.m.

respond. The second case, specifications for APL's automated library system, was a huge investment in time, effort, and dollars, and took one and one-half years from original analysis to final evaluation. APL insisted that vendor responses match the questions in the RFP paragraph by paragraph. There were distinctions between absolute requirements and more "speculative" requirements, with each weighted differently in the final evaluation. Eaton suggests that you specify new equipment, ask for depot parts of anything that can't be repaired locally, and build in a backup system. Look at systems of comparable size to yours to be sure that what vendors are quoting is reasonable.

Hank Epstein, Information Transform Industries, addressed "How to Develop a Contract." First, *never* accept a standard contract. Remember that the more you write down the better off you are, and that nothing verbal or previously submitted in writing counts unless specifically cited in the contract. The request for proposal and vendor's response are attachments to the contract. Unless specifically denied in the proposal, the vendor is responsible for everything stated in the RFP. Once an RFP is in the mail and during the

period of response and evaluation, all contact with vendors should be formal. Questions and answers should be in writing and copied to all vendors. Decide how you will evaluate the bids before they are opened. Hold at least part of the payment until the system has been installed and tested under live operational conditions.

Patricia Earnest from Brodart, Inc., presented "A Vendor's Perspective on Contracting." Vendors can be very helpful to librarians, with sample specifications, samples of products, ideas, and years of experience. Accumulate as much knowledge as you can about what is available. Find out why products work the way they do; there are either functional or processing reasons for most features. Are your needs really all that different from all other libraries? Don't copy specifications from other libraries without reading them carefully. Send your specifications to vendors and other librarians for critical comment, but don't expect elaborate responses without payment. Once specifications have been sent, a bidders' conference can be considered, but it may be more productive to have the vendors appear separately. Allow for options to be suggested, but clearly define

your requirements; vendors are wary about being considered "nonresponsive." Keep vendors informed of progress; tell them who they can call and when. Elaborate contracts are really not needed. If you are not satisfied with the product, don't pay. A contract should have an "escape" clause, but be reasonable with "protection" clauses. Ask for an extension of the contract in case you are happy with the service; otherwise you may have to go out to bid again. — *Carol Parkhurst.*

Information Science and Automation Section

Carol Parkhurst
Section Editor

ISAS Committees

The Technical Standards for Library Automation Committee (TESLA) will meet several times during the Midwinter Meeting. Chair Paul Lagueux, Council on Library Resources, reports that the committee will discuss current TESLA projects, which include a review of the commonality of MARC subsets used for different automated functions in a library (e.g., circulation, ILL), an information package on technical standards, and microprocessor capabilities and possibilities.

Susan Baerg Epstein, chair of the ISAS Program Planning Committee, is soliciting ideas for programs for the Annual Conference in Los Angeles (summer 1983). Suggestions are welcome, and will be most helpful if received *prior* to the coming Midwinter Meeting. Please write or call: Susan Baerg Epstein, Information Transform Industries, 1992 Lemnos Dr., Costa Mesa, CA 92626; (714) 546-4174.

Nominations for vice-chair/chair-elect and member-at-large are still being accepted. If you would like to be considered for nomination, or if you have a name to offer, contact Maurice Freedman, 158 Landsdowne Ave., Westfield, NJ 07090; (212) 280-4734.

Discussion Groups

The newly formed Programmers Discussion Group will meet to explore "Holdings Information for Bibliographic Records." Specific areas to be covered are: use of local holdings extensions to MARC in the bibliographic utilities; merging holdings from more than one source; local needs and interchange requirements. Walter Crawford, chair, encourages participants to submit questions and comments for further discussion relating to the programming and analysis problems of holdings data. If you would like to receive periodic mailings from the Programmers Discussion Group, contact Crawford at RLG, Inc., Jordan Quadrangle, Stanford, CA 94305; (415) 328-0920.

Gary Pitkin, associate university librarian at Appalachian State University (Boone, N.C.), will examine "Retrospective Conversion through Optical Character Recognition" for the ISAS Retrospective Conversion Discussion Group. His presentation will cover the cost-effectiveness of OCR conversion, bid specifications, library/vendor relations, procedures, and methods for monitoring progress.

Discussion Group Chair Anne Adler, Rice University, reports that Pitkin's experience is based on conversion projects conducted at Sangamon State University (Springfield, Ill.) and Southern Illinois University (Edwardsville).

The Online Catalog Discussion Group will hear updates of current online catalog projects, including those at the University of Illinois, University of California, and Mankato State University (Minnesota). Dan Tonkery, University of California at Los Angeles, will chair the Online Catalog meeting as well as the COM Catalog Discussion Group session. The COM Catalog group will focus on catalog production costs, including updates and various format options.

About thirty people attended the Microprocessor Discussion Group's organizational meeting in San Francisco. Harry Broussard, University of New Mexico at Albuquerque, agreed to serve as chair for the coming year. Topics of discussion included the use of microprocessors in libraries for electronic mail, billboards, ILL, serials lists, etc., and the transferability of software, database management systems, multitasking, multiuser systems, brands, periodicals of interest, and how to market one's system. Members will be polled by mail regarding agenda topics for the Midwinter Meeting in Denver.

ISAS News

Please send any news 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

See the ALA Midwinter Calendar on page 3 for VCCS meetings at the Denver Midwinter Meeting.

The Distribution and Exchange Committee is surveying large video database holders in anticipation of standardizing video input formats. Committee members are requested to send completed surveys to Roger Qualters in time for distribution at Midwinter.

Newly appointed Utilization Committee Chair Barbara Ortiz, Anchorage, Alaska, Municipal Library, promises to have the updated and expanded VCCS Information Packet ready for the summer of 1982. Anyone working on the packet should have materials ready by Midwinter.

Any Philadelphia-area VCCS member that can assist with video equipment for the video showcase at the ALA Annual Conference is urged to contact Bob Katz at Albany Public Library; telephone (518) 449-3380.

Word has reached us from the National Video Clearinghouse that the third professional edition of the *Video Source Book* is now available. Included are 34,000 titles of both videotapes and discs for 653 program distributors. The *Video Source Book* is available from NVC or through Gale Research Company.

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

Audiovisual Section

Susan P. Besemer
Section Editor

News from the Field

Mary Madden
Column Editor

Midwinter activities for AVS are listed in the ALA Midwinter Calendar elsewhere in this issue.

Guest columnists Barbara J. Luers and James F. Craig have prepared an interesting article on the Independent Learning Center at the Baltimore College of Dental Surgery. Dr. Craig is chairman of Educational and Instructional Resources at the college; Ms. Luers is a library aide.

Please send items for this column to Susan P. Besemer, State University College at Buffalo, E. H. Butler Library, 1300 Elmwood Ave., Buffalo, NY 14222.

A Museum in a Dental School ???

The Independent Learning Center (ILC) represents an interesting educational and historical cross section, for contained within the ILC is the Museum of the Baltimore College of Dental Surgery. The ILC provides a spacious modern facility in support of the school's nationally and internationally recognized educational program, which focuses on independent learning. The center is equipped with eighty-seven individual and three large group study carrels. Students can view slide/tapes, videocassettes, filmstrips, loop films, and other items that serve as an integral part of the dental curriculum.

In direct contrast to this modern center, the museum, housed in the same facility, exhibits bridgework from an ancient Phoenician tomb dating between the eleventh and fourth centuries B.C. Appliances for supporting teeth discovered in Etruscan ruins dating from 1000 to 400 B.C. and dental extraction instruments used from about A.D. 1750 until the late 1800s are also on display. Students can examine dental chairs and operatory equipment used over the last one hundred years and see the original lecture notes used by Chapin A. Harris, one of the founders of the Baltimore College of Dental Surgery, the first dental college in the world, founded in 1840.

This interesting combination of "old" and "new" has been favorably received by students and has resulted in increased visibility and use of a valuable resource (the museum) that may otherwise have received little attention. Additionally, patients and visitors to the dental school find the museum an interesting area to visit and an educational experience for learning more about the heritage and history of the dental profession.

The museum and Independent Learning Center are open throughout the year Monday through Friday from 8:30 a.m. to 4:30 p.m., with extended hours evenings and Saturdays during the regular academic year. Group tours are welcome, but arrangements must be made in advance by calling (301) 528-3388. — *Barbara J. Luers and James F. Craig.*

Telex Enters Library Market

A terminal system designed for library cataloging, circulation control, and related record functions has been introduced by Telex Computer Products, Inc. The new 476L display terminal is the first library terminal product offered by the Tulsa-based computer company. Telex' development of the new library terminal came from working with large universities where Telex terminals have been installed for data entry and inquiry/retrieval applications.

Unlike other library terminal alternatives, the Telex 476L accommodates the ALA/MARC character set in addition to the Cyrillic and Hebrew alphabets. Diacritics, superscripts, subscripts, and special graphics are included to display entire bibliographic records accurately.

The new Telex 476L operates from an IBM S/360, S/370, S/303X, S/4300, or equivalent system. The display can be used as a stand-alone in branch library environments or in multistation clusters of up to sixteen displays within 5,000 feet for large library environments.

For use in circulation control systems, the new Telex 476L can attach commercially available OCR (optical code recognition) wands or bar code readers for easy and quick processing of circulation records. A low-cost printer, the Telex 281, also is available as a terminal attachment for hard-copy transcripts.

The 476L is priced at \$2,850, with quantity discounts available. Deliveries will begin in the fourth quarter of 1981.

Telex Computer Products, Inc., is a wholly owned subsidiary of the Telex Corporation, based in Tulsa. Telex Computer Products, Inc., manufactures and markets a broad line of computer tape drives and terminal systems. Telex maintains more than 60,000 terminals from more than 175 service locations throughout the U.S.

\$78 per Month for Tomorrow's Videotex Services

Home information videotex services are expected to be widely available within the next few years, with both CATV companies and telephone companies participating in their growth. A newly released forecast from International Resource Development, Inc. (IRD), predicts that subscribers will pay an average of \$78 per month per household by the end of the decade, for use of the new services. For their \$78, subscribers will receive a veritable smorgasbord of services and entertainment, including video games, "teleshopping," bank-at-home, burglar/fire alarm monitoring, and electronic mail services. Even if only 10 percent of U.S. households decide to subscribe to these services, their total spending will exceed \$9 billion. According to the 176-page report, newspaper publishers and TV networks are very concerned that there will be a diversion of advertiser revenues from newspaper and TV advertising, and some observers expect that there will be a slight reduction in the average time consumers spend viewing "conventional" TV programs.

Competition for the household's recreational time will be great, the report predicts. Today, the average household is already spending six hours and thirty-six minutes daily in front of the TV set, which would be expected to grow to

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seven hours and eight minutes a day by 1991, *without* the addition of these new products and services.

Competition for the household's recreational dollars will be equally great. In 1981, the average household is expected to spend \$1,372 on recreation; less than 25 percent of that will be for radio-TV-music-related products and performances. It will take some digging and shifting of priorities to find the money to support the video habit, according to IRD.

Leadership in the development of these services may be gravitating from Europe (where much of the pioneering work was done) to the U.S. "The real spark which may ignite the videotex market may come from Hollywood and show business, rather than from the gray bureaucracies of European government-owned telephone administration," suggests Davis Foulger of the IRD staff, who sees Mattel and Atari playing significant roles in the development of new games and puzzles to be offered via videotex.

Further details on the report (#176), entitled *Television as the Home Information Terminal*, are available from IRD at 30 High St., Norwalk, CT 06851. Phone toll-free (800) 243-5008; from Connecticut or outside the U.S., call (203) 866-6914. Telex 64 3452.

Worldwide Enthusiasm for Prestel Mounts as British Telecom Launches First World Videotex Service

In a world first, British Telecom launched Prestel as a world videotex service today in the Netherlands, Sweden, West Germany, Switzerland, Australia, and Hong Kong, marking the end of the market trial. Prestel will be launched in the U.S. later this year. It has been a commercially operating service in the U.K. since the fall of 1979, providing easy access through a television set and telephone lines to a worldwide computerized database.

Users of Prestel worldwide, including Shell, Unilever, and IBM, now have access to closed user group facilities for intracompany transfer of information; to business-oriented information on shipping from Lloyd's of London and commodities prices in London, New York, and Chicago, from Intercom Videotex. In addition, for the first time, users will be able to access the 185,000-page business and consumer database, available until now only in the U.K.

School Uses Microcomputer to Replace Card Catalog

The system at Mountain View Elementary School was developed using an Apple II microcomputer and a Corvus 10 megabyte hard-disc system. The custom software allows students to access the catalog by subject, author, and title. The system has a total cost of eight to twelve thousand dollars. It is well accepted by the students and is increasing interest and enthusiasm in the library.

The system was demonstrated at ALA in San Francisco and will be available for inspection at Midwinter in Denver, when the circulation component should also be complete. For more information contact Betty Costa, (303) 466-1791 (work) or (303) 428-2929 (home).

Data Courier Announces Two New Training Aids

Data Courier, Inc., producer of ABI/INFORM and Pharmaceutical News Index, announces two new training

aids: LEARN INFORM and LEARN PNI. Topics covered in LEARN INFORM are background and effective use of the file, building search strategy, use of controlled vocabulary and journals lists, and refining search skills. LEARN PNI includes file background, free text searching, building search strategy, making the user guide work for you, and sharpening search skills.

Each training package, in hardcover binder, is \$25 per set, surface mail included. Discount rates for additional workbook copies in loose-leaf are available. Orders payable in U.S. funds, and requests for more information should be directed to Audio Training, Data Courier, Inc., 620 S. Fifth St., Louisville, KY 40202. Call toll-free (800) 626-2823 or telex 204235.

WLN-DataPhase Interface

The Tacoma (Washington) Public Library in cooperation with Boeing Computer Services (Seattle, Washington) has developed an intelligent interface between the Washington Library Network and the DataPhase circulation system. This interface operates on a Terak 8510a microcomputer system, with two dual-density floppy-disc drives. The system is called UNIFACE, and is designed to capture bibliographic data from WLN and transfer it to the DataPhase circulation system in full MARC format, and also to utilize the captured data for producing order forms, catalog cards, and other products. The programs are generalized, and it is planned that they will be able to interface with other circulation systems.

For more information contact Lare Mischo, Automation Systems Manager, Tacoma Public Library, 1102 Tacoma Ave. South, Tacoma, WA 98402; (206) 593-5654.

Marketing Interactive Telecommunications in the '80s

A seminar directed to communications professionals who want to learn more about interactive media, increase planning and marketing skills, and introduce a system within an organization or to a customer is scheduled for March 16-17 in Orlando, Florida.

The seminar will focus on critical factors in marketing/implementing interactive systems. It will help you understand the marketing environment and the mix of product, place, price, and promotion; identify potential users and the demand for interactive services within an organization or across an industry; compare applications of audio teleconferencing, audiographics devices, videoconferencing and communicating through computers; learn why some systems succeed and others fail; develop and use a strategic marketing plan to introduce media to key management; and apply implementation strategies to put a system in place.

The program fee of \$325 includes all seminar materials, two lunches, a dinner, and refreshments. Please include payment or a purchase order with your registration form. Make checks payable to University of Wisconsin-Extension. To reserve accommodations contact Hilton Inn Florida Center, 7400 International Dr., Orlando, FL 32809; (305) 351-4600. Please say you are attending this seminar.

This seminar is authorized for 1.4 Continuing Education Units (CEUs), and professional certificates will be awarded to participants.

For information contact the Center for Interactive Programs, Old Radio Hall, 975 Observatory Dr., Madison, WI

53706. If you choose to call, ask for program coordinators Diane Chalgren or Chris Olgren at (608) 262-4342.

Teleconferencing and Interactive Media '82

The sixth international conference on interactive telecommunications sponsored by the University of Wisconsin-Extension is scheduled for May 19-21 in Madison, Wisconsin. The program will focus on the latest applications and trends in using audio, audiographics, video teleconferencing, computer conferencing, electronic mail, and viewdata/teletext systems.

A preconference workshop, "Introduction to Teleconferencing," is tailored to people who are relative newcomers to the field or those who want a basic refresher. It is designed to give participants a practical grounding for the conference sessions. Included are discussions of how teleconferencing is used, types of systems, its effectiveness for meetings and training, and major considerations in operating a system.

The program fee for the conference is \$375. The fee for the conference and the preconference workshop is \$425. The fees include all program materials, the book of published papers, two lunches, a dinner, reception, and refreshments. A \$25-per-person discount is offered to paid registrations mailed by February 1.

The conference and workshop are authorized for Continuing Education Units (CEUs), and professional certificates will be awarded to participants. For further information contact: Center for Interactive Programs, Old Radio Hall, 975 Observatory Dr., Madison, WI 53706; (608) 262-4342; Attn.: Chris Olgren or Diane Chalgren, Program Coordinators.

Standard Fare

Pierre Badin LaTes
Column Editor

TESLA meetings during the course of the Denver ALA Midwinter Meeting will be working sessions. Topics for discussion include: checklist on cassette recorders; recommended minimum fields to be used for various in-house automation functions and the maintenance of MARC compatibility; checklist for personal computer hardware; requirements for an inexpensive CRT with full MARC (ALA) character set capability; etc. The discussions on these and other matters are open to all who have an interest. Meeting times are 9:30 to 11:00 a.m. on Saturday, Monday, and Tuesday. Please check the conference program for locations. We look forward to your participation and contribution.

This month's guest columnist is the former chair of TESLA, a most effective individual who is capable of eliciting useful dialogue for practical application. Walt Crawford's article is most timely since ANSC Z-39 has recently established Subcommittee V, Standard Identification Numbers for Libraries, Library Items, and Patrons. With the growing and pervasive application of numbering systems, his brief column is meant to be somewhat provoking—hopefully leading to views, suggestions, and recommendations from the field. If this item generates your interest, let's hear from you!

Idiot Numbers

Paul Lagueux's excellent column last issue about Standard Address Numbers (SANs) failed to mention one crucial fact about SANs: they are *idiot numbers*. So are ISSNs (though not ISBNs). A few notes about idiot numbers may be in order.

Idiot numbers are not numbers designed by idiots, though it may be fair to say that they are (partly) numbers designed *for* idiots.

Idiot numbers are useless except as one-to-one pointers: they have no independent significance, and are useless for sorting, grouping, or indexing. Thus, if you know that the ISSN for *Time* magazine is 0040-871X, you can't imply anything about ISSN 0040-8721. On the other hand, if you know that ISBN 0-444-00287-7, *PL/I for Programmers*, is published by Elsevier-North Holland, you can expect that a search on 0-444 would retrieve other Elsevier-North Holland books.

Is there a requirement for an idiot number to identify library agencies? Not really: we've had unique library agency identifiers for decades now, which are mnemonic to some extent, group libraries by state, are generally easy to remember, and are centrally administered to prevent duplication. They are used in tens of millions of records—distributed original cataloging in the MARC format would be difficult without them—and they are usually called NUC symbols in honor of their original use in the National Union Catalog (NUC). (Of course, NUC codes don't identify publishers and distributors, but that's a different problem that has been satisfactorily addressed by the SAN.)

As good as NUC codes are for people, they do have some problems: they are variable in length, alphabetic, and rely heavily on the *case* of the letters: *COC*, *COc*, and *CoC* are, respectively, California College of Arts and Crafts (Oakland), Oceanside Public (California), and Colorado Springs Public (Colorado). Also, checkdigiting methods for alphabetic strings are difficult to establish and expensive to operate; NUCs don't carry check characters.

Teleconference Response Form

To: Don Hammer, Executive Director
LITA, American Library Association
50 E. Huron St.
Chicago, IL 60611

I intend to come to the ALA miniconference nearby.
yes _____ no _____

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All of which means that NUCs are not ideally designed for low-cost optical scanning or for computer validation. In other words, the electronic idiots on which we depend would have difficulty with them. So, in a very real sense, idiot numbers *are* for idiots: electronic idiots of very high speed and, too often, very low flexibility.

While some of us feel that this special treatment should be obsolete, it is crucial to remember that standards arise for economic reasons; as long as it is economically preferable to use idiot numbers, standards will be designed that way. — *Walt Crawford.*

Did You Know?

MARC formats for books, serials, films, manuscripts, maps, and music are now published in an integrated loose-leaf form. Published and available from LC Cataloging Distribution Service, *MARC Formats for Bibliographic Data* is a welcome improvement in timeliness and ease of revision over previously issued MARC formats and respective addenda that were separately issued. For more information, write LC CDS, Navy Yard Annex, Washington, DC 20541.

Office of Management and Budget (OMB) Circular A-119 established policies to be followed by the federal government agencies in working with organizations that plan, develop, produce, and coordinate voluntary standards, etc. This should reduce the cost of developing and using standards, serve the public interest, and further the federal government's general policy of relying on the private sector. However, OMB Circular A-119 applies *only* to executive branch agencies. Wouldn't the public interest be better served if the other two branches of government, namely, Congress and the judiciary, were also guided by these policies?

Ever wonder what the term UNISIST means? Wonder no more! UNISIST is not an acronym, abbreviation, or anything of that genre. UNISIST is a word that was invented based on concepts or notions associated with United Nations programs and areas of concern dealing with *international, unification, information, systems, science, technology*, etc. Indeed, UNISIST is a UN program that is best understood by its subtitle, i.e., Intergovernmental Program for Cooperation in the Field of Scientific and Technological Information.

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