

LITA newsletter

LIBRARY AND INFORMATION TECHNOLOGY ASSOCIATION

Number 15, Winter 1984

ISSN 0196-1799

Carol A. Parkhurst, Editor

Redefining Our Roles

Each of the four keynote speakers at the LITA conference suggests that it will not be long before we will have to redefine our roles as librarians in light of the new technologies. Howard L. Resnikoff, vice president and director of research for the Thinking Machines Corporation, asks why libraries should merely act as conduits for information. Libraries are only in part of the business they should be in; they should add more content value to their services. The performance of an evaluative function and a means of identifying the relatedness of content will become increasingly more valuable as the size of the information pool grows.

Ithiel de Sola Pool, in "Looking Down the Road of Technological Change," sees an enormous proliferation in the number of places from which one gets information. Pool, director of the Massachusetts Institute of Technology Research Program on Communications Policy, hypothesizes that the problem of certification of information will become much greater; with so many sources of information, people will need guidance. This could be a crucial role for the library, while the archiving role may well decline.

The economics of Pool's scenario raise questions about the "free" library. In the past, charging was based on the copyright system. Beyond the charge levied at the printing stage, there was no attempt to keep track of the product or to control multiple reads. With the new technology, copying has become easy. There will be charges in different places: for technical assistance, directory service, transmission, etc. The library is apt to find itself within rather than outside of the payment scheme, with serious consequences, such as discrimination against activities that provide no revenue (e.g., archiving). Reference librarians have not charged for "directory assistance" in the past, but can this service remain free when it reaches much greater proportion and cost? Obviously, we cannot go all the way with the "marketplace should rule." The principle of the subsidized library is "clearly right," but how is it to integrate with the complex information delivery pattern of the future? Libraries will have to do as higher education has done—insist on public funding and at the same time learn to be "entrepreneurially aggressive."

John Wicklein, journalist and educator, examined the topic "Will the New Technologies Kill the Public Library?" The answer is not certain; public libraries will not survive unless librarians think of themselves as active providers of information and services rather than passive repositories of books. The librarian needs to be an "informed guide" to the material. Is it possible that the need for a physical plant will diminish? Interactive video could take over many functions, but the poor will

not have access to these machines. The role of the library as a place where people come together to address some basic human needs—to sit quietly, hear a lecture, see a movie, attend a public meeting—should be emphasized more. The library is an ideal base for a "community communications center," including cable TV.

Wicklein and Senator Charles Mathias, Jr., both discussed a pending bill to reform the Freedom of Information Act. Wicklein sees the present administration as intending to dismantle government information services and turn them over to private enterprise. The public would have to pay twice for information; once with tax dollars and once again to private vendors. Private vendors, furthermore, could refuse to distribute information for which there is no market. Senator Mathias pointed out that the Freedom of Information Act forbids the government from charging for anything except search and reproduction fees for disclosure of government information. Even technological information, generated at huge cost, is available to anyone for the cost of a postage stamp. The FOIA reform bill would authorize the government to charge a "fair value fee" or royalty for "commercially valuable technological information." This has some users of government information "seeing red."

Senator Mathias, as chairman of the Judiciary Committee's new Subcommittee on Patents, Copyrights and Trademarks, is grappling with another major revision of the copyright law. The 1976 law lags far behind the current technology, and the subcommittee will have to wrestle with many tough issues, including library photocopying. If copyright serves the greater interests of society, failing to protect such rights is not excused by the fact that the new technologies have made their protection more difficult. The committee will try to take a long view, else the laws will soon be overtaken again by advancing technology.

Potter Appointed ITAL Editor

William Gray Potter has been appointed editor of *Information Technology and Libraries (ITAL)* beginning with the first issue of 1984. Potter is assistant director for acquisitions and circulation at the University of Illinois Library at Urbana-Champaign and holds the academic rank of associate professor of library administration. Potter chaired LITA's 1980 institute on serials automation and served as deputy chair of the LITA national conference in Baltimore.

LITA National Conference

Editor's note: following are brief summaries from selected papers and panel discussions. The full text of all contributed and invited papers and summaries of panel discussions will appear in the conference proceedings, to be published in 1984 as one of the first volumes in a LITA series.

From the Conference Chair

"Information and Technology: At the Crossroads," the first LITA national conference, stressed that the information explosion, emerging technologies and people are at a unique crossroads. We must seize the opportunity to guide these forces to achieve our primary goal of information dissemination.

As James Burke suggested, "The only sure thing about tomorrow is that change is probably an absolute." Our training to be information handlers has to change, our utilization of people has to change, and our approach to serving the information needs of users has to change. This conference was intended to serve the needs and interests of librarians in accepting the challenge of guiding the use of new technology and the people who will be using it in an exciting future.

We are most pleased with the positive response to the first LITA national conference. There were 1,545 participants and seventy-five exhibitors at the conference. The exhibits displayed products of prime interest to the participants. The uses of technology from the electronic mail system to the teleconferencing demonstration to the software exchange were most enthusiastically received. The Demo/Expo brought the suggestion from most participants that it be repeated and expanded upon in the future.

The topics discussed at the conference were far ranging and diverse. The contributed papers presented research and studies to challenge even the most sophisticated librarian. The panel sessions provided an opportunity to hear from practitioners and encouraged audience comment and participation. The state-of-the-art talks demonstrated the extent to which we've progressed within a fairly short time. Our keynote speakers expressed a common theme encouraging librarians' active participation in their own future.

We are currently in the process of evaluating the conference. We would be most pleased to hear from participants about how we could have made the conference even better. We're

also investigating whether another LITA national conference should be held—and, if so, when and where. Please let us hear from you.—*Berna L. Heyman, College of William and Mary in Virginia.*

Online Catalogs

William Gray Potter of the University of Illinois at Urbana-Champaign delivered the state-of-the-art paper on online catalogs. Potter began with a working definition of the online catalog as an automated library system that provides at least the same features as the card catalog and is available to the public.

The systems currently in operation go far beyond this basic card catalog requirement. They provide more access points and greater searching capability; they permit Boolean searching, limiting of searches, browsing online; and they provide potential or realized authority control and user-friendly interfaces.

The online catalog actually moves in two directions—toward the broad and toward the narrow—on the one hand providing greater access to bibliographic information and on the other providing specific access to the physical collection. The importance of the information about the physical piece must not be overlooked; for the patron, finding out about the item's whereabouts is all-important.

Four trends are emerging that indicate online catalogs will give better access. The first is the move toward integrated systems. Librarians want to be able to update information common to cataloging, circulation, acquisitions, and serials check in from the same terminal and with a simple operation. Integration in its strictest sense requires that the same record be used for all functions, but the term is also applied to a computer using different systems with a linking interface and to using different systems and different computers with a linking interface. Examples of integrated systems are NOTIS, Ohio State's LCS, VTLS, and systems of most turnkey vendors.

The second trend is toward using brief transaction records for handling most of the processing and transactions. The MARC record remains, but the brief record stripped of its tags, subfields, etc. satisfies most searching needs and is simpler and cheaper to search. Dual work is avoided because updating the MARC record updates the associated brief record automatically.

The third trend is toward the intelligent terminal, which allows storing a program in the terminal so that a full screen can be edited and processing time saved. The importance of this is in the future: a record can be brought to the microcomputer, copied onto a diskette, and worked on there using local intelligence to massage the data. More than one communications port could be used to communicate with the local catalog and with a database such as DIALOG. The availability of bibliographic records could thus be checked in the local catalog for a project such as bibliography construction. As processing becomes cheaper, more intelligence can be closer to the user.

The fourth trend is the emphasis on "localness." Designers of online catalogs recognize that online catalogs are local records, and so are working toward improved subject access and detailed holdings information. Actually, all functions—acquisitions, circulation, check in, and cataloging—are, from the user's viewpoint, important only if they indicate whether "the user can have the item and have it quickly."

One implication of these trends is that processing can be decentralized. Another is that catalogers with in-depth knowledge can be put in areas where they will serve best.—*Teresa Edwards, College of William and Mary.*

The *LITA Newsletter* is published quarterly by the Library and Information Technology Association, a division of the American Library Association. Editor is Carol A. Parkhurst; News and Communications Editor, Patrica Barkalow; Audio-Visual Insights Editor, Janice Woo; Information Science and Automation Section Editor, Jean Swanson; Video and Cable Communications Editor, Robert A. Katz.

The *Newsletter* is sent free of charge to all division members. Copies are available only through annual LITA memberships; there is no single-copy price. Back issues and division membership blanks are available from LITA Executive Director Donald P. Hammer, ALA, 50 E. Huron St., Chicago, IL 60611.

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Subject Retrieval

David Batty, president of CDB Enterprises, in discussing the state of the art in subject retrieval, noted the interplay between indexing and computers when he said that understanding the concepts of indexing has inspired use of computer technology and, in turn, computer capability has inspired certain kinds of indexing.

The concepts of indexing may be described as the kinds of index language used to control the object descriptions included in indexes: keyword indexing, subject headings, natural-language phrasing—classification of various kinds. Computers have changed how we use these concepts.

Some of the indexing families began to crumble under the size of collections, complexity of subjects, and complexity of questions asked of the collections. The computer rescued these families with the result that human-readable indexes are now available that were not before because of the expense of retyping and recopying multiple entries.

Probably the best known and most significant application of the computer in subject index retrieval is PRECIS (preserved context indexing), which was designed for and is used in the *British National Bibliography*. The key to the system is human analysis. An analysis of the string "assembly of wooden boxes by robots in Silver Spring" reveals the process (assembly), an agent (by robot), a location (Silver Spring), and a viewpoint.

PRECIS shunts the terms into their various positions to produce access points based on human analysis, but the program runs entirely by computer. Thus we have an expression of, and in part a resolution of, a paradox in information and library science in which high-level intellectual concentration and organization is preforce combined with low-level organization. Filing, for example, has demanded the services of the highly paid to ensure that cards are not dropped just anywhere. Yet that task is better suited to automatic means. We can now have computers sort, file, display, move topics around, and even look up other entries and note further aspects of the topic as PRECIS demonstrates.

Two or three microcomputers are now able to sort, file, index, print, and display. And there are at least two software packages available for a few hundred dollars—dBASE II and Q-PRO 4. The high-level intellectual analysis and organization, however, must still be done by humans.

This intellectual analysis is what the state of the art now demands. We need a better understanding of the intellectual structures that lie behind the kinds of indexing systems. We may have software and machines to enhance them, but we need an understanding of what we need to have done, what the systems are for, what they can do, and how best they can do it, or we will never be able to tell the machines what to do for us.—*Teresa Edwards*.

Managing AV Services

Charmaine Yoachim of Prince George Community College coordinated this panel discussion, which dealt with the impact of new formats on audiovisual services in libraries. Connie Tiffany began with a short film introducing the Iowa City Public Library. Timely and well-planned response characterizes this library's reaction to the rapidly changing AV technology. Materials of all formats, including books, are intershelved, and throughout the library equipment is strategically located and bolted down. The library leases a room to a cable TV company for local broadcasting, has its own cable channel, and makes a meeting room available to civic organizations, including the

city council, whose meetings are videotaped. The library's commitment to the new technologies, however, has raised numerous questions and problems. Will the public accept a new catalog on cable? How can the library prove itself to the non-computer generation? From what sources can funds for materials in new and often expensive formats be found?

Allan Rough from the University of Maryland library outlined his AV department's development plan to 1990. Cassettes will remain the preferred audio format, while phonorecords, which have already taken a back seat, will become entirely obsolete. In the area of video, film is already too expensive for most budgets and is a second choice to VHS videocassettes. These, however, are also obsolete and will be replaced by the end of the decade by laser video discs. As important as the materials, Rough stressed, is the equipment. A cycle of replacement must be built into the long-range plan and budget, appropriating an amount equal to 30 percent of the software budget to hardware replacement.

Arlene Farber Sirkin, formerly of the U.S. Army AV Center, emphasized planning and setting priorities in meeting the impact of new AV technologies. To be effective, one must identify user groups, identify groups who can provide services or funds, and fully document plans.

How can the AV librarian accommodate the new technologies when the old are still in demand? Decisiveness is the key, according to Sirkin. Make your decision on whether to accept a new format or not and follow that policy, remembering that you cannot have everything. Tiffany warned AV librarians of the folly of trying to provide all formats. If possible, formats should not be chosen until a dominant one emerges from the consumer market.—*Stephen Marine, College of William and Mary*.

Automated Authority Control

Coordinator Larry Millsap introduced the panel. Suzanne Liggett of the Library of Congress described the Name Authority Coop (NACO), which is the cornerstone of LC's gradual move toward decentralized cataloging. NACO began in 1977 and consists today of more than thirty large academic libraries, state libraries, LC, and GPO. It enables member libraries to put name authority records into the LC online name authority file. Harvard and the University of Chicago do this directly, whereas other member institutions send the information by mail to LC, where staff members input it. LC has initiated other related projects, including the Linked Systems Project that will allow WLN and RLIN members to input name authority records directly, and a series authority cooperative.

The Washington Library Network is firmly committed to efficient and accurate authority control, according to Erlene Rickerson of that network. The WLN database consists of four files: the bibliographic file, the authority file, the holdings file, and the key file. Each bibliographic record is assigned an internal sequence number, to which information in the various files is linked. The authority file includes both names and subjects, one record for each heading. Each of these can be linked to as many bibliographic records as is necessary. More than three million authority records, with cross-references and notes conforming to LC standards, are on file.

MELVYL, the University of California's systemwide library automation system, is similarly constructed. Kathy Klemperer of the Division of Library Automation explained that within the database exist both a bibliographic file and an authority file. The authority file, which includes personal names, corpo-

rate body names, and series titles, consists of records based on the LC MARC authority format. A single authority record for each name or series title can be linked to many bibliographic records.

Scott McFarland, representing Xerox-R. R. Bowker, described the subject authority file and the publisher's name/address authority file developed and employed by that company. He emphasized particularly the accuracy and cost efficiency of having such authority information readily available.—*Stephen Marine.*

User Reaction to Online Catalogs

Gary Lawrence of the University of California reported on the Council on Library Resources online catalog user study. The council funded five organizations to conduct a coordinated study in twenty-nine libraries using seventeen different online systems. Some eight thousand patrons participated in the study. The study indicates that there is a direct correlation between a patron's usage of the library and the amount of satisfaction that patron receives from the online system. As many as 93 percent of frequent patrons show a high degree of satisfaction with the online catalog. Even less-frequent patrons rated the system with a 69 percent success rate.

The four main factors that produce user satisfaction are: (1) subject search capability; (2) good library support services, such as staff assistance and brochures; (3) ease of command and control of the search through good search techniques; and (4) known-item searching.

The Library Control System (LCS) at Ohio State University has been available to the public since January 1974. There are now 114 terminals in use handling up to 17.2 million transactions per year. Sue Pease reported that the terminals are up 103 hours per week, with less than 3 percent downtime. A user study revealed that 82 percent of users expressed satisfaction with their searches. Thirty-three percent of the users learned to use the system themselves with the aid of brochures. User education plays a big role at Ohio State. All freshman are taught to use the system. At OSU it was discovered that the ease of use of the terminals themselves was an important consideration for patrons. Earlier terminals required patrons to erase previous inquiries before proceeding with a new search. The purchase of new terminals has eliminated the need to erase previous inquiries much to the delight of users.

The University of Guelph in Ontario, Canada, has fifteen (soon to be fifty) public use terminals for twelve thousand students and faculty. The inquiry mode of the Geac circulation system is used. Of seven hundred patrons queried in a user survey, 80 percent endorsed the online catalog. Eighty-eight percent of these patrons cited satisfaction with their search results. It was determined that users have three basic needs for successful online searching: (1) a sufficient number of terminals; (2) good response time; (3) one place to look for a record. Other factors noted for a good online catalog: the system should be self-teaching through reasonable help screens, the online catalog should be notably different from the card catalog, and there should be a continuous evaluation and updating of the system. The Boolean search module due on Geac in 1984 should greatly enhance the online catalog.—*Evelyn Brass, University of Houston.*

Consumer Electronics

After narrowing the focus of his talk to audiovisual and home computer equipment, Leon Drolet stated that in the

consumer electronics industry obsolescence, planned or otherwise, and market penetration are the driving factors. The consumer has four levels of equipment to choose from: professional or state-of-the-art quality; industrial, of durable high-performance value; educational, of reliable and rugged quality; and consumer, for casual use. Libraries should buy equipment at the educational level, since it will probably get heavy use. Among the new developments to consider, or at least keep an eye on, are the compact disk player, liquid crystal TV, a combination audiovisual disk player, and a combination video camera-recorder.—*Mary Boulanger.*

Economics of Serials Management

After an introduction by panel coordinator Emery Koltay of Xerox-R. R. Bowker, David Russon of the British Lending Library began the discussion with his vision of how serials publishing is likely to change in the near future. The industry will remain healthy, but must adapt to technological change if it expects to offer an affordable product. Online access to individual journal articles and electronic storage of the exponentially growing mass of knowledge will certainly be with us by the 1990s.

Technology, according to Joseph Price of the Library of Congress, will drastically affect serials publishing and in turn the economics of serials management. Journal costs should stabilize and eventually be reduced when such technologies as optical disc storage are widely available.

A crisis in serials publishing exists today because of the extremely inefficient format and declining demand, in the opinion of Peter Urback of Pergamon Press. What is more, he sees no immediate remedies; technological advances are of little help in the short run. Eventually, however, new technologies will save journal publishing, though the product will have an entirely different face.

Karen Hunter of Elsevier Science Publishers also sees little change in serials publishing in the next five years. Prices will continue to increase due to inefficiency. A decade from now, however, the journal as we know it today could be a relic. Technology will allow authors to electronically submit articles to publishers, who in turn will make individual articles available electronically to readers for a fee.—*Stephen Marine.*

Impact on Library Organization

The "Impact of Automation on Library Organizations" was a panel discussion with moderator D. Kaye Gapen and panelists Hugh Atkinson, Russell Shank, and Mary Fisher Ghikas. Gapen posed several questions for the panel and members of the audience.

The first was, "What does automation require or let you do in a library organization?" Before automation, a department usually had to be organized around a file, such as a shelflist or authority file. With automation, the physical location of people is no longer dependent on the physical arrangement of the files. Another panelist suggested that it is easier for management to find out what's going on and monitor various processes in a "flat" versus a "hierarchical" organization. A higher percentage of staff as opposed to line administration is likely, as well as a rise in coordinator/evaluators. There is also likely to be staff frustration when program or systems personnel are brought in to the organization at higher salary levels than the rest of the staff.

This led to a second question, "What successes or failures can occur in staff/automation situations?" One of the big suc-



Berna Heyman and Tom Cassidy, executive secretary to Maryland Governor Harry R. Hughes.



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Keynote speaker Ithiel de Sola Pool, author of Technologies of Freedom.



The Video Swap Shop.



Janet Bruman of CLASS gives an ONTYME electronic mail tutorial.



Joan Maier McKean at the LITA teleconferencing booth.



Exhibits were mostly automated systems and services.

cesses has been the creation of speed cataloging sections. High on the list of failures is lack of motivation, especially when the staff has not been brought in on the planning for automation. The final question posed by Gapen was, "How do we get from today to tomorrow?" All panelists agreed that what is most important is for those working now to be reeducated or "re-tooled" in the new systems, or live with frustrations until retirement. Library budgets must have funds for this training, but it is also the staff members' own responsibility. Various models for change, including committees or task forces that allow aptitude in technology among staff to emerge, will have varying costs but are necessary for successful implementation of change.—*Mary Boulanger, University of Wisconsin.*

Government Information

Kenyon Rosenberg of the National Technical Information Service (NTIS) addressed the topic of "Government Information in Electronic Form." The federal government has approximately fifty thousand databases, fifteen to twenty thousand in electronic form. The largest group is that of personnel or financial databases, with other types including statistical, demographic, and bibliographic databases in many subject areas. Most are internal, but some, like NTIS, are available for searching by the public through database vendors. Rosenberg stated that more and more government-produced information will be available only in various nonprint or electronic formats.

Parts of the NTIS database will be marketed on magnetic tape or floppy disk, and a down-loading agreement will be available in 1984 for users with microcomputers. There are efforts under way to ensure public access to federal information in electronic form by making it available through depository libraries.

A joint congressional committee should be publishing its findings on the matter soon.—*Mary Boulanger.*

Integrated Automated Systems

Some notable comments from the panel discussion moderated by Pat Barkalow:

- The only asset that will move forward to the next automated system is the database. Not enough attention is being given to database management and security. How will we get the data out of one system and into another?
- Certain activities ought not to be automated.
- There will be benefits from an automated project if there is central agreement among top levels of staff to support the project.
- The library world is blessed with millions of conventions and only a few standards.
- Do it right; don't do it over.
- How would you react if the users of your library formed a user group?

Cable Communications

Those who attended the workshop on "Cable Communications" were treated to a full day of information on using cable technology. Henry Geller of the Washington Center for Public Policy Research gave an overview of the cable industry, which soon will reach 50 percent of the homes in the U.S. With a strong lobby, the cable industry is pushing for federal legislation that will give it more power in dealing with local governments.

Kenneth Dowlin addressed the question of why libraries should be involved in cable. One reason is that cable can be

used as a vehicle for public access. Libraries will soon need to develop electronic ways to deliver information, in order to ensure that libraries are not bypassed as information providers. Librarians must also get more sophisticated politically, argue for more standards in interconnection, form vendor user groups, and generally communicate more among themselves.

Richard Boss talked about the use of cable technology for data transmission. Although cable has a capacity for transmitting data one hundred times faster than telephone lines, he feels that cable probably won't be heavily used for many reasons, including the industry's preoccupation with entertainment rather than data. Libraries should look at cable as only one element in a communications system and should look to organizations such as LITA for information and mutual support.

Most of those who attended the workshop left not only with loads of information, but with challenges as well.—*Mary Boulanger.*

Contributed Papers

Editor's note: The range of the eighteen contributed papers illustrates the broad diversity of interests among current LITA members. Two of the papers are briefly summarized here; all will be printed in the conference proceedings.

The topical issue of radiation exposure from computer terminals received attention in a paper written by Louise Saylor, Eastern Washington University. "VDT's in a Medium-Sized Academic Library: Concerns and Responses" described the library's efforts to conduct scientific analyses on behalf of worker safety. A committee pursued four paths: (1) met with university radiation safety officers, (2) maintained an ongoing VDT file, (3) distributed folders of information discussing VDT hazards to new personnel, and (4) conducted tests with dosimeters.

For three months, ten library employees wore badges intended to store radiation for later examination. Similar devices were placed either on OCLC terminals or suspended from them at roughly the distance of an operator. Lab tests confirmed that accepted radiation levels had not been exceeded and that known dangers were not apparent. One question remains unanswered: What threat does long-term negligible exposure pose?

For library managers hoping their libraries will emerge triumphantly from the rapidly evolving technological mire, Donald Riggs presented "Strategic Planning and Library Technology." Riggs, Arizona State University, emphasized techniques for administrators engaged in determining the application of new technologies. As a "top down process," strategic planning involves the director, associate and assistant directors, and department heads. Riggs' posited eight developmental stages entailing the mission statement, goals, objectives, strategy, alternatives, policies, resource allocation, and evaluation.

Underscored was the need to perform "backwards analyses," i.e., mapping out where the library will be in five years then working backwards through necessary steps. In closing, Riggs cautioned that a team can do all the analysis it wants, but if it fails to consider the external environment (forces likely to impinge on the library) its plans will prove a good bit less than strategic.—*Ronald Vasaturo, Public Library of Charlotte & Mecklenburg County (N.C.).*

Micro Swap Shop

The Microcomputer Software Swap Shop provided a place for conference attendees to obtain copies of public-domain software. A variety of microcomputers, including a TRS-80 Model IV, Hyperion (IBM PC compatible), Osborne Executive, and an Apple IIe, were loaned to the Swap Shop by local vendors to do the actual copying. Despite some hardware problems, more than one hundred copies were made. Special thanks go to Sol Gertsman of Entre Computer Center, who opened the store after hours and made available IBM PCs for copying, and Pieter Harstook, who brought the entire library of the Washington, D.C., Osborne Users Group (a total of more than eighty disks)! A list of Swap Shop software and contributors is available from John Welsh, NOAA/MASC, Library Division, AT/MC5, 325 Broadway, Boulder, CO 80303.—*John Welsh.*

Conference Audiocassettes Available

Audiocassettes of LITA national conference sessions are available for \$7.95 each from Information Yield, 311 Stonecrest Dr., Syracuse, NY 13214.

Proposed LITA Reorganization: 1st Draft

The Long-range Plan Implementation Committee is now reviewing a first draft of a proposed new function statement and organizational structure for LITA. Following the intent of the original long-range planning committee, the sections will be eliminated in favor of divisionwide administrative committees, functional/topical committees, and interest groups. The intent is that interest groups can be started very easily, would require a minimum of officers and organizational structure, and would be eliminated when a topic is no longer of interest to members.

Two open HEARINGS on the reorganization have been scheduled at ALA Midwinter on Saturday, January 7 (9:30–11:00 a.m.) and Thursday, January 10 (11:30 a.m.–12:30 p.m.). A revised draft will be mailed to chairs of sections, committees, and discussion groups prior to the hearings, and additional copies will be available at the hearings. ALL LITA MEMBERS WISHING TO EXPRESS OPINIONS ON THE REORGANIZATION ARE URGED TO ATTEND ONE OF THE HEARINGS.

Organizational Summary

FUNCTION STATEMENT: The Library and Information Technology Association shall focus on access to information through technology. INFORMATION is viewed as content. ACCESS is viewed as linking the person with an information need to content which fulfills that need. TECHNOLOGY is viewed as a tool for providing access to information. LITA is viewed as a source of leadership linking librarians and technology for access to information.

As such, LITA shall concern itself with the planning, development, design, application, and integration of technologies within the library and information sciences environment, with the impact of emerging technologies on library service, and

with the human effect of automated technologies on users. Its major focus shall be on interdisciplinary issues and emerging technologies, such as telecommunications and systems integration, with the intent that appropriate activity-oriented ALA divisions will subsume technological applications as they become incorporated into the field. Within these areas, LITA shall encourage and foster research, promote the development of appropriate standards, monitor new technologies with potential applications in information science, develop models of future library automation use, examine the human effects of automation on users, disseminate information, and provide a forum for the discussion of common concerns.

OFFICERS AND BOARD OF DIRECTORS: President (1-year term); Vice-President/President-elect (1-year term); Past President (1 year); Director (systems background), Director (telecommunications background), Director (Video/Cable/A-V background), 4 Directors-at-large (the 7 directors will have rotating 3-year terms); ALA Councilor. Ex officio: Executive Director and Chair, Bylaws.

The Board shall have an Executive Committee composed of the President, Vice-President/President-elect, Past President, and one Director selected by the Board each year.

ADMINISTRATIVE COMMITTEES (Standing): LITA/GAYLORD Award, Budget Review, Bylaws & Organization, ITAL Editorial Board, Membership, Nominating, Program Planning, Publications. Working committees; may not put on programs or publish.

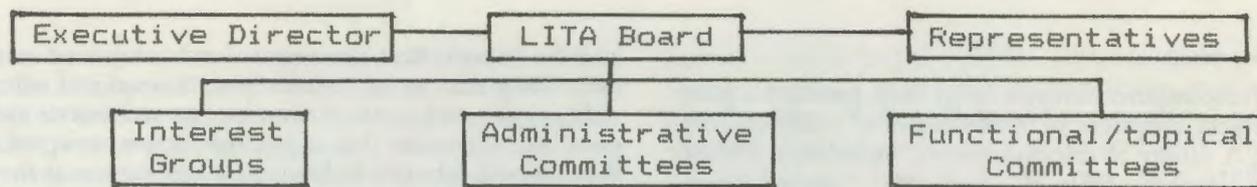
FUNCTIONAL/TOPICAL COMMITTEES (Standing or ad hoc): Catalog Form, Function, & Use, Education, MARBI, TESLA, Legislation & Regulation, Emerging Technologies, Data Base Project (ad hoc), Bibliography Project (ad hoc). Working committees; may also put on programs, institutes, or seminars and may publish. May request program funds.

INTEREST GROUPS: Officers are chair and secretary/treasurer. Represent topics of interest to members. May be formed by petition, with function statement and signature of ten LITA members. Petitions must be renewed every three years, or the interest group will be dissolved. May put on programs, institutes, and seminars and may publish. May request program funds. Initial I.G.'s: Automation/Vendor, Consultant/User, COM Catalogs, Information & Referral, Library & Information Technology, Programmer/Analysts, Microprocessors, On-line Catalogs, Retrospective Conversion, Video & Cable Utilization, Cable Franchising, Systems Integration, Telecommunications.

REPRESENTATIVES: From other units in ALA to LITA, or from LITA to other units within ALA, for coordination with other units. Report to the Board.

FUNDING: The Board shall budget general operating funds for all committees and interest groups as part of their annual budget, to be proposed by the Budget Committee annually. Functional/topical committees and interest groups may request program funds from the LITA Board and from ALA.

TRANSITION PERIOD: Election of section officers, as usual, in spring of 1984, to take effect after summer ALA Conference. Final recommendations on reorganization presented to LITA Board at summer ALA meeting. Membership ballot on new structure mailed with *LITA Newsletter* in fall, 1984. If approved, nominating committees propose officers under new structure at ALA Midwinter Board meeting, January, 1985. Elections in spring, 1985, to take effect after ALA Conference, Summer, 1985.



More from ALA/Los Angeles

LITA President's Program

"Telecommunications: Past, Present & Future" was opened by W. Stanley Brown, who discussed technology and the Bell Laboratories Library Network. Thirty-two libraries serve about twenty-two thousand employees with automated circulation, acquisitions, interlibrary loan, document alerting, searching, and management aids. There is almost a one-to-one ratio between available computer terminals and Bell Lab employees. Brown was enthusiastic about the prospects of electronic literature. Advantages include immediate updating of information, instant transmission, and intelligent retrieval.

Henry Geller, director of the Washington Center for Public Research, noted that the telecommunications industry and the data processing industry are merging. He cautioned against "regulating competition" in new communication fields because it may stifle growth. Although cable penetration may grow from the current 37 percent to 50 percent in 1990, cable will face stiff competition from Direct Broadcast Satellite (DBS), Multi-Distribution Systems (MDS), and videotape. By 1990, cable and telephone services may be on a collision course. Concerning DBS, Geller predicted that the first operator may lock up the market. DBS services will be popular mostly in rural areas that are unserved by cable. Geller warned that with new information technologies, privacy may become a casualty.

Richard Adler, from the Institute for the Future, discussed the library's role in the new information environment. Adler questioned who will control information and access to information, then presented his model for an Integrated Services Digital Network that would provide everyone with access to information anytime, anyplace, and anywhere. On the new technologies, Adler sees an increase in audio, video, and even computer teleconferencing, and pointed out that 90 percent of the teleconference cost is the telecommunications. Cellular radio will allow information terminals to be truly mobile, and working at home may become an attractive option. He criticized the government's lack of leadership in developing technologies, citing the French, who have set standards and given direction. The new technologies present a challenge to libraries to find a role in the commercialized high technology information industry.—*Bob Katz.*

Image Storage, Document Delivery, and Electronic Publishing

David G. Remington, from the Library of Congress, moderated the program on the use of optical disk technology by libraries and publishers.

The Optical Disk Pilot Program at the Library of Congress was described by Joseph W. Price. LC is investigating the use of optical disks for the preservation and retrieval of both print and nonprint materials. The advantages of optical disks are high-density storage, ability to withstand usage and wear, random access, and capability to electronically monitor the degradation of the disk itself. Digital disk technology performed by lasers is being used to reproduce print materials; analog disk technology is being used for nonprint items. The differing qualities of analog and digital processing makes the use of both advantageous at this time. Eventually, a merging of the two technologies is expected.

Although the technology and management of the project have been successful, the implementation of complete access and the resolution of copyright problems have yet to be achieved.

An optical disk project conducted by the publishing community was described by Karen Hunter, Elsevier Science Publishers. The Adonis project was conceived to use optical disk technology to provide on-demand, fast, low-cost, full-text reproduction of individual articles in the fields of science, technology, and medicine. Publishers would send copies of their articles to Adonis to be digitally reproduced on optical disks.

To make the project economically viable, fees would be charged to both publishers and library users. Elsevier began work on the project in 1979. By 1981, a consortium of six publishers had been formed to plan and implement the project. For the publishers, there were many good reasons to undertake the project. They received no revenue from existing document-delivery services, interlibrary lending and photocopying of single articles was increasing, traditional publishing of single-article copies was not viable, and the copyright law had not provided relief. The economics of the project showed that two hundred publishers in addition to those in the consortium were needed to supply articles for the service. The fact that contributing articles would not be free, however, caused many U.S. publishers to decline participation. This, in addition to antitrust law concerns, led Wiley and Academic to withdraw from the project in 1982 and for Pergamon to follow in early 1983. The Adonis project came to a close in the spring of 1983. Although the project was never fully realized, Adonis did bring increased attention to document delivery, increased knowledge of technology to publishers, the concept of publisher cooperation and coordination, and, perhaps most important, began to build bridges between the library and publishing communities.

The relationship between libraries and publishers and its

economics was also the focus of Susan Martin's comments. She addressed optical disk technology from the standpoint of the users, discussing the issues that will be raised when the technology reaches libraries. Will access be by fee or free? How will licensing by publishers work? Will the expense of the technology cause a decrease in the quantity but an increase in the quality of publishing? Can material or book budgets be channeled into access budgets? The concept of copyright may be obsolete in the age of electronic publishing. As a librarian she pointed out the advantages of browsing and subject searching that have not yet been fully utilized by the electronic publishing projects. Nevertheless, she hoped that the new technologies would be of benefit to creators, publishers, and users alike.—*Janice Woo.*

Impact of Technology on Publishing and Library Services

Five panelists from the publishing, academic, and library communities spoke on some of the most controversial topics of the moment, and, as has become increasingly the case recently, the publishers and librarians were often in strong disagreement and appeared to approach the same issues from points of view that were as far apart as possible.

Charles Goldstein, of the National Library of Medicine, opened the session with a rapid-fire, highly technical report on the latest developments in optical and digital discs, laser scanners and printers, and satellite communications. He delineated three separate areas in which technology is now affecting publishing and library services: (1) on-demand publication of articles in hard-copy form, (2) online databases, both full text and citation (including what to do about downloading), and (3) distribution of full text information via videodiscs and other technology. Goldstein noted that the major concern with downloading of databases is the creation and manipulation of derivative databases by institutions where credit is not given to the original database owner.

Allan Wittman, senior vice-president of Macmillan, Inc., reviewed the progression of automation through the print media, beginning with the computer photocomposition of newspapers, to the use of word processors in editing manuscripts, the beginnings of electronic journals, and full-text databases such as LEXIS and NEXIS. He noted that the last medium to go with computer-based dissemination will be the book.

Melville Nimmer of UCLA gave a cogent, up-to-the-minute summary of why copyright exists, the constitutional basis of the laws, and current coverage of the laws. He reiterated the distinction between an idea (which is not copyrighted) and the expression of that idea (which is copyrighted) and noted that one cannot claim copyright on facts, but can on compilations or articles containing facts. Nimmer reviewed the legality of claiming copyright on compilations such as databases, and pointed out that consideration of whether or not downloading is an infringement may depend on what is taken—facts, whole articles, or someone else's compilation and arrangement. Nimmer felt that we must learn to harness copyright and the new technology together.

To Michael Gorman of the University of Illinois was assigned the unenviable task of summarizing the other panelist's papers, and he took the opportunity to add a few controversial opinions of his own. Gorman reminded the audience that one of the technological marvels of today is the mass-market paperback, although it doesn't often appear as such to librarians,

who are dazzled by computer technology. Gorman also called for the use of new technology to reorganize and rearrange the publication of scholarly information, pointing out that the scholarly journal in its current form is not an efficient device in our time.—*Jean Swanson.*

Video and Cable Communications Section

Bob Katz
Section Editor

Notes for Midwinter

Mary Diebler is requesting all former Audiovisual Section members to attend a meeting Saturday, January 7, 2-4 p.m., concerning the merger of the AV Section into VCCS.

The VCCS Distribution and Exchange Committee and the Utilization Committee will be combined into one committee. The logistics will be worked out at the Midwinter Meeting.

Bob Miller at the Atlanta Public Library requests that VCCS members contact him with their comments concerning the LITA reorganization and VCC's future role. Bob's phone number is (404) 688-4636.

Other News

VCCS members are urged to contact their congressmen concerning the house version of Senate Bill #66. The Wirth bill should soon be out of committee and has implications for libraries and access cable television channels.

Joyce Capell reports that the VCCS summer program in Los Angeles was very successful. Those that attended rated it 4.1 on a 5-point scale.

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

LITA Receives 1983 J. Morris Jones Award

LITA is one of nine divisions of ALA that have been awarded the 1983 J. Morris Jones-World Book Encyclopedia-ALA Goal Award for an "ALA Divisional Leadership Enhancement Program." The purpose is to strengthen the leadership skills of divisional officers in their roles in ALA and their respective units.

The project will include a one-time preconference at the 1984 Midwinter Meeting in Washington, D.C., for all divisional officers and board members, followed by an annual leadership orientation for newly elected divisional officers and board members. A training package that can be used within divisions to develop leadership below the board level will also be developed. ACRL is administering the project and providing staff support.

Information Science and Automation Section

Jean Swanson
Section Editor

Midwinter Announcements

The Retrospective Conversion Discussion Group will meet on Sunday, January 8, at 9:30 a.m. The topic of discussion for this meeting will be "Retrospective Conversion of Serials." Among the speakers will be Kathleen Purnell, head of Cataloging at the Eisenhower Library of Johns Hopkins University, who will speak on the choices and decisions to be made in serials conversion.

The meeting of the COM Catalog Discussion Group will be of particular interest to those librarians whose libraries are on the verge of entering the world of COM catalogs, and to those COM catalog owners who are having difficulties. Charles Clement, chair of the discussion group, promises that some new ideas for the deployment of microfiche will be presented. The scheduled time slot is Tuesday, January 10, 2-4 p.m. *Record Matching? De-Duping? Clusters? The Programmer/Analysts' Discussion Group* has chosen the "record matching" issues as its next topic of discussion. How do current automated bibliographic systems identify "like" or "same" records? What data elements are used in matching? What algorithms are used? How successful is this matching? Join others interested in these fine points of database development on Sunday, January 8, at 11 a.m. The Midwinter Meeting will set the stage for a full two-hour DG session in Dallas with presentations (hopefully!) by representatives of systems using record matching methods. You don't have to be a programmer, an analyst, or a "record matcher" to participate. All interested persons welcome. See you at Midwinter!—*Karen Coyle, Division of Library Automation, 186 University Hall, Berkeley, CA 94720.*

William Gray Potter, chair of the *Online Catalogs Discussion Group*, reports that the DG will meet Monday, January 9, 9-11 a.m. Discussion will be devoted to the Integrated Library System (ILS), with Richard Dick, president of Avatar, giving the history of ILS. Susan Olson from OCLC will talk about the LS2000 system that OCLC is currently marketing, and Charles Goldstein of the National Library of Medicine will address present and future aspects of ILS.

ISAS News

A number of ISAS positions will be coming up for election next spring, including the vice-chair/chair-elect and a member-at-large. Please send any nominations for these positions to Sue Severtson, ISAS Nominating Committee Chair, Suite 910, 1611 N. Kent St., Arlington, VA 22209.

ISAS Sponsors Fifth International Conference

ISAS has agreed to offer its sponsorship to the fifth international conference, scheduled for February 28, 29, and March 1, 1984, in Boulder, Colorado. "Contemporary Issues in Aca-

ademic and Research Libraries" will be the theme. Conference papers will address issues of concern to academic librarianship, such as: program area contracts and fee-based services; auxiliary funding sources; impact of collective bargaining on management styles; impact of automation on funding sources and library budgets; future directions in mainstreaming academic and research library programs. The conference will be limited to two hundred leaders in librarianship and academic administration. LITA members will receive a 15 percent discount on the registration fee. For more information contact: Dr. Peter Spyers-Duran, Conference Chair, University Library and Learning Resources, California State University, Long Beach, CA 90840.

Send items for this column to Jean Swanson, head of Acquisitions, Houston Academy of Medicine-Texas Medical Center Library, Jesse Jones Library Bldg., Houston, TX 77030; (713) 797-1230.

Standard Fare

Pierre Badin LaTes II
Column Editor

The Technical Standards for Library Automation Committee (TESLA) will be sending out a survey this fall to vendors of online systems. The purpose of the survey is to gather information about the MARC compatibility of systems currently being marketed. Vendors who do not receive a survey or who have questions may contact Ruth Carter, TESLA chair, at (412) 624-4673, or Don Hammer, LITA executive director, at (312) 944-6780.

Midwinter Meeting times for TESLA are Saturday, 2-4 p.m., Monday, 4:30-5:30 p.m., and Tuesday, 11:30 a.m.-12:30 p.m. Visitors are welcome and urged to participate in discussions. The agenda will include an update on the MARC compatibility survey, compilation of a list of standards that are needed in library automation, and discussion of other standards activity.

Sandra Paul, chair of Z39, reports that there is a new subcommittee called CC that is to develop a standard for a serial item identifier. This will determine how to identify any given single issue of a journal. Wendy Riedel of ISSN at Library of Congress is the chair.

If you have not received the *Voice of Z39* recently, it may be because you did not fill out and return the form in the September issue that asked whether you wanted to continue receiving the newsletter. You can be added to the mailing list by writing to ANSC Z39, Building 101, Room E-106, National Bureau of Standards, Washington, DC 20234.

Guest columnist for this issue is Paul Evan Peters, assistant university librarian for systems at Columbia University. He is a member of TESLA and is the ALA official voting representative to the ANSC X3 Committee (Information Processing Systems). In response to a request by TESLA that he communicate

to TESLA his concept for a model for standards planning that he introduced during a meeting at the Annual Conference, Paul wrote a paper about the model. In the interest of encouraging discussion throughout LITA about standards, Paul's paper to TESLA, with some modification, is presented here.

A Brief Discussion of Models

At the 1983 Annual Conference, Kenneth E. Dowlin, president-elect of LITA, announced that his theme for 1983-84 would be that of technical standards. When he met with TESLA, Dowlin emphasized that group's leadership potential with regard to this theme and urged it to submit to LITA's Program Planning Committee proposals with respect to the 1984 Annual Conference. One of the committee activities undertaken in response to this charge was the consideration of models for standards planning. The committee reasoned that a widely understood and accepted model would clarify the use of existing standards while directing attention to areas in which standards need to be developed or refined.

The Model of James E. Rush. The Fall 1982 issue of *Library Trends* is devoted to the subject of technical standards for library and information science and contains much valuable information and food for thought. Of particular interest is the article by James E. Rush entitled "A Proposed Model for the Development of an Integrated Set of Standards for Bibliographic and Related Data." Rush directs his analysis and recommendations to the program planners of ANSC Z39 (Library and Information Sciences and Related Publishing Practices) commenting:

Standards for the representation, storage and manipulation of bibliographic data have been developed in a rather piecemeal fashion, without regard for the need for interconsistency or the potential for conflict. Moreover, no concerted plan for standards development in this area has been prepared which would guide and direct standards development.

Rush aims to remedy this situation by proposing a seven-level model. Briefly, they are defined in the following terms:

0. Message boundaries—the delimiting of messages one from another.
1. Data structures—the delimiting of parts of a message one from another.
2. Data element identifiers—the delimiting of elements within a data structure.
3. Data element values—the specification of (a) the domain and range of data element values, (b) the types of data element values, and, (c) controls over data element values.
4. Display formats—the manner in which a message is rendered sensible to a human being.
5. Media—the manner in which messages are recorded, carried, and displayed with implications for how they are received and used.
6. Housing—the factors such as heat, light, humidity, atmospheric content.

Commentary and Discussion. Lack of agreement about a number of definitions and issues in the "standards community" complicate responses to efforts such as Rush's and likely will trouble TESLA's efforts as well. The issues are as fundamental as the meaning of the word *standard* itself; some take it to mean the minimum below which a thing in question should not sink while others use it to refer to the ideal to which all

things in question should aspire. The timing of a particular standards writing venture is another source of philosophical dispute; some believe that standards should not be written until a number of approaches to the same thing have stood the test of competition, while others argue that standards should anticipate the appearance of differing approaches to avoid the costs and confusion that consumers otherwise face.

Regardless of positions taken on such matters, the contribution made by Rush certainly is worthy of further study and elaboration. Whatever faults it has can be viewed as reflections of trying to incorporate too much under the banner of "standards for bibliographic and related data" and in the forum represented by ANSC Z39. The solution is to embed Rush's model in a higher order—one devoted to standards of relevance to library automation in general. The following is presented as an exemplary attempt to accomplish this:

1. Bibliographic and related data and their communication—the main share of the Rush model tightened to be concerned primarily with the logical rather than the physical aspects of the contents of library automation systems.
2. Functional requirements of library automation systems—the generic characteristics of different types of circulation, acquisitions, serial check in, etc., systems.
3. Relationships with vendors and service providers—the format and contents of various documents such as systems specifications, requests for information/proposals, and contracts as well as test plans, payment schedules, and other aspects of system and service procurement.
4. Human factors and environmental conditions—the care of both system users and the equipment used as well as the design considerations that determine the effective and satisfactory performance of both.
5. General systems and software—the basic electronic data processing world upon which all library automation depends.

The five areas of this alternative model incorporate much of

LITA/Gaylord Award Nominations

Nominations for the LITA/Gaylord Award for Achievement in Library and Information Technology are being sought for consideration by the Awards Committee at the Midwinter Meeting.

Gaylord Brothers, Inc., of Syracuse, N.Y., sponsors the award, which includes a \$1,000 stipend. The award is made in recognition of distinguished leadership, notable development or application of technology, superior accomplishment in research or education, or original contribution to the literature of the field.

Nominations, including a one-page statement of the nominee's qualifications for the award, should be sent by Feb. 1, 1984, to Patricia Earnest, LITA Awards Committee Chair, Anaheim Public Library, 500 W. Broadway, Anaheim, CA 92626.

Rush's model and the traditional agenda of ANSC Z39 while (a) suggesting areas for new efforts and (b) taking account of those areas that are important to library automation systems even though they fall outside the domain of the library and information science community per se. Rush's model provides a good starting point from which to survey the wide range of standards pertaining to bibliographic and related data and their communication. In each of the areas, an effort should be made to (a) identify pertinent standards writing bodies at professional, national, and international levels, (b) inventory existing standards, (c) identify needed standards, and (d) identify documents and source materials that provide a basis for standards writing efforts.—*Paul Evan Peters.*

USMARC Advisory Group

At the September meeting of the USMARC advisory group, some refinements were introduced involving the control of sequence within holdings statements, the recording of gaps in enumeration caused by unpublished issues, and the use of alternative fields for recording uncoded holdings statements. With these changes, the format was approved as a working

draft. Before the format is published next year, it should be possible to take into account results of systems analysis and programming being undertaken by the Southeastern Association of Research Libraries Cooperative Serials Project and further work by the ANSI Z39 subcommittees on serial and monographic holdings statements.

The films format is being revised to include two-dimensional graphic materials (prints, photographs, etc.) and has been provisionally renamed the visual arts format. Another issue, still unresolved, concerns the validity of defining an indicator explicitly to control the use of a display constant (e.g., to provide various captions for a note field).

Discussions were begun on the question of format integration. It has been suggested that there is no reason that separate formats for various types of bibliographic material are necessary and that the inconsistencies among formats create difficulties. A discussion paper with a strategy for merging the separate formats into a single bibliographic format was presented.

The group will meet again at the ALA Midwinter Meeting. The agenda will include editorial review of the holdings format and further discussions of the visual arts format and format integration. Additional information may be obtained from: Library of Congress, Processing Services, Automation Planning and Liaison Office, Washington, DC 20540, ATTN.: MARC Communications Format Specialist—*John Attig.*

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