MEDIA IN LIBRARIES

The CLA Access, Collections, and Technical Services Section (North) sponsored an all-day program entitled "Media in Libraries: Current Issues," on June 4, 1993 at the California State Library. A small but enthusiastic audience braved the weather and came to hear five excellent speakers present many aspects of the topic, then participated in two lively discussion groups led by several fine facilitators.

The morning session began with a welcome by Roy Ortopan. The first speaker was Derry Juneja, Riverside City and County Public Library, who gave a general overview of the issues. To accompany her comprehensive handout of definitions of types of media, Ms. Juneja pointed out that only five percent of the information we receive today is in printed form. We must judge our use of and for media by the functions our libraries perform. For example, public performance rights increase video costs significantly. An evaluation committee should be in place to select media in the areas of individual library goals. Ms. Juneja raised questions of processing, access, circulation, security, shelving, and environment which cannot be readily answered, thus leading perfectly into the presentations of the other speakers.

Myra Borg, Sacramento City College, began her presentation by stating that the mission of community colleges is out-reach. It is now noticeable that students' needs have changed; they are concerned that they receive the basics of education and information. How can I get a job? What language skills must I have? The library provides access to materials with staff, security, and legal compliance. In putting media into use, the physical aspects and the intellectual content and quality must be considered. Community colleges differ from other institutions in that they have their own production units for multi-media.

Patricia Vanderberg, UC Berkeley, is a pioneer in the creation of cataloging rules and procedures for media. She provided attendees with an extensive bibliography of materials for media cataloging and lists of committees and conferences concerned with technical processing for media. To further illustrate media cataloging, Ms. Vanderberg demonstrated a variety of searches for media on Melvyl. She stressed that the interactive media field is now available, and that we must keep our users in mind as we work within the cataloging rules.

Evelyn Howard, Santa Clara County Library, discussed many of the problems involved in circulating, housing, and shelving media materials. Carpal tunnel syndrome is increasingly reported by staff who have to deal with video containers; how to place security strips on media is a continuing dilemma; how to circulate small groups of audio cassettes and process double and triple videocassette sets was also discussed. Difficulties in shelving unusual sets are coupled with creative ways to circulate them, e.g., cloth bags.

The afternoon began with Imogen Engebretsen, Johansen High School, Modesto, who described her state-of-the-art library. Her job title is "Library Media Teacher." One innovative way in which the Media Center (Library) works is that individual teachers dial into the Center in order to have videos shown remotely in their classrooms. Each classroom also has a workstation for the students. There is training on Macintosh as early as the grammar school level for students in the district.

IN THIS ISSUE

- Media in Libraries..........................1
- ACTSS Membership List...................2
- Upcoming Events..........................3
- Joblines....................................4
- CLA Election Results......................4
- Deadline Reminder.........................5
Ms. Engebretsen reported on a research paper/multimedia presentation done in cooperation with the Social Studies and English teachers and the librarian; her handout showed student production of a newspaper based on their research. Arne Gallagher, Apple Computer, talked about the current state of the digital library. He gave a multimedia demonstration and highlighted the Center for Advanced Information Technology at UC Davis, an example of innovative cooperation between a traditional library and media manufacturers to show demonstration projects in media. Prompted by questions from Gary Handman, UC Berkeley, Mr. Gallagher discussed the variety, amount, and availability of electronic information, emphasizing that access is more valuable than ownership.

The group then divided into two discussion sections. The Discussion Section on Cataloging Issues, led by Phil Schreur, UC Berkeley, reported through Lorene Sisson, CSU San Jose. Focusing on classification systems, a number of issues were discussed including the ability to browse and the use of access numbers. The history of the individual library plays a major role in the choice of systems. Authority records for media are important; for example, UCB is a member of NACO, with enhanced records particularly for music. Physical marking can be a problem. The group discussed such options as "scratching" identifiers on items. Another area of concern is the circulation and cataloging of records. Should there be a collate note in the automated record which "flashes" when media is returned? How can barcoding be implemented? While many librarians now keep sets made up of books and media together, chief sources of information are often misleading. Accurate cataloging might take an inordinate amount of time. The holdings field of the record may be the only place to show multiple versions. In the future the focus of media cataloging may be intellectual content rather than form, for which format integration will be helpful. MARC tagging should continue to be done, even though a library cannot yet use it to its full potential. A recommended resource for working with media is Guidelines for Bibliographic Reproductions, available from ALCTS.

The Discussion Section on Future Issues, led by Arne Gallagher, Imogen Engebretsen, and Claire LeDonne (Museum Informatics Project, UC Berkeley), spent some time conferring about custom-made textbooks in electronic form. Because of the increasing number of student media projects, the publishing industry will be impacted. As the multi-media capacity of computers becomes increasingly needed, the group believes that the students themselves may create the necessary solutions. Another extensive topic of discussion was the library's role in copying services. Users need to be educated about the new copyright restrictions. The suggestion was made that in a school setting there could be centers for control of copying media and clearing of copyright fees. Also related are the costs, benefits, and responsibilities of the institution involved. The group considered what is covered by the copyright law and licensing. There might be an overlap which allows manufacturers to collect additional fees. Ms. Engebretsen plans to add a copyright component to the library course for her students. How long can resources appear free of charge on the Internet? What if they are rebroadcast for commercial purposes? Intellectual rights are granted to the "discoverer," but it seems to be harder and harder to establish what the original is. The ALA statement of rights also includes responsibilities. Librarians will be gatekeepers in the libraries of the future, where the focus is access to media rather than traditional ownership.

Ms. Juneja then summarized the day, observing that the speakers and the groups have brought to our attention that technology constantly changes; there is no single answer; we have to learn to deal with various formats of media; and, that all of us, as librarians, are concerned with how we can best serve our patrons. The participants and speakers all agreed that this was one of the best programs on the topic of media that they had been part of, and all went home with many new ideas and contacts.

Submitted by: Reve Rocke.

ACCESS, COLLECTIONS, AND TECHNICAL SERVICES SECTION COMMITTEE MEMBERSHIP

Following are the 1993 membership lists for ACTSS committees.

1. EXECUTIVE COMMITTEE

Celia Bakke, Co-Chair
Section Convener
Clark Library
San Jose State University
1 Washington Square
San Jose, CA 95192-0028
(408) 924-2717
3. MEMBERSHIP COMMITTEE

Ruth Boyer, Chair
Head, Cataloging Department
University Library
University of California, Irvine
P.O. Box 19557
Irvine, CA 92713
(714) 856-6077

Tim McAdam
Acquisitions Librarian
University Library
University of California, Irvine
P.O. Box 19557
Irvine, CA 92713
(714) 856-8704

Nancy Neal
Department Head, Technical Services
Palos Verdes Library District
650 Deep Valley Drive
Palos Verdes Peninsula, CA 90274-3662
(310) 377-9584 x263

Sandra Smith
William T. Boyce Library, Fullerton College
321 E. Chapman Avenue
Fullerton, CA 92634
(714) 992-7061

Lynne Toribara
Head, Cataloging Department, Orradre Library
Santa Clara University
Santa Clara, CA 95053
(408) 554-5437
4. NEWSLETTER COMMITTEE

Randal Brandt, Chair
Editor of Tech Notes
Cataloger, California Indian Library Collections
103 Kroebre Hall
University of California, Berkeley
Berkeley, CA 94720
(510) 643-9128

Aimee Algier-Baxter
Serials Cataloger
Santa Clara University
Santa Clara, CA 95053
(408) 554-5556

Valerie Bross
Head, Cataloging Department
California State University, Stanislaus
801 E. Monte Vista
Turlock, CA 95380
(209) 667-3519

Bob McDemard
Head, Serials Department
Clark Library
San Jose State University
1 Washington Square
San Jose, CA 95192-0028
(408) 924-2761

5. PROGRAM PLANNING COMMITTEE

Derry Juneja, Chair
Head of Technical Services
Riverside City / County Public Library
3581 Seventh Street
Riverside, CA 92501
(714) 782-5737

John de la Fontaine
Acquisitions Assistant, Occidental College Library
1600 Campus Road
Los Angeles, CA 90041
(213) 259-2965

Roy Ortopan
364 Valley Street
San Francisco, CA 94121-2323
(415) 648-4986

Reve Rocke
Original Cataloger, Shields Library
University of California, Davis
Davis, CA 95616
(916) 752-9860

THE ACCESS, COLLECTIONS, AND TECHNICAL SERVICES SECTION OF THE CALIFORNIA LIBRARY ASSOCIATION NEEDS YOU!!

PARTICIPATE, BE AN ACTIVE MEMBER. Check the Section membership box when you renew or begin your CLA membership. The NEW Section needs a minimum of 150 members to remain viable. If you are not sure whether you checked the Section box, call the CLA office at (916)447-8541 to confirm your selection.

YOU ARE NEEDED. Gain information on acquiring, organizing, accessing, disseminating, and preserving library collections. Discussion and interest groups are forming. You will receive a survey to express your interests. Make your interest known.

YOUR IDEAS AND TALENTS ARE NEEDED. Participate in the ONLY multi-type statewide professional organization. Call any of the Section officers to find out how you can help (phone numbers listed elsewhere in this issue).

YOUR SKILLS WILL STAY CURRENT. Read about upcoming activities, workshops, and programs that keep you informed. Tech Notes will be sent to the address of your choice keeping you current in areas of interest to you. Network with other library professionals to effect change.

SHARE YOUR SKILLS. Support the organization that supports you and your profession. PARTICIPATE!!

CLA 93/94 ELECTION RESULTS

President: Nancy A. Neal, Palos Verdes Lib. Dist.
V. Pres. Elect: Stephanie Beveridge, Midwest Lib. Serv.
Secretary: Richard S. Watts, San Bernadino Co.
UPCOMING EVENTS

The following programs are being sponsored by the Access, Collections, and Technical Services Sections at the annual California Library Association Conference in Oakland.

There will be a pre-conference on USMARC Format Integration. Karen Coyle from the University of California will give the introduction. Maureen Killean and Elizabeth Black from UTLAS will identify changes that Format Integration will have on automated catalogs and cataloging processes. It will identify how the changes will affect library procedures and operations and what techniques will be needed for implementation.

Library Approval Plans: Public, Academic, and Vendor Perspectives. Three speakers will discuss approval plans from the public, academic, and vendor perspectives. Nora Jane Natke, Riverside City and County Public Library, will discuss a study of two identical juvenile approval plans, the pros and cons of the plans, and the introduction of a multi-ethnic approval plan. Judith Paquette from the University of California, Irvine, will talk about approval plans for academic libraries, cost and time savings for both staff and workflow. Stephen Pugh, Approval Plan Coordinator for Yankee Book Peddler will discuss vendor aspects of approval plans, with emphasis on the complete process, selection to processing.

Lois Kershner, PLAN, and Gerald Ward, Sacramento Public Library, are the featured speakers for Coping with the Challenges of Change in Technical Services. Technology and shrinking budgets bring change. How staff learn new skills, deal with slipping schedules in implementation plans, and deal with stress are topics that will be discussed.

The annual business meeting will be a "come and meet your new officers" meeting. This will be a chance for you to meet fellow members of the Access, Collections, and Technical Services Section, to let the officers know which interest groups you would like to see formed, and to help determine the structure of the section.

Submitted by: Derry Juneja.