MESSAGE FROM THE PRESIDENT
Stephanie Beverage

Happy New Year everyone! I hope 1995 has started well for all of you, and that you are looking forward to a prosperous and productive year. ACTSS is already hard at work to provide you with a good range of programs on key issues to help you make it through the year. Some possible topics include: cross training, embracing change, preservation planning, and what’s wrong with good bibliographic records?

I feel sure that the upcoming year’s activities will build on the success we had at the annual conference in November. You will find information on our programs in this issue of Tech Notes and in the current California Libraries. All of our programs were well attended, and our speakers and presenters did an outstanding job. I know I learned a lot, and I hope all of you had the chance to attend the Anaheim conference did too. (For those of you that couldn’t make the conference, the ACTSS programs are on tape, and available from CLA.)

The Section Business meeting at the annual conference was very well attended for such an early morning meeting. And the membership expressed definite interest in establishing a cataloging interest group. We will be working on the establishment of that group this year, and with any luck may see other groups forming as well. Let your officers know if you would like to see any particular interest group formally established. This is your Section, and we want it to reflect your interests and needs.

With that in mind, this issue of Tech Notes includes a member survey. Please fill if out and send it back to Libby Flynn, your secretary. We want to know what you are interested in, what you would like to see happen in the Section as we chart our course for 1995.

Let’s hope that 1995 is a good year for California and its libraries.

PLANS FOR THE SECTION IN 1995
Stephanie Beverage

The Section is planning a very active and interesting 1995. Our first Interest Group will be forming at the Annual Conference in Santa Clara. The Cataloging Interest Group will have its first meeting at the conference, and officers will be elected to Chair the group. We are planning to develop a flyer and some basic publicity information that will be available on the Section and our activities for new and prospective members. Tech Notes will continue, and we are going to experiment with electronic distribution via the Internet. We will be sponsoring programs on 3 different topics, and each program will be repeated in the Northern and Southern sections of the State. We will be sponsoring four programs at the Annual Conference, along with a meeting for the new Cataloging Interest Group. We are actively approaching other professional organizations with similar interests and concerns about co-sponsoring other programs. Some of the topics that are going to be covered include: Acquisitions or ILL? The changing nature of providing information; non print media processing with an emphasis on CD ROM; preservation and catastrophe preparedness; and bibliographic quality control. If there are any other topics that you would like to see covered, please contact Maryl Telegdy or Stephanie Beverage.

As you can see, it will be an exciting and busy year for the Section.

CATALOGING INTEREST GROUP
Stephanie Beverage

The Section will be forming a Cataloging Interest Group at the next CLA conference. An open discussion meeting will be scheduled so look for details in the preconference program. The meeting will cover hot new topics in cataloging. Elections for Chair and Vice Chair for the Interest Group will be held at that time. The new Interest Group will be the prototype for any future Section Interest Groups. If you have any ideas for topics, or are interested in organizing the Interest Group, please contact Stephanie Beverage at (818)570-5079, ext. 5606.
COUNCIL OF REGIONAL GROUPS
AFFILIATES REPORT
Derry Juneja

The Council of Regional Groups Affiliates met in Philadelphia (ALA Midwinter meeting) on Monday, February 6. Many of the state regional groups were represented including two from California: Access, Collections and Technical Services Section and the Southern California Technical Processes Group.

The meeting began with a round robin in which the affiliate groups spoke about recent programs and future plans. Although affiliate groups work independently, a common theme began to appear as many groups had conducted meetings on both Preservation and Disaster Preparedness as well as on Format Integration. Outsourcing was also a recurring topic.

Many groups are preparing for programs on CD-ROM’s, Cataloging of Electronic Data, Internet and Technical Services and Changing Workflow in Technical Services.

It was announced that the ALCTS budget was in good shape this year because of the dues increase even though membership is down by 8%.

Much of the discussion at the ALA meetings revolved around the newly announced ALA Goal 2000. This is a five year initiative to position the American Library Association as a force for the public interest in the emerging electronic information infrastructure and to secure the role of libraries and librarians in the 21st century. ALA Executive Director, Elizabeth Martinez, presented this plan which is being approved by many groups within ALA.

Key strategies are to:

1. Expand the ALA Washington Office to increase its ability to influence national issues, policies and legislation at all levels of government.

2. Establish an Office for Information Technology Policy in Washington, D.C., to address complex policy issues and to complement the Washington Office’s efforts.

3. Focus ALA’s initiatives on an intensified advocacy program to secure both the intellectual freedom and intellectual participation of all people.

4. Create an independent, charitable foundation called the Fund for America’s Libraries to raise money in support of ALA Goal 2000 and other areas of concern.

Additional money will be needed to fund ALA Goal 2000 and a proposed dues increase will be on the election ballot. This will be a phased increase over a three year period. Elizabeth Martinez stated that this increase of $25 over the three year period is no more than the cost of 2 tickets to the movies, with popcorn and drinks. The dues increase will be used to fund the Washington Office and to establish the Office for Information Policy.

ASSEMBLY REPRESENTATIVE REPORT
Vivian Pisano

The final meeting of the 1994 Assembly and the first meeting of the 1995 Assembly were held on November 15 at the Disneyland Convention Center.

The Assembly elected three of its members to serve on the 1995 Executive Committee: Marion Reid was elected for a one-year term and serving two year terms are Billie Dancy and Sue Gallinger.

The Public Policy and Emerging Issues Committee brought another draft of a proposed policy on Fees for Service. An open hearing on this issue was held during the conference and there was much controversy. After much discussion the assembly decided to delay a decision until the Restructuring Task Force defines “basic library service.”

The vision statement for Redefining the Library, published in California Libraries, September 1994, was adopted with a small modification: the statement that a librarian “may often be a part-time, contractual, or on-demand employee” was struck out.

Rhonda Rios-Kravitz, Jeff Paul and I brought forward a resolution on Proposition 187 prepared by the Services to Latinos Round Table. The Assembly amended and adopted the resolution to support legal challenges to the implementation of Proposition 187 in California.

The Assembly adopted a resolution submitted by Susan Fuller to commend San Jose Mercury News and its editor, Rob Elder, for coverage of library issues and active promotion of positive votes on library measures in several counties.

Another resolution on libraries and the Citizen Kiosk Program was tabled because it was not clear that libraries would be excluded as locations for this program.

The Long Range Plan with new objectives for 1994-95 was accepted.

Our next meeting will be held on May 3, 1995 after Legislative Day.
UPCOMING PROGRAMS
Maryll Telegdy

ACTSS is sponsoring a program entitled Cyberfrisbies and other non-print media: acquisitions, cataloging, processing, licensing, networking, etc. Speakers will include Derry Juneja, Claire Le Donne, and Greg Gallanet. The program will be presented at Alameda County Library, Pleasanton on Friday, March 24, 1995, and at Riverside Public Library on Friday, April 7, 1995. Together with NCTPG, we are also sponsoring Facing the future in Technical Services at CSU Hayward on April 21, 1995. Watch for fliers providing more details on these and other ACTSS programs.

ACTSS EXECUTIVE MEETING HIGHLIGHTS
Libby Flynn

The Executive Committee of the Access, Collections, and Technical Services Section met January 27 at Burbank Public Library. Plans were made for three programs to be sponsored by the section this spring and summer. Each program will be repeated in the North and the South. Topics include CD-ROM materials, preservation and planning, and redesigning the library: a case study of San Mateo Public Library. Plans for the annual conference were also discussed: we hope to have another “membership breakfast”; there will be a cataloging interest group scheduled; John de la Fontaine and Stephanie Beverage are working on topics for conference programs. Lynn Welch and the membership committee are working on an informational/promotional flier about the section. Christopher Thomas is planning two issues of Tech Notes, one in February and a second in October. ACTSS is also proposing an award to be presented at the CLA conference in 1996. Vivian Pisanos is completing her term as Section Assembly Representative. A nominating committee comprised of Vivian Pisanos, Stephanie Beverage, and Lynn Welch will nominate candidates for Secretary, Vice President, and Section Assembly Representative for 1995/96.

CATALOGER’S DESKTOP DEMONSTRATION
Christopher Thomas

First at Santa Clara University on December 9, 1994 and then at Occidental College on December 16, Lynn Toribara gave two well attended presentations relating her experiences in using a test version of the LC Cataloger’s Desktop. Although the product still had several bugs at the time of testing, she found the hypertext “jump” links and added access points very useful. Also useful was the capability to insert notes or other text. It promises to be a valuable tool.

ANNUAL MEMBERSHIP MEETING HIGHLIGHTS
Libby Flynn

The annual business meeting of the Access, Collections, and Technical Services Section of the California Library Association was held in the Disneyland Hotel November 13, 1994 from 8-9 a.m. Outgoing president Nancy Neal presented certificates of appreciation to the Executive Board members. Summaries of the year’s activities were given by the Secretary, Richard Watts, Assembly Representative Vivian Pisanos, Tech Notes editor Christopher Thomas, Program Committee Chair John de la Fontaine, and ALA Liaison Derry Juneja. Christopher Thomas reported that he had mixed results submitting articles to California Libraries, but one article on cataloging quality was never published. John de La Fontaine reported that the section had presented regional workshops on authority control and outsourcing both in Southern and Northern California. The section also co-sponsored cataloging quality control workshops with OCLC. Two demonstrations of the LC Cataloger’s Desktop will take place at Occidental College and Santa Clara University during December 1994.

Former Treasurer Stephanie Beverage reported that she transferred approximately $4000 to CLA, the treasury of the Section before reorganization. Minutes of the 1993 business meeting and the Executive Board meetings of November 15, 1993 and February 28, 1994 were available. Vivian Pisanos distributed the CLA Long Range Plan.

New business included a presentation by Pat Thomas on the Cooperative Cataloging Council, a progress report from Pam Bailey on the loading of the State Library tapes into OCLC and a request from Dorothy McGarry of UCLA that a Cataloging Interest Group be formed. At the conclusion of Pat Thomas’s presentation the membership passed a resolution to be presented to the Assembly supporting the efforts and goals of the Council. Pam Bailey said the tape-loading was temporarily stalled while restrictions on single-sourcing were resolved. However, she is hopeful that the support of the new State Librarian will overcome this difficulty. A test tape loaded satisfactorily. Pat Thomas and Reve Rocke volunteered to join Dorothy McGarry to organize a Cataloging Interest Group at the next Annual Conference.

The meeting concluded with the introduction of new officers: Stephanie Beverage, President; John de La Fontaine, Vice President; Libby Flynn, Secretary; Christopher Thomas, Newsletter Committee Chair; and Maryll Telegdy, Program Committee Chair. The Membership Committee was open at the end of the meeting, but Lynn Welch volunteered immediately afterward.
TECH NOTES VIA E-MAIL

Christopher Thomas

Following hard copy distribution of this edition of Tech Notes, I will begin experimenting with e-mail distribution. For the time being, e-mail users will receive both formats. Eventually, however, we hope to reduce the number of paper copies and the costs associated with them.

CLA PROGRAM HIGHLIGHTS

Christopher Thomas

ACTSS sponsored four programs at the CLA Annual Conference last November: Honey, I shrunk the department; The network that ate the OPAC; Do knowbots dream of electronic sheep; and The future of the book and the book of the future. In Honey, I shrunk the department, Linda Elliott of Palos Verdes Library District, Karen Cargille from U.C. San Diego, and Suzanne Calpestri from U.C. Berkeley shared their experiences with downsizing. In The network that ate the OPAC, Norm Reeder of Torrance Public Library, Jacqueline McCoy of Occidental College, and Maggie Horn of U.C. Davis discussed implications of multi-purpose workstations, cataloging enhancements, authority control, and special concerns for remote OPAC users. Although summaries of these two programs for Tech Notes have not been received as expected, articles describing them can be found in the January 1995 issue of California Libraries. Following are summaries of the two other programs.

DO KNOWBOTS DREAM OF ELECTRONIC SHEEP?

Christopher Thomas

Irene Hoffman opened this CLA program with an examination of the changing roles of machines and humans in providing information. She pointed out that libraries are often managed from the machine-centered point of view, in which machines are viewed as logical and orderly but humans are vague and inaccurate. As technology plays an increasingly larger role in libraries, however, it becomes increasingly important to remember that machines work most effectively in conjunction with human creativity. As technology progresses, she believes, it will cease to be perceived as an end in itself and it will resume its rightful role as a tool. The emphasis in library service will shift away from ownership of information and toward provision of access to information. Cooperation will be more important than ever, and service will be driven by user satisfaction.

Lynn Sipe presented a different perspective on the topic, focusing on the implications of the new electronic universe on the flow of information. While selection and acquisition is still a valid paradigm for digitized versions of materials traditionally held by libraries, amorphous electronic serials and the World Wide Web require a new approach. The critical task for libraries is to provide access, training and guidance in a constantly changing universe that does not provide the editorial control of traditional publishing. The self contained research library is a luxury of the past, and librarians need to reevaluate their role in an environment where users are becoming increasingly self sufficient.

THE FUTURE OF THE BOOK AND THE BOOK OF THE FUTURE

Valerie Bross

Presiding: Maryll Teledgy
Speaker: Michael Gorman

Recently, we have seen a proliferation of articles claiming the superiorities of the electronic format and predicting the death of the printed book. One of the most vigorous proponents, Herb White, has written (Library Journal, May 1994), “There is nothing wrong with books, but there is nothing particularly right about them either.” Raymond Kurzweil has gone farther, predicting (Library Journal, Mar. 1993) that paper book technology would be obsolete by the end of the century.

Michael Gorman eloquently disagrees. Why, he asks, do these assertions go unchallenged? Predictions of the death of the book are based, he says, on a lack of understanding of the concepts of data, information, knowledge, and wisdom; on factual inaccuracy concerning the health of the publishing industry; and on faith in the myths of technology.

REVIEWING THE DEFINITIONS

Gorman maintains that the term “information” has been distorted, used elastically in such empty phrases as “Information Age” and “Information Science.” The word information, he states, has been used to denote everything from a small set of numbers to a masterpiece of cumulative, analytical analysis. This lack of differentiation, coupled with slipshod reasoning, has led to the conclusion that everything should be digitized, that this will result in a virtual library, and that libraries will therefore become obsolete.

CLARIFYING THE ISSUES

The debate, notes Gorman, is not about technology. Computer technology has been used in publishing to produce books relatively inexpensively. The debate, he says, is really about reading and the best means to read. The best means to acquire knowledge, Gorman declares, is through sustained reading; and sustained reading is facilitated by print on paper.
Both sides of the debate, he believes, agree on the importance of literacy. However, Gorman feels that the death-of-the-book proponents misunderstand the nature of literacy.

Literacy is not, he declares, a hurdle to be overcome. Instead, literacy is a continuum, in which the reader learns to understand more and more complex texts. Books are irreplaceable in this process, the process of sustained reading.

CHALLENGING THE ASSUMPTIONS
The assertion that print publishing is diminishing or will diminish is not borne out by facts. Fact 1: in the first 9 months of 1992, book sales increased by 16% compared to the same period of 1991. Fact 2: Between April 1991 and March 1992, 822 million books for adults were sold in the United States; about 8 books per household. Fact 3: Book publishing sales in 1992 amounted to $21 billion. Fact 4: circulation of books in public libraries increased between 1990 and 1991 by 15%.

The assertion that the electronic revolution has created a new source of data is not true. Furthermore, most data, facts, and figures are meaningless outside of the local sphere, and are not widely useful information.

For clarification of the concepts involved, Gorman referred to Mortimer Adler’s four goods of the mind: information, knowledge, understanding, and wisdom. The first category, Gorman states, is further divisible into unprocessed facts (data) and processed facts (information).

Of these goods, Gorman feels that data is well served by the electronic avenues, information less well served, and the latter three, not at all. For until the disparate amount elements of data or information are absorbed into a corpus, one cannot attain knowledge of a subject.

The assertion that we can either have print or electronic access (but not both) is simplistic. There is no “best” means of access; instead, we need to evaluate the efficacy of the medium based on whether we are interested in the data/information or knowledge/understanding.

UNADDRESSED PROBLEMS OF TECHNOLOGY
For sustained reading, Gorman believes that no electronic format can compare with a book in terms of readability.

Death-of-the-book proponents, according to Gorman, fail to address the three basic problems of technology. The three problems undermining the use of Cathode Ray Tube screens for reading: light, resolution, and speed of reading.

Computer screens use transmitted light, with is inherently more fatiguing for the human eye than is reflected light. Inevitably, Gorman asserts, the effect of reading from computer screens (as contrasted from reading from print on paper) is that readers stop reading sooner, read more slowly, and get more headaches.

Resolution of CRT screens cannot be compared to resolution of the printed page. A high quality screen has a resolution of 90-97 picture elements per inch, while the low-end for print on paper is 300-600 dots per inch. Many print publications have resolutions of 1200-1400 dots per inch.

Speed of reading: Reading from a screen has been estimated to be a minimum of 30% slower than from a printed page, since one can only see about 1/2 to 1/3 of the screen at a glance. For this reason, most writers and editors usually work from a printed copy in the review process.

HYPERTEXT NOT A SUBSTITUTE FOR LINEAR PROSE
Gorman disagrees with proponents of the superiority of hypertext, in the context of sustained reading. He feels that complex concepts are best understood through the cumulative accretion of knowledge; this knowledge is built through a linear sequence.

In addition, he notes, hypertext may introduce a problematic element into the publication process. On the one hand, if hypertext is prepared by the author, then the process of preparing small chunks of paragraph-sized information with a multiplicity of reading orders and linkages adds complexity to the creation process. Authors of substantial works usually want to present their own vision, not some fortuitous sequence of disconnected text.

On the other hand, if hypertext is introduced AFTER the work is created, this represents a troubling new form of editorial intrusion.

These arguments notwithstanding, Gorman does see a place for hypertext. Hypertext, he asserts, is valuable, if used appropriately and creatively to enhance understanding. Help screens, for example, assist software users with context-sensitive information. However, he reiterates, sustained reading is not improved by hypertext.

EVERYONE A PUBLISHER
Not likely! Gorman asserts; the probability that the information highway will reduce the need for publishers is low. Electronic text is easily changed, and not always dated. For these reasons, unpublished electronic text lacks the credibility of published text. For cumulative, authoritative knowledge we depend on published works.
PRINT V. ELECTRONIC FORMAT
Finally, Gorman examines some of the categories of publishing, noting that the best format depends on the type of work being published.

Reference works provide examples at both ends of the spectrum. Short-lived reference works are clearly more effectively produced in electronic form. However, reference works with lengthy passages are poor candidates for electronic form, since reading from the screen is less effective than from the page.

Gorman feels that scholarly monographs published in quantities of a few hundred may also be candidates for electronic form, for economic reasons. Short-run monographs could, for example, be combined in a single CD-ROM disc, or they could be distributed through the electronic networks. However, there are thorny, unsolved problems of usability, authority, copyright, and the balance between access and payment.

Novels and arts and sciences books are a different matter, in Gorman's view. Here, books are convenient and economical. Production and distribution costs are low -- the cost of a 300 page book, in a 1,000 copy run, is usually less than $4 to $6 per copy. Books clearly have the edge for this category of publication.

CONCLUSION
Gorman closed his arguments on the value of printed books with two readings. The first, by Henry David Thoreau (from Walden), provided a vision of books as treasured wealth of the world. The second, by Louis MacNeice (the poem, To Posterity), lamented a world without books as a world of wingless birds.
ACCESS, COLLECTIONS, AND TECHNICAL SERVICES SECTION
ROSTER OF OFFICERS

President          Stephanie Beverage          Alhambra Public Library
                   410 W. Main St.
                   Alhambra, CA. 91810
                   (818) 570-5079  ext. 5606
                   stephanie.beverage@730.sasbbs.com

Vice President     John de La Fontaine       Occidental College Library
                   1800 Campus Road
                   Los Angeles, CA. 90041
                   (213) 259-2965
                   delafo@oxy.edu

Secretary          Libby Flynn                Berkeley Public Library
                   2090 Kittredge Street
                   Berkeley, CA. 94704
                   (510) 649-3955
                   FAX (510) 645-7598
                   lif1@netcom.com

Newsletter         Christopher Thomas         Pepperdine University
                   Payson Library
                   24255 Pacific Coast Highway
                   Malibu, CA. 90263
                   (310) 456-4286
                   FAX (310) 456-4117
                   cthomas@pepperdine.edu

Membership         Lynn Welch                 1330 N. Harrison
                   Stockton, CA. 95203
                   Solano County Library
                   (707) 421-6508
                   dspaulld@class.org

Programming        Maryll Telegdy             Napa City/County Public Library
                   1150 Division Street
                   Napa, CA. 94559
                   (707) 253-4061
                   FAX (707) 253-4615
                   telegdy_maryll@csi.carl.org

ALA Liaison         Derry Juneja              Riverside City-County Public Library
                   3021 Franklin Avenue
                   Riverside, CA. 92507
                   (909) 369-3003 ext. 260
                   derry@riverside.lib.ca.us

CLA Liaison         Vivian Pisano             1518 Buena Avenue
                   Berkeley, CA. 94703
                   (510) 238-6719
                   FAX (510) 238-2232
                   oakplpis@class.org

Past President      Nancy Neal                Palos Verdes Library District
                   P.O. Box 8000
                   650 Deep Valley Drive
                   Palos Verdes Peninsula, CA. 90274
                   (310) 377-9584 ext. 263
                   FAX (310) 377-6403
1. Did you attend the CLA annual conference in Anaheim?  
   **Y**  **N**
   _IF NO, SKIP TO #3_

2. Please evaluate each of the following CLA programs or meetings which you attended. If you did not attend, circle "Did not attend."

   Breakfast Business/Membership meeting  
   Excellent  Good  Average  Poor  Did not attend

   Comments:

   "The Network that Ate the OPAC"  
   Excellent  Good  Average  Poor  Did not attend

   Comments:

   "Do Knowbots Dream of Electronic Sheep?"  
   Excellent  Good  Average  Poor  Did not attend

   Comments:

   "Honey, I Shrunk the Department"  
   Excellent  Good  Average  Poor  Did not attend

   Comments:

   Michael Gorman's program,  
   "The Future of the Book and the Book of the Future"  
   Excellent  Good  Average  Poor  Did not attend

   Comments:

   The table talk, "Cross Training Public and Technical Services Staff"  
   Excellent  Good  Average  Poor  Did not attend

   Comments:

3. Evaluate the Section Newsletter, Tech Notes. Please include comments.

   Excellent  Good  Average  Poor

   Comments:

4. Evaluate the activities of the 1994 Executive Board. Please include comments.

   Excellent  Good  Average  Poor

   Comments:

5. A "Cataloging Interest Group" is forming. Are you interested in participating in activities sponsored by this group?  
   **Y**  **N**
   _If yes, please indicate what discussion topics would interest you:_

6. In which of the following potential Interest Groups would you participate?

   - Collection Development
   - Acquisitions
   - Inter-Library Loan
   - Non-English Language
   - Access Services
   - Networking
   - Subject Cataloging
   - Audio-Visual Services

7. What did the Section do best in 1994?
PLEASE RETURN COMPLETED SURVEYS TO THE FOLLOWING ADDRESS:

Libby Flynn, Secretary
CLA Access, Collections, & Technical Services Section
Berkeley Public Library
2090 Kittredge Street
Berkeley, CA 94704