

MCB

THE MASS COMMUNICATION BIBLIOGRAPHERS' NEWSLETTER

NEWSLETTER

aejmc

Association for Education in Journalism
and Mass Communication

Vol. 3, No. 1, November 1988

Letter from the Chair

This is my first letter to you since I was elected to this office at our national convention in Portland last July.

As my first order of business I would like to congratulate our 1987/88 Chair, Dennis Brunning, for the effective manner in which he served during his term as both Chair and newsletter editor. We can all point with pride at our attractive and informative newsletter and our very first paper session was a success due to his guidance. Even though Dennis assumed a new position at Arizona State, he has agreed to continue as editor.

Mary Allcorn (Missouri) was reelected Secretary of MCB and has promised to get out good publicity about our organization. Her minutes of the meeting appear in this issue.

For the first time since the founding of our group, we were allowed to present a paper session in addition to our business meeting at the annual convention. Dennis, Frances Wilhoit (Indiana) and I took part by presenting papers on database problems and prospects.

Dennis has informed me that our group's name will now appear as a membership option on the AEJMC membership form. Please join and remember to place a mark by our name. This is quite an accomplishment in itself and work by both Frances and Dennis has led to this recognition of our aims.

Newsletters cost money and Dennis tells me he need more. Please rejoin our group for this year by either joining AEJMC in the manner described above or by filling in the form available in this issue. As more people join our group this yearly appeal for funding should become unnecessary.

Eleanor Block
Ohio State

AEJMC Index: Progress Report

editor's note: This report was prepared for the Executive Committee of ASJMC and delivered July 1, 1988

At the San Antonio meeting in August 1987, the ASJMC Executive Committee allocated \$2,500 to explore the possibilities of establishing an index to the contents of journalism and mass communication journals, including trade, professional, and scholarly publications.

An interim report given to the committee at the December 1987 meeting in Indianapolis outlined a plan of action. It is repeated here. A six point framework was developed:

1. Identify similar indexing/abstracting projects and visit.
2. Explore the computing equipment and configurations necessary to publish the product.
3. Identify the format(s) of the product, i.e., print, online or both.
4. Seek cooperation, advice and assistance from librarians of at least five major mass communication libraries.
5. Establish the editorial policy of the service, for example, which journals to indexed and abstracted.
6. Develop a startup budget.

Using the six-point plan as the framework, work on the project is summarized here.

1. Site visits were made to Psychological Abstracts on May 3 in Arlington, VA., and to Communication Abstracts on June 14 at Temple University in Philadelphia at a total cost of \$1,044.56. Consulting fees were offered to both services but were generously not ac-

continued on next page

cepted. The Index to Journalism Periodicals was explored through correspondence with the editor and an evaluation of the index, which is issued semi-annually on microfiche.

Conclusions drawn from these explorations are: Psychological Abstracts is a dependable and necessary service but the production time is too slow (one year from receiving a journal to publishing of the index). The careful and full abstracts appear to be a major factor in holding up production. Communication Abstracts is a remarkable publication—it publishes a quality abstracting service using donated time, estimated to equal 1.5 to 2 FTE. It needs to be available online and it needs to abstract/index the journals more completely and more timely. Index to Journalism Periodicals is not published in a useful format and its editorial policy is fuzzy.

2. Psychological Abstracts was a useful laboratory for seeing computer applications for several processing and production problems. For example, the database management of inventory for journals received, subscriptions paid, and the tracking of individual journal issues through the abstracting/indexing processes are complex. It seems necessary for the index/abstract under investigation to be attached to major mass communication library and thus avoid the acquisitions problems involved in journal subscriptions. The tracking of the individual journals through the editorial process would be a necessary task for the proposed index/abstract.
3. The format of the product is still an open question, but it is certain that the product will be created as a computer database. The question of how the database and print copies would be distributed needs more thought and investigation.
4. An article about the idea for establishing an index to the contents of journalism and mass communication journals was published in the November 1987 issue of the Mass Communication Bibliographer's Newsletter, nationally distributed to over 270 persons. The idea was briefly discussed at the annual meeting of the Mass Communication Bibliographers, a special interest group of AEJMC at the San Antonio meeting. Several librarians of large mass communication collections have indicated an interest in being actively involved: Eleanor Block (Ohio State), Mary Allcorn (Missouri), Dennis Brunning (Arizona State), Jo Gates (Poynter Institute), Diane Carothers (Illinois), and Kathy Hansen (Minnesota).

From the site visits and discussions with other index producers, the editorial work should be done at one site with a paid staff. An editorial policy committee is needed to establish goals and make practical suggestions about the service. It would be made up of users, academic scholars and librarians, and, possibly, corporate media librarians.

5. Communications Abstracts is planning to expand its quarterly issue from 250 abstracts to 300. This expansion raises the question of whether the index/abstract under consideration should drop the idea of including scholarly journals. The work on these questions has not begun.

October update: At the July program and business meeting of MCB in Portland, the suggestion that the idea of producing abstracts be dropped from the project was accepted. Members of MCB and some of the attendees encouraged a proposal to start seeking funding from outside agencies. Activity on the project has been diverted until the winter of 1989.

Frances Wilhoit
Indiana University

Minutes

Paper Session: Dennis Brunning (Arizona State) moderated the paper session. Dennis welcomed the group. 14 people attended the session which began at 8:45 on July 3rd.

The first paper was presented by Eleanor Block (Ohio State) and was titled "What's Wrong with Journalism Indexing: The Case of Journalism Monographs." Dennis Brunning presented the second paper entitled "ERIC on CD ROM: Initial Observations. Copies of a bibliography of ERIC on CD ROM were made available by Mr. Brunning. The third paper was presented by Frances Wilhoit (Indiana). Her paper was titled "ASJMC Index for Mass Communication: A Progress Report."

There was a discussion after each presentation and it was agreed that there is a need for better indexing of the literature of journalism. After discussion, the group decided to approach a database producer with our needs after we have defined them in greater detail.

Also discussed was the possibility of making print copies of the papers delivered available. It was agreed that in the future, those presenting papers would provide print

copies. Today's participants agreed to make their papers available upon request.

Business Meeting: Dennis Brunning presided over the business meeting. He reported that we have 31 paid members. Dennis thanked Al Scroggins in behalf of all members for providing \$150.00 toward publication of the MCB Newsletter. Dennis reported that Arizona State University Libraries provided \$500.00 toward publication during 1987/88.

It was reported that we have \$79.00 in our account with AEJMC. There were 77 people to whom newsletters have been sent during the last year. It was decided that a letter would be sent to those who had not paid their dues telling them that they would not receive future issues unless they paid the \$5.00 subscription fee. The newsletter is to appear three times a year: in March, June, and December.

Dennis Brunning called for nominations for Chair, Editor, and Secretary. Frances Wilhoit nominated Eleanor Block as Chair; Dennis Brunning seconded the nomination. Eleanor Block was approved. Mary Allcorn nominated Dennis Brunning for Editor; Al Scroggins seconded the nomination. Dennis Brunning was approved as Editor. Frances Wilhoit nominated Mary Allcorn as Secretary; Eleanor Block seconded. Mary Allcorn was approved as Secretary.

It was agreed that Mary Allcorn would assist Dennis Brunning in getting material for the newsletter.

Al Scroggins and Frances Wilhoit agreed to approach the AEJMC Executive Committee about having our dues included on the membership forms. Al Scroggins indicated he would talk to Jennifer McGill of AEJMC. Frances Wilhoit indicated she would talk to Tom Bowers.

Caroline Dow suggested we approach the Publications Committee of AEJMC regarding distribution of the MCB Newsletter. It was agreed to send copies of the newsletter be sent to the Head of every division interested in bibliography. Caroline Dow indicated a list of division heads can be generated for \$15.00. It was decided that we should purchase a copy of this list.

Caroline Dow suggested copies of the newsletter be preserved by sending them to ERIC, AEJMC in South Carolina, and the University of Wisconsin.

Caroline Dow indicated that the Magazine Division might

be willing to program for our group at the next annual meeting. She suggested Rob Logan be contacted.

The meeting was adjourned at approximately 11:15 a.m.

Mary Allcorn
University of Missouri

Newsletter Dues

At our second meeting the membership voted to assess a five dollar fee to defray the cost of the tri-annual newsletter. If you wish to receive the newsletter, please mail in your check payable to the Association for Education in Journalism and Mass Communication with the accompanying registration form. The fee is due by January 30th, 1989. The mailing list will be revised in February. The newsletter will be published every November, March, and June.

Attn: **Richard Burke**
AEJMC
1621 College Street
University of South Carolina
Columbia, SC 29208-0251

Name _____
Address _____
City _____ State _____
Zipcode _____

Articles Welcome...

Your editor would like to hear from anyone who has material to contribute to the newsletter. The objective is always INFORMATION and we are open to just about anything that promotes a better understanding of mass media bibliography. Short or long articles, the opportunity is yours! We are especially interested in what's going on out there in the areas of networking and cooperation among bibliographers. How you are using new technologies is also a hot topic.

All submissions should be typed or submitted in ASCII or WordPerfect 5.0 format. Deadline for the March issue is February 15th. Please send all manuscripts to:

Dennis Brunning
Library 110
Arizona State University
Tempe, AZ 85287

Call for Convention Papers

The theme of the paper session this year is "Mass Communication Bibliography in the Age of New Technology: CD ROMs and Other Electronic Formats. This may include online searching, software, hardware, etc. Many of you are already using such formats and information on use, effectiveness, strengths and weaknesses. Please consider submitting a paper and presenting it at AEJMC.

The conference will be held from August 10th through the 13th in Washington, DC. The time and date of the session will be announced at a future date.

Please send your proposal by February 1st or your completed paper by May 15th to Eleanor Block, Journalism Library, 100 Journalism Building, 242 West 18th Avenue, Columbus, OH 43210. You will be notified of your acceptance. If you have questions I can be called at (614) 292-8747 between 8:30 a.m. to 3:00 p.m. daily.

Eleanor Block
Ohio State

Statement of Purpose

note: the following statement was adopted by the Mass Communication Bibliographers at our first meeting in Norman, OK., in August 1986. It is reproduced here FYI.

1. To encourage the development of bibliographic access to the literature of mass communication and data resources.
2. To encourage the development of special collections and archives of material necessary for the study of mass communication.
3. To evaluate collections of materials and data pertinent to the study of mass communications and to disseminate the evaluations.
4. To develop teaching programs and techniques to instruct the use of bibliographic tools in mass communication.
5. To encourage the sharing and exchange of information among mass communication bibliographers.

Mass Communication Bibliographers' Newsletter
Volume 3, Number 1, November 1988
Dennis Brunning, Editor

The editor welcomes your suggestions for topics you would like to see addressed in future issues of MCBN.

505839
University Libraries
Reference Services
Arizona State University
Tempe, Arizona 85287-1006