

MMB

THE MASS COMMUNICATION BIBLIOGRAPHERS' NEWSLETTER

NEWSLETTER



Association for Education in Journalism
and Mass Communication

Vol. 2, No. 3, June 1989

Letter from the Chair

Congratulations to our two members who have been chosen to present papers at the AEJMC convention on the topic of "Mass Communication Bibliography in the Age of New Technology: CD Roms and Other Electronic Formats." Delores Jenkins (University of Florida) paper is "CD-Romulans-To Boldly Go Where No Librarian Has Benn Before...". Ralph Lowenthal (Ohio State University) will read his paper titled: "The New Technologies: What Are They, How Can We Get Them, And Why Don't We Have Them?" Everyone interested in mass mass communication research and bibliography should find these papers informative and interesting.

These two papers will be presented at our first ever dedicated paper session at the AEJMC convention in Washington, D.C. on Friday, August 11 from 8:15 a.m. to 9:30 a.m. Our business meeting is scheduled for 7:15 p.m. to 8:45 p.m. that evening. (See elsewhere in newsletter for afternoon plans)

Among the items on the agenda of our business meeting is the election of officers for the forthcoming year. We have a chair, a secretary, and a newsletter editor. If you would like to nominate someone or if you are interested in a position, this is the time. Anyone with other items for our agenda should contact me as soon as possible. Any reports of activities, plans for next year's meeting, concerns, etc. are appropriate.

This issues of our newsletter marks the last issue under the direction of our former chair and now editor, Dennis Brunning (Arizona State University). Our newsletter format, content and visually attractive style is due to his dedication and hard work. Thank you, Dennis.

Mary Allcorn (University of Missouri) has accepted responsibility for what promises to be a very exciting one-year position in Nakojo, Japan. She will be setting up library services, teaching library courses and developing the collection of a branch campus there of the Southern Illinois University at Carbondale. Al Scroggins (University of South Carolina) has consented to be acting secretary in D.C.

At least five of our MMB members are currently involved in publishing bibliographies in mass communication or mass media. When they are published, you will be notified via this newsletter. In the meantime if you have presented a paper, published an article, a book, received an award, etc. please let the chair or editor of the newsletter know. We want this to be a forum for this type of sharing and information.

Have a great summer. Hope to see you in Washington.

Eleanor S. Block
Ohio State University
100 Journalism Bldg.
242 W. 18th Avenue
Columbus, Ohio 43210
614-292-8747

Communications Booknotes....20 Years and a New Beginning

Booknotes began in November 1969 with three mimeographed pages sent from the University of Utah by new faculty member Chris Sterling to about 10 or 15 academic friends across the country. It carried the alliterative title "Broadcasting Bibliophile's Booknotes," and was promised as a monthly newsletter briefly describing the relatively few new books then appearing about mass media communications (monthly, that is, if enough new titles were published--not a worry today!), along with bits and pieces on second hand bookshops and the like. As Sterling took up new duties at Temple University in September 1970, BBB was up to five or six pages, but still mimeographed. A few years later it became "Mass Media Booknotes" to denote its broader coverage. It even flirted with an early version of desk top publishing in 1976-77, but delays in getting out issues ended that experiment. In 1980 MMB stopped publication for four months (the only hiatus in publication thus far) while the editor got his feet wet in a new position at the FCC in Washington, DC. January 1981 saw the reappearance of what has since been called Communication Booknotes to show still broader coverage. After moving to George Washington

continued on next page

University in 1982, CB continued to expand. The publication went to bi-monthly but longer issues to simplify mailing in 1987.

Along the way, lots of people have helped. Douglas Gomery of the University of Maryland has reviewed well over 1,000 books on motion pictures in over a decade of covering that area. Henry Mayer in Sydney, Australia, and Wilbert Ubbens in Bremen, West Germany are our two longest-lasting overseas contributors. Many others have joined on since--Dean Tudor from Canada, several contributors from London, Claude-Jean Bertrand from Paris, John Lent from Temple University, and others...Lots of people have typed, stuffed, mailed, invoiced, and sorted....

And as CB moves toward its 20th anniversary in November, it has found more stability and a bright future with a new home. The Center for the Advanced Study of Telecommunications (CAST) of Ohio State University signed an agreement with CB's editor earlier this year. The content will remain largely the same (but see below) while appearing in a handsome new desk top published format which is far easier to read and kinder to the eyes! CAST takes over all business and publishing functions while Chris Sterling continues as overall editor.

And what's coming? All of the editorial contributors remain with the publication as do such traditional special issues as film in November-December, and government documents in July-August. More material on the technical side of telecommunications will be covered in future issues. And back issues (eventually a complete run) will go back into "print" by means of on-line or possible CD-ROM formats (the specifics are still being explored). The three annotated survey bibliographies issued since 1980 are a part of the deal--and are appearing as you read this in their 1989 updated editions. Each includes more than 200 titles annotated under subject headings. Other possible spin-offs, including indexing, may develop.

And still the same....the basic "mission" of CB--to provide an early (or at least earlier than most review media) description of the latest publications in media, telecommunications and information here and elsewhere to help readers decide what they want to pursue further (longer reviews, publisher information, or actual purchase). Each issue is divided into five to eight subject categories (they vary by issue) and some 60 or more titles are discussed (some in "short takes" which merely highlight something without much discussion).

For more information or sample CB copies, write to CAST, Ohio State University, 210 Baker Systems, 1971 Neil Ave., Columbus, Ohio 43210-1271, or telephone 614-292-4888. For editorial comments, or to have items reviewed, please contact the editor: C. H. Sterling, 4507 Airlie Way, Annandale, VA 22003 or telephone 703-256-9304.

Christopher Sterling
George Washington University
Washington, D.C.

Annenberg Announces Job Opening

Head Librarian The Annenberg School of Communications University Of Pennsylvania

The Annenberg School of Communications is a graduate school of the University of Pennsylvania offering the M.A. and Ph.D. in communications. The Annenberg School library has a specialized collection of 26,000 volumes on communications and related subjects and a television script archive of several thousand scripts from both prime and day time shows. The library staff includes 3 professional librarians, 4 full-time unionized support staff, and 10-15 part-time assistants. The annual budget excluding unionized staff costs is approximately \$370,000.00. The Annenberg School Library is part of the University of Pennsylvania library system.

The library's primary constituencies are the ASC faculty, the ASC graduate student body (M.A and Ph.D.), and undergraduates majoring in communications from the School of Arts and Sciences. In addition, a large number of both graduate and undergraduate students, as well as faculty, from other Schools of the University frequently use the library's resources for specific projects. To a lesser, but not insignificant, degree the Annenberg School library also serves scholars from other institutions and professionals in the field.

The Head Librarian is responsible to the Dean of The Annenberg School of Communications for collection development, programs, activities, and administration of The Annenberg School Library and to the Director of Libraries for general compliance with University library system policies and practices.

Plans collection development in response to user requests, developments in the field, and alterations in the School's academic focus. Develops library services to support School's academic activities. Oversees the operation of subsidiary library activities such as the television script archive.

Formulates operating policies and procedures and determines when/if such policies and procedures should deviate from those of other University libraries. Hires and supervises professional and part-time staff. Supervises full-time unionized support staff. Schedules, trains, and evaluates all staff. May choose to delegate some supervisory duties.

Oversees library budgets; plans annual budgets; may make special project budget requests.

Provides specialized reference and bibliographic expertise to faculty and students. May review specific research plans. Publishes Acquisition Lists, Special Bibliographies, etc. on a regular basis. Writes descriptive material about the library as needed. Prepares a annual report of the library's activities.

Researches new developments in relevant information availability such as data bases, on-line searching services, etc. Issues recommendations.

Serves as the School's representative to the University library system and participates in School and University committees. Maintains regular contact with peers at other institutions.

Conducts special projects and initiates new endeavors both on own initiative and at the request of the Dean.

Minimum Qualifications:

M.L.S. from accredited institution and an M.A./M.S. in communications or related field; Ph.D. desirable. 5 years experience preferably at a research university. Demonstrated technical mastery of a major aspect of relevant library operation. A high degree of specialized expertise in some aspect of communications or a related field.

Typical starting salary: \$27,500 - \$35,000.00 plus a full range of benefits.

Start date: July 1, 1989.

Send letter of application describing how your skills and experience relate to this position and a resume to:

George Gerbner
Professor of Communications and Dean
Annenberg School of Communications
3620 Walnut Street
Philadelphia, PA 19104-6220

ANPA Offers Invitation

MMB member Yvonne Egertson of the American Newspaper Publishers Association Library has extended an invitation on the association's behalf to our membership. ANPA would like us to be their guest following our Friday, August 11 paper session on a tour of their library and other ANPA facilities. Attendees will also be their guests for lunch.

In order to make lunch and touring arrangements Yvonne must know how many plan to attend in advance. ANPA facilities are in Reston and public transportation is not convenient. Yvonne will provide transportation for five passengers both ways but we will have to arrange other methods for others. For these reasons please call Eleanor Block or drop her a line (see Letter from the Chair) by July 26 if you plan to take advantage of this wonderful opportunity. We appreciate Yvonne's initiative and kind invitation.

FYI

A recent request from one of our members reminds us of one of the reasons MMB was formed several years ago. We are encouraged to share and exchange information among mass communication bibliographers. One way to do that is to bring sample copies of your bibliographies, brochures, handouts, etc. to our annual meeting. We will set up a table on which these can be placed.

Sandra Grilikhes of the Annenberg School of Communications Library, 3620 Walnut Street, Philadelphia, PA 19104-6220 would like one copy of communication or mass communication bibliographies sent to her. If not free, please advise her of purchase information.

Time to Renew

This is the last issue of our subscription year. We hope you have enjoyed the MCB Newsletter and will continue to support it next year with your renewal. Again we are asking for a five dollar fee to defray the cost of the three issues. If you wish to receive the MCB Newsletter you can mail in your check to the address given below or join AEJMC and select our group as additional membership. Either way you will receive the newsletter.

Send subscription requests to Rich Burke, AEJMC, 1621 College Street, University of South Carolina, Columbia, SC 29208-0251.

Please note to Mr. Burke that you are subscribing to the MCB Newsletter for 1989-90. Payment should be received by November 1, 1989.

Another Job Opening: MCB Newsletter Editor

Yes, it is time to move on. For two years now I've enjoyed the editorship of our small but important newsletter. Unfortunately, new duties consume my time and the moment has come to let another one of you take over.

Who will it be? For the expert editor, the job will be a snap. For the newcomer, I will be happy to advise.

It has been a great pleasure editing for you!

Dennis Brunning
Arizona State University

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.



**"Freedom and Equity
in Journalism and Mass Communication"**

Mass Communication Bibliographers' Newsletter

Vol. 2, No. 3, June 1989
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