

Mass Communication Bibliographers Newsletter

Vol. 8, No. 2

May, 2000

From the Chair

Did you see the article about Mass Communication Bibliographers in the last issue of AEJMC News? It was a result of a phone call to AEJMC from me about our unusual status. The association is bending over backwards to extend us any courtesies that they can and are obviously glad we are remaining in the association. We expect a fine welcome at the next convention in August in Phoenix. I am truly hoping for and expecting to see many of you at our program and business meeting sessions. More importantly, I want to see many of you attending various convention sessions and participating in any way you can so that our journalism and communication colleagues can see that we are active and interested. BE PROUD!

Our program session is scheduled for Thursday, August 10, from 4:30-6 p.m. Susan Hanscom, Vice President and Editorial Director of Sage Publications, and/or Blaise Simqu, Executive Vice President of Sage, will do a presentation titled *Research, Academics and the Powerful Effect of New Media Technology: The Future of Electronic Journal Publication*. I will serve as moderator of the session. Afterward our members and guest will go out for a dinner so we can meet each other and "schmooz."

Mass Communication Bibliographers Business Meeting is on Friday, August 11, from 6:15-7:45 p.m. At that time we will talk about accomplishments, officers, monies, programs, and whatever else comes up.

Now is the time to reserve your hotel rooms at a significant discount. The official hotels are the Hyatt Regency Phoenix and the Crowne Plaza Phoenix. Please make reservations before July 6, 2000. Call 1-800-233-1234 or 602-252-1234 for the Hyatt and 1-800-359-7253 or 602-333-5000 for the Crowne Plaza. The latter is less expensive. July 7 is the deadline for pre-registration.

I will arrive on Wednesday if anyone needs to contact me in Phoenix. I am trying to publicize our presence and our programs via this newsletter, our listserv and other means. Please share this information with anyone you think might be interested, and of course, encourage your teaching faculty to attend our program session. I think lots of people are interested in electronic journals. David Sheddon of the Poynter Institute is going to provide a bibliography on the subject for the meeting and for distribution to AEJMC as well.

Sue Lerdal of Iowa State, our newsletter editor, published this newsletter and the previous issue with the services of AEJMC for a grand total of \$119.13. This was a bargain to say the least.

MCB has \$1,722.35 in its account right now. However, without a way for people to direct monies to our group this amount will decline in the future unless our members specifically direct monies to it.

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AEJMC Convention Information
<http://www.aejmc.org/convention/index.html>

City of Phoenix
<http://www.ci.phoenix.az.us/>

Greater Phoenix Convention and Visitors Bureau
<http://www.accessarizona.com/partners/phoenixcvb/>

Future AEJMC Convention Dates

2001 -- Aug. 5-8 at The Grand Hyatt, Washington, D.C.
2002 -- Aug. 7-10 at The Fountainbleau Hilton and Towers,
Miami, Florida

AEJMC Convention Research Papers

Some research papers from past AEJMC conventions, including 1996, 1997 and 1998, are available at Michigan State University. <http://list.msu.edu/archives/aejmc.html>

Williamson Leaving Annenberg

Susan Williamson will be leaving her job at the Annenberg School for Communication as of around June 15th, 2000. She is moving to Albuquerque, New Mexico, where she will be the Library Director at the Albuquerque Academy (a college prep school).

Communications Collection Development -- A Short Tale of a Newcomer

In April of 2000, I began a new position at Hofstra University as the Communications Resources Librarian. My experience in the profession to date had been bibliographic instruction programming and reference services, doing collection development in a variety of subject fields, so becoming a subject-specific bibliographer posed the opportunity and challenge of progressing from generalist to specialist. I was excited at the prospect of collecting in one area, and having an undergraduate degree in Communication (which I earned 10 years ago!), I felt I had a good familiarity with the curriculum and understanding of the needs of the students.

Well, once I began to look closely at the field, I realized my experience with and perspective on collection development was going to expand rather than constrict, as the interdisciplinary nature of the field became apparent. To date, my experience with collection development had been to collect in many different subjects in the humanities and social sciences. I thought I would no longer have my collecting efforts scattered over multiple disciplines, but it immediately became apparent that Communications is a subject field that touches on all the disciplines.

A bit overwhelmed, I decided to begin with the best information resource available: professionals already working in the field. I did a listserv search and found COMLIB-L. I subscribed and posted a request for advice on where to begin collecting in such an interdisciplinary area. I received recommendations on collection tactics, resources and this organization, the MCB of the AEJMC. I would like to excerpt the great advice and information I received from the COMLIB-L list members.

From Yvonne Cleveland, M.L.S., of Database Services Assoc.: "One of my college professors always used to say, you need to do a needs assessment. Create a short survey, and send it out to all of the professors in the Communications Department. Also, visit the websites of the libraries of the colleges with the top ten communications programs. You should be able to do searches. Use those searches to create a list of information that you need."

From Eleanor Block, Chair of the Mass Communication Bibliographers Committee: "...other than the book review section in *Journalism and Mass Communication Quarterly*, another bibliographic source (once called *Communication Booknotes*) is *Communication Booknotes Quarterly*. Too, some libraries provide and distribute their acquisitions lists such as my library, University of Illinois' Communications Library and others. [Also] You are probably not aware too that there is a group within the Association for Education in Journalism and Mass Communication called Mass Communication Bibliographers."

From Mark Emmons, Head, Research Education Program, University of New Mexico General Library, I received a list of Library of Congress classification areas by

which to assess our current collection and use as a guide when browsing materials for new acquisitions.

From Susan G. Williamson of the Annenberg Library: "Mark Emmons has provided you with a good list of LC call numbers and subjects. A similar list (called Appendix A: Library Guide for Mass Communication Subjects) is available at the back of a very useful book edited by Christopher H. Sterling, James K. Bracken and Susan B. Hill, titled *Mass Communications Research Resources: An Annotated Guide*. I highly recommend it as a general source for collection development."

From Eleanor Block: "You might check other books by Christopher Sterling and James K. Bracken as well as the two bibliographies by Jo Cates and my book with James Bracken."

Much to my relief, I found that the machete had been taken to the jungle and a path cut! There was a way for me to approach collection development in this expansive field. In addition to pursuing the strategies and resources offered to me by the COMLIB-L members, I have been doing some reading on collection assessment and development and recommend the following articles:

Brier, David J. and Vickery K. Lebbin. "Evaluating title coverage of full-text periodical databases." *The Journal of Academic Librarianship*. 25.6 (1999): 473-8.

Fennessy, Eamon T. and Linda Albright and Kathy Miraglia. "On the street - journal collection analysis." *Against the Grain*. 10.1 (1998): 85+.

Fiscella, Joan B. "Bibliography as an interdisciplinary information service." *Library Trends*. 45 (Fall 1996): 280-95.

Leighton, H. Vernon. "Course analysis: techniques and guidelines." *The Journal of Academic Librarianship*. 21 (May 1995): 175-9.

Lochstet, Gwenn S. "Course and research analysis using a coded classification system." *The Journal of Academic Librarianship*. 23 (Sept. 1997): 380-9.

Perrault, Anna H. "National collecting trends: collection analysis methods and findings." *Library & Information Science Research*. 21.1 (1999): 47-67.

Weaver, Patricia. "A student-centered, classroom-based approach to collection building." *The Journal of Academic Librarianship*. 25.3 (1999): 202-10.

I cannot neglect to add the *MCB Newsletter*, 8.1 (2000), forwarded to me by Susan Lerdal of Iowa State University, as a great resource for identifying professionals who are working in this area of librarianship, curriculums and materials for collection development.

On May 17, it will be my one month anniversary. I feel very good about my acclimation to collecting in Communications so far and am optimistic that the position will fulfill the promise I saw in it of being interesting and dynamic.

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Journalism Library Returns to Columbia University

In early February 2000, a library was re-opened at the Graduate School of Journalism at Columbia University. The library is housed in a small, newly-renovated space which formerly housed an informal "reading room."

The former Journalism Library left the school in 1995, making space for a lecture hall. The collection of the former library was merged with that of Lehman Library, which houses Columbia's social science collections. With the re-establishment of the new library, selected titles are being transferred back to the Journalism School.

While Lehman Library will continue to house the collection in mass communications and media studies, the Journalism Library's collection will focus on works essential to emerging writers: books on the craft of writing; style and usage manuals; and works on journalistic ethics and professional conduct. The Journalism Library will also house historical and biographical works on important journalists, publications and publishing families.

In addition to supporting the School's emphasis on using New York City as a news laboratory, the library will also include materials about city and state history, government, politics and social issues, as well as selected literary works about the region.

The magazine and journal collection at the Journalism Library encompasses important magazines covering general news, science, business and the publishing world. Academic journals in the field of media studies, mass communications and journalism education are housed at the Journalism Library and at Lehman Library, depending on the title.

The newspaper collection represents the New York City metropolitan area, as well as key U.S. metropolitan areas outside of New York. Daily newspapers are kept for two weeks.

Reserve readings for journalism courses are available at the Journalism Library, and this has been the area of greatest growth for us, because faculty are much more receptive to putting readings on reserve now that the library is not on the other side of campus.

Also available at the Journalism Library are the most recent five years of student projects, which are completed each year in print, radio, television, and new media. Print projects, as well as transcripts of broadcast projects and printouts of new media projects, are bound and available for on-site use. Project tapes are loaned out on overnight reserve.

With the library now housed in the school, student-created publications are easier to obtain, and efforts are being made to archive them in a more methodical way. This effort began with the collection of each issue of *Bronx Beat*, a newspaper which reports exclusively on the Bronx, produced on a weekly basis by students of the school in the spring semester.

The Journalism Library's collection also benefits from the prizes which are administered by the Graduate School of Journalism, such as the Lukas Prize in nonfiction writing, the Eisenstaedt Awards for magazine photography, and the Pulitzer Prizes.

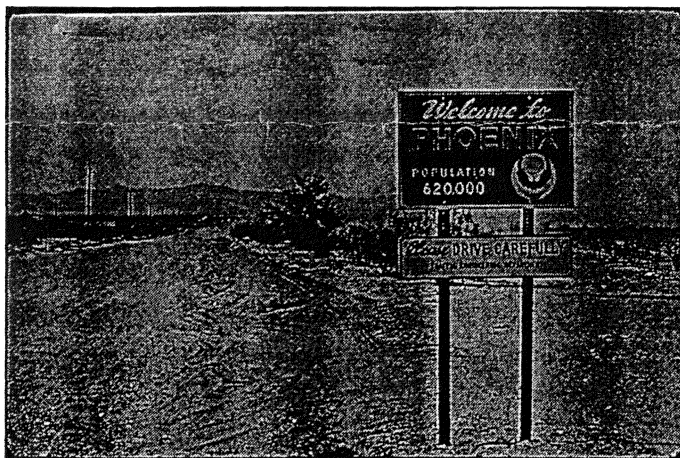
Deborah Wassertzug, librarian for the Graduate School of Journalism, has moved her office to the new library, and works there in conjunction with a library supervisor and a library assistant. The Journalism Library is open 43 hours a week during the academic year, and will be open 34 hours a week during the summer.

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From the Editor

If you would like to submit news or have ideas for the next issue, please contact me. We welcome news about people, publications, libraries, information resources, technology and anything else you think might be of interest to Mass Communication Bibliographers.

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Approaching Phoenix, 1972

Source: National Archives and Records Administration