



**Advertising and Marketing Division  
Spring 2002  
Editor Kristine Spanier,  
Carmichael Lynch**

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**Message from the Chair**

By Kristine Spanier

Only two months are left until our annual conference in Los Angeles. It’s a cliché, but the time has literally flown by since we first started planning for it. All of the sessions are now fully planned and I hope you have had a chance to review the preliminary program that was sent to you with a recent issue of *Information Outlook*. You may notice that business meetings and social events are not listed. Please keep in mind that we will have our usual schedule: Our first board meeting will be on Sunday, June 9, from 4:30 – 6, our business luncheon is on Tuesday, June 11, from 11:30 – 1 pm and our second board meeting with the new officers is from 3:30 – 5 on Wednesday, June 12. All members are encouraged to attend these events. Please mark your calendars or programs now so you won’t forget these important dates.

A special addition to this year’s programs is our 60<sup>th</sup> anniversary reception on Monday, June 10<sup>th</sup> from 5:30 – 7 pm. This is going to be a fantastic celebration of our history, complete with VIPs, the return of the Award of Merit, food, drinks, a special gift for all attendees and many friends, both old and new. We would not have been able to plan this without the generous support of Dialog - and to them we are exceedingly grateful.

You have probably heard by now about the ongoing bylaws discussion at the Winter meeting as well as the resignation of Roberta Shaffer. It's true that our association is in a state of flux, but with our continued commitment to SLA as well as our readiness to flourish in the face of change, we will help to ensure the ongoing success of SLA. As part of this effort, it's more important than ever to volunteer for your division. We have a number of positions open this year including Chair-elect (this person will spearhead the planning of the conference in 2004). If you are interested in serving, please contact me immediately.

I'm looking forward to seeing you in L.A. As usual, if you have any questions or concerns regarding the A & M division, please don't hesitate to contact me.

Sincerely,

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## **Messages from the Chairs-Elect**

### **Virtual Libraries in the Advertising World By Stephen Fleming, Co-Chair Elect**

Does your library have a Web-based site? Are you using your agency's Intranet, LAN or a public Website to provide information services?

Special Libraries' use of the Web has skyrocketed in the last few years. According to a recent SLA survey<sup>1</sup>, 82% of corporate libraries with an Intranet now use this resource to provide access to externally produced content. Additionally, "more than one-half of those polled stated that they will turn to vendors for content only, rather than packaged information products and services."<sup>2</sup> Clearly, the use of Intranets has been one of the great milestones in Information Management over the past decade.

However, for some corporate libraries the potential of Web-based services remains largely untapped. A lack of time, funding or support from upper management can hinder the development of this powerful tool, as can technical issues relating to computer resources and programming expertise.

Even libraries with intermediate to advanced sites face the constant challenge keeping up with technology platforms, vendor services and shifting corporate cultures.

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<sup>1</sup>Phase5. "[State of the Market - Results from the Information Services Panel Study - June 1999.](http://www.phase-5.com/Paper.htm)" <http://www.phase-5.com/Paper.htm> (June 1999).

<sup>2</sup> Special Libraries Association. "Rise of Intranets Leads to New Role for Information Professionals." <http://www.sla.org/content/memberservice/communication/pr/pressrelease/pressrelease/news/9912.cfm> (June 15, 1999).

To address these issues, we would like to present a panel of Virtual Library pioneers at the SLA conference in New York in 2003. We are looking for DAM members who have implemented a Virtual Library or Intranet site and want to share their experiences.

From previous open houses, we know that Special Libraries are approaching this project in many different ways. We want to show how advertising libraries are taking on this challenge, and in the process inspire each other to take the next step in this new area of Information Management – whatever that may be.

If you have a site you would like to share, please e-mail me at [stephen\\_fleming@nyc.yr.com](mailto:stephen_fleming@nyc.yr.com) .

Our workshop will require a brief presentation by each of the participants, tracing the history, challenges and future direction of your site. Issues such as end-user adoption, vendor relations, usability, graphic design, IT relations, and the amount of internal vs. external sources should also be addressed.

NOTE: Since many of these Virtual Libraries exist on agency Intranets, it may not be possible to provide live links for this demonstration. For this reason, we ask that you be able to provide a “demo” version of your site which can be run from a disk or hard drive. If your site exists on a public Website, please let us know as well, so that we can make provisions for a live Internet connection.

**Is Information Important at the Top?  
By Gwen Loeffler, Co-Chair Elect**

Every company with a successful information-sharing or knowledge-management program knows that a good deal of the success can be attributed to a clear directive from top executives within the firm. Many of the leading executives in the advertising industry know that a healthy flow of information is vital to the success of the agency, especially when the agency creates integrated marketing programs for their clients. For integrated campaigns to succeed, agencies need to ensure effective, efficient methods of information sharing within every team, across all lines of business, in all cities and countries around the world.

Jim Heekin, CEO of McCann-Erickson Worldwide, has been quoted as saying “we [McCann-Erickson] are devoting resources to better integrate communication and knowledge-sharing...The result, we hope, will provide clients with truly integrated marketing programs.” (*Advertising Age*, 1/21/2002)

Many of us are fortunate enough to work closely with executives who ‘get it.’ Some of us are not. If you are among the lucky ones, and you are interested in sharing your experiences with division members during a program at the 2003 SLA Annual Conference in New York, we’d like to hear from you. Please e-mail me at [gwen\\_loeffler@nyc.yr.com](mailto:gwen_loeffler@nyc.yr.com).

The program, as we envision it in these early stages, would be conducted in an interview format – a librarian interviewing an agency executive on the importance of a healthy flow of information to the overall success of the agency. They would be someone who would feel comfortable speaking to our group more about information sharing and its vital role to agency business, than about agency business in

particular. This executive would likely: understand the importance of information; be committed to the company's policies concerning information; and lead by example.

The specific topics addressed in the interview could include: the importance of information sharing to the creation of integrated campaigns; the removal of impediments to the healthy flow of information; availability of enterprise-wide technological resources; shift in rewards systems from individual success to team success.

If you would like to conduct such a program, or would like to suggest an agency executive to be interviewed, please e-mail me.

This should be a stimulating program that will demonstrate how we, as agency-based special librarians, exemplify SLA's definition of a valuable librarian as one who "understands the critical role that information plays for organizations and for individuals and takes a holistic view of information needs and uses and the contexts in which they occur." (See "Competencies for Special Librarians of the 21st Century" on the SLA web site)

## **A Look Inside: An Interview with Ellen Kuner of Burson-Marseller**

### **Ellen's Biography:**

Ellen has more than 30 years experience in the research field and is very active in SLA. She has served on the Board of Directors and has held many state and division positions. In 1996 she was the Program Chair for the annual conference of the association held in Boston which had an attendance of more than 7,000 people. She was made a Fellow of the Special Libraries Association in 1994, an honor bestowed on only 60 of the more than 15,000 members. She was a member of the joint U. S. Department of Education/American Libraries Association Accreditation Committee.

She holds an M. S. from the University of Illinois at Urbana-Champaign and a B. A. from Thiel College, Greenville, PA.

Ellen, tell us about where you work.

*I work on a global team called the Insights & Ideas Group (IIG). IIG was created at Burson about two years ago. It combines the Knowledge Centers, the Creative Group, primary research, IT and knowledge management. There are*



*about 60 of us in this group worldwide; four in Chicago where I am. We work together very well. The Knowledge Centers provide a wide variety of services ranging from simple document delivery, to analysis, to the big idea.*

*We have seven Knowledge Centers -- New York, Chicago, Washington, Miami, London, Paris & Hong Kong. We used to have medium sized collections. Now they are mostly virtual. In Chicago, the only person physically in the KC is our administrative assistant. The rest of us are spread through the office. Virtual means you can be anywhere. In fact I do lots of work at home.*

1. What is a typical day/week like for you?

*Like most of us I have a multi-part job. Here are the major parts:*

- *Chair of the New Tools & Resources Committee. I get to test lots and lots of new products. It's fun! If I like it, I send it on to my team to test. If the group likes it, we send it to the account staff for additional testing. We are in the process of doing a needs assessment for the whole firm to help us identify areas where we need new or stronger resources.*
- *Manager of Factiva.com worldwide. Two years ago we rolled out Factiva/DJI or Factiva/ RBB to desktops around the world. I was responsible for the roll out in the U. S. and Latin America and helped with it in Europe and Asia/Pacific. Now at the end of April or the beginning of May we are migrating to Factiva.com. I am in charge of the migration.*
- *"Maven of passwords," a title bestowed on me by a colleague in Los Angeles, for all research and desktop products including Factiva, Nexis and Dialog.*
- *Member of a WPP negotiating team for global contracts with major research suppliers and vendors.*
- *Researcher. I do extensive research on all sorts of topics. It's fun to find that odd fact!*

2. What resources could you not live without?

*My computer. Lately I've decided that Excel is a great program! Also I simply could not function without Nexis, Factiva, Dialog, Bloomberg and hundreds of web sites.*

3. How do you stay current? Any specific trade pubs or Sites that you couldn't live without?

*I read lots. I always read Ad Age and the PR gossip sheets to keep up with the industry. In addition I read Online, the Searcher, Library Journal and more. Lately I've found [www.resourceshelf.blogspot.com](http://www.resourceshelf.blogspot.com) a useful web site. I talk with the account staff to see what they need.*

4. What do you hope to be doing five years from now?

*I'm one of those unusual people who has had only one position! Either I'm nuts or I like what I do!! So I suppose in five years I'll still be working away at Burson-Marsteller.*

5. If you could change one thing about your job what would it be?

*If all bills would go away, life would be splendid.*

6. Do you have a mentor? Describe relationship

*At this point in my career, I think that I am the mentor. Some people, all now retired, whom I regard as my mentors include Ed Strable, long time director of the J. Walter Thompson Library in Chicago; Judy Genesen, director of the library at the Chicago Transit Authority and then executive director of the American Association of Law Libraries and Marilyn Bachman, director of the Member Information Service at the 4A's.*

7. What is your advice to new advertising and marketing information specialists?

*Be flexible, ask questions, be curious and never stop learning. I had no background in advertising or public relations when I began working. I subscribed to Ad Age and read it every Monday night at home. I joined SLA; met my colleagues. The more you know, the more you can contribute.*

8. What is SLA's value to you? Do you belong to other professional associations? Any thoughts on the emergence of SCIP as a 'competing' association?

*SLA's value has changed over the years. Before computers (yes, I **am** old enough to remember that), finding information was much more difficult. Far more people maintained extensive clipping files than they do now. Every SLA member I met was a potential resource in finding the answer to any of the host of questions I received. Today I discuss vendors, suppliers and valuable web sites with my SLA colleagues.*

*SLA works for the whole membership about important issues such as Tasini, copyright and the value of the information professional.*

*I am not a member of SCIP although almost all of us could be. If SCIP had local meeting, I might join. Since it does not and I would have to go to the conference to meet people, I'd rather belong to SLA.*

9. What does the division mean to you?

*The Division is a good place to get together with colleagues all in the same field to discuss ideas, solve problems and learn as much as possible.*

10. Where do you see the profession going?

*A lot of the hands on research we used to do is being pushed to the desktop. This is excellent! It provides much more time for us to do more analytical research and to teach others how to do basic fact finding.*

Some fun questions –

1. What do you do in your spare time? Any interesting hobbies?

*I have an exploded perspective of a soufflé hanging on the wall in my kitchen. This highlights two of my interests -- cooking and architecture. I love to cook. Just yesterday I made 14 loaves of bread -- no bread machine for me. We live in Oak Park, IL, a town known for Frank Lloyd Wright and Ernest Hemingway. I am a volunteer at the Frank Lloyd Wright Home & Studio. I give tours and have a leadership role in the annual fundraiser, Wright Plus. It's great. I'm also an avid gardener.*

2. Any requests that you'll never forget?

*One of my favorite amusing questions was how should men's underwear fit? I determined there was no answer to this other than "comfortably."*

3. Favorite SLA conference location and why.

*Boston is one of my favorite cities for the conference. It is compact, has good exhibit facilities, plenty of hotel rooms, good restaurants and great charm. I was chair of the conference the last time we were in Boston so perhaps I am biased.*

4. If you were stranded on a desert Island, what book would you want with you?

*A pile of British mysteries and a lot of gardening books.*

Thank you, Ellen, for sharing with the division everything that you do.

## **The Best of the Information Profession**

Recently SLA announced the 21 winners who have emerged as the "Best of the Information Profession." These 21 individuals will be honored by SLA at the June conference on Wednesday, June 13<sup>th</sup>. One of our very own speakers is in this elite group. Mary Ellen Bates, co-speaker of "Super Searchers on Madison Avenue" will be presented with the SLA Professional Award. This award is given to an individual or group in recognition of major achievements in, or a specific significant contribution to, the field of librarianship or information science. Bates is recognized for her significant contributions to the Association and information profession as an innovator, contributor and teacher throughout her career. "Super Searchers on Madison Avenue" will take place on Tuesday, June 11, at 9:30 – 11 a.m. Member Grace Villamora will also present.

## **Expanding Global Knowledge Frontiers on April 18<sup>th</sup>**

On Thursday, April 18<sup>th</sup>, the global information community will acknowledge the pivotal impact of information professionals and special librarians around the world by celebrating International Special Librarians Day (ISLD). The theme for this year's ISLD, "Leadership, Partnership, Membership: Expanding Global Knowledge Frontiers," is a joint moniker submitted to the ISLD selection committee by the Rio Grande Chapter of SKA and SLA member Marcella Barnhart.

Established in 1991 by SLA in conjunction with National Library Week, ISLD provides an opportunity for information professionals to promote the services they provide to

their users, customers and management within their organizations and to external communities with promotional tools provided by SLA.

If you or your organization will be celebrating ISLD in some way, please forward a description of your activities to [kspanier@clynch.com](mailto:kspanier@clynch.com) and we will publish the information in the next issue of the A & M bulletin. Also check various chapter web sites to see their own goings-on. Linda Stinson, the co-program Chair of the Connecticut Valley Chapter writes that her chapter will have these postings.

For more information, please visit the ISLD section of Virtual SLA at [www.sla.org](http://www.sla.org) or call the SLA Public Relations' office at 202.939.3633, or email [anthony@sla.org](mailto:anthony@sla.org).

## **Endowment Fund Grants**

Does your chapter, division or committee have a great idea for a project, but needs funding to get it underway? An Endowment Fund Grant may be the answer.

The purpose of Endowment Fund Grants is to support programs developed by SLA Chapters, Divisions, or Committees that will further the scientific, literary and educational purpose for which the SLA is organized and operated. Proposals must have a wide applicability to the entire special libraries community.

Funds may be given for publications, research projects, study grants, continuing education programs, public awareness activities, special studies and reports, or information dissemination efforts. A significant amount of money is available for disbursement, so your chapter, division or committee is encouraged to submit a proposal by July 1, 2002. Applicants will be notified by November 1. Complete guidelines and an application form are available at: <http://www.sla.org/content/leadership/endowment.cfm>.

This is an opportunity the A & M division should not pass up. If you have ideas for how we can take advantage of the fund, please forward them to [kspanier@clynch.com](mailto:kspanier@clynch.com). We can further discuss the opportunities at the June conference and prepare a proposal in time for the July deadline.

If you have questions, contact Mildred Lorenti, GE Asset Management at 203.326.2404, [mildred.lorenti@corporate.ge.com](mailto:mildred.lorenti@corporate.ge.com). Committee members include Mildred Lorenti, Susan Klopper, Daille Pettit, Lorri Zipperer and Leon Gyles.

## **Nominating Committee**

Headquarters is looking for people to serve on the SLA Nominating Committee for the year 2004 elections. They seek four candidates for election to this important and far-reaching committee assignment. Sandy Spurlock, Chair-Elect of the 2003 Nominating Committee will be its chair.

SLA is in pursuit of members who have held leadership positions in SLA and have wide networks of contacts. They request the names of members you think would be qualified to serve on this committee. They hope to have a large pool of candidates to choose from so that we have a diverse and representative Nominating Committee. As it says in 'Who's Who in Special Libraries': "membership shall have a wide geographic spread with representation from as

many Chapters and Divisions as possible."

Note -- they welcome self-nominations, so please don't be shy about putting your own name forward.

Members of the Nominating Committee are required to attend the Winter Meeting which will be held January 23-25, 2003 in New Orleans. This is when the bulk of the Committee's actual work is done, so it is essential to have all committee members present. Follow-up phone calls will be required.

The Committee shall create a balanced Nominating Committee membership with the following criteria in mind:

1. representation from various sectors of the professional community (i.e. academic, corporate, government, solo, vendors/services)
2. representation from various geographical regions, and
3. representation from various Divisions.

The developed slate will be presented to the SLA Board for consideration, and upon acceptance, the Nominating Committee will officially present this slate of candidates to the Board of Directors for a membership election.

**This Committee plays an important role in identifying the upcoming leaders** of the Association. PLEASE, send us your recommendations and help guarantee a bright future. They hope to hear from you by March 29th, 2002. Send nominations to [david.e.stern@yale.edu](mailto:david.e.stern@yale.edu) (David Stern, 2002-2003 Director/SLA Board of Directors).

### **A Realist Believes That What Is Done Or Left Undone In The Short Run Determines The Long Run** **By Stephanie D. Tolson, Chapter Cabinet Chair-elect**

I was elated when I was elected to serve on the association's Board of Directors. Let me take this opportunity to thank you for your vote. I have always held the association in high esteem. Over the years, I have developed skills and lifelong relationships as a result of learning opportunities, networking and mentoring activities. I did not know how rapidly time would pass until I assumed the role of Chapter Cabinet Chair-elect.

I attended strategic planning and Board meetings where I realized that bylaws revisions were a top priority for the Board. I had weathered bylaw revisions for SLA before and I knew they would be the source of controversy. You may have heard from some of your sources about draft recommendations discussed during Winter 2002 (SLA's meeting in Chicago). Each member will have the opportunity to draw their own conclusions. Information will be provided by Chapter and Division leaders, in addition to information on SLA's web page <http://www.sla.org>.

Why is the Board looking to revise the bylaws? The answer is rooted in simplification. SLA is a large association. It relies on member volunteers to carry on the association's work. Events within the last year have caused us to review priorities and to tighten our belts due to economic downturns. As a Board member, I must be mindful of policies and procedures. When these do not bring about

efficiency and effectiveness, the Board has the responsibility to recommend revisions that can lead to improvements. As much as we dislike admitting it, our membership is not growing. Many members have served over and over again. Many Chapters and Divisions are governed by cumbersome bylaws that would not be necessary if changes were made to the association's bylaws. The membership will have the opportunity to vote for change that will bring about simplification.

For the most part, I am in favor of the bylaw revisions. They are intended to aid the association. You, the members need to make the final decision. You should spend time to educate yourself on the recommended changes. Take a hard look at where we are today, then voice your opinion and vote on the future. "An idealist," wrote American journalist Sydney J. Harris, "believes the short run doesn't count. A cynic believes the long run doesn't matter. A realist believes that what is done or left undone in the short run determines the long run."

### **Sponsors Wanted**

We are still looking for additional sponsors for our June conference sessions. If you know of a company who could benefit from a partnership with us, please forward the name of a contact to [kspanier@clynch.com](mailto:kspanier@clynch.com) as soon as possible. All sponsors will have appropriate signage at the conference and will be listed in the next two bulletins. They will also be invited to our anniversary reception.

### **Discussion List**

If you haven't received an e-mail recently from the A & M discussion list, most likely you are not subscribed – even if you think you are. **To subscribe to the list** send an email to: [listserv@listserv.sla.org](mailto:listserv@listserv.sla.org). In the body of your message write "Subscribe SLA-DAM Your Name." To post a message to the list, send an email to [SLA-DAM@listserv.sla.org](mailto:SLA-DAM@listserv.sla.org). **Contact Tesse Santoro** at [tesse\\_santoro@dialog.com](mailto:tesse_santoro@dialog.com) with any challenges in subscribing.

### **New Members**

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Winter S. Shanck  
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Paul D. Vander Meer

## **New Member Bios**

### **Mara Slesers, Starcom Worldwide, Chicago**



**Mara Slesers** is employed as Media Research Supervisor at Starcom Worldwide, a media planning and buying company in Chicago, IL.

"I currently work in the Media Research Department at Starcom, but started my career in the LeoBurnett Library in 1996. I started out as a Library Assistant and worked my way up to an Information Specialist. This is where I fell in love with corporate librarianship and decided to pursue a MLIS, which I received this past December from Dominican University.

I was recently married, in September 2000, to Andris, an hydrogeologist, from Boston, Massachusetts.

Besides work, I am actively involved in activities surrounding my heritage, which is Latvian. Both my husband and I are Latvian and speak the language fluently. Last summer we vacationed in Riga, the capital of Latvia, while attending Riga's 800 Birthday celebration.

"Prieka" (this means "Cheers" in Latvian) to all!"

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**Gretchen Hazlin  
Grey Worldwide, NY**

Gretchen Hazlin is an Information Specialist at Grey Worldwide in New York. Her previous experience includes research, cataloging, and web development for a regulatory information center at Johnson & Johnson in New Brunswick, NJ. She also worked on the vendor side of the industry for two years at LEGI SLATE, an online service which provided legislative and regulatory information. Gretchen received her MLS from Rutgers in New Jersey and her B.A. in English and History from Boston College.

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**Vendor News**

**Dialog**

Dialog the exclusive sponsor of our 60th anniversary reception. Thank them today by performing your next search on Dialog.

Thank you, Dialog. We appreciate your support!

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The Haworth Press publishes journals relevant to A & M division members including the *Journal of Business-to-Business Marketing*, the *Journal of Promotion Management*, and the *Journal of Global Marketing*. All of Haworth's journals are being digitized. A subscription provides institution-wide e-journal access, plus the print copies for archival storage.

If you would like free sample copies for inspection or evaluation send an e-mail to [getinfo@HaworthPress.com](mailto:getinfo@HaworthPress.com) or a snail-mail to:

Print Journal Division  
The Haworth Press, Inc.  
10 Alice Street  
Binghamton, NY 13904

## **Digital Assets**

### **By Trudy Levy**

You may have heard this term - Digital Assets - being used around your office and wondered if it concerned you. Vendors such as Canto, who makes the digital asset management (DAM) system Cumulus, developed it to encourage people to recognize the value of their art files and therefore manage them. The original users were the creators - graphic artists, photographers, etc.

They were the primary users and thus early on realized the benefit of being able to easily find their images again. Now as collections are being created of digital assets, more than the original creators are using the images. The major purpose of a DAM system is that digital files that have been created at great time and expense can be reused easily in many uses. To reuse them efficiently, it is necessary to make them easily accessible and retrievable by all possible users. In other words be able to find them.

DAMs are basically a text database with the benefit of a good image-viewing engine.

The five basic core functions of a DAM system are:

- Create views of certain resolution (decibel) of each (D,M,V) file
- Track each original file's location and also any derivatives if they are part of the collection
- Maintain information which is unique to each file, both typical file information such as creation date, file type and also other information which you feel is important to maintain such as rights, creator, or publication.
- Maintain information with which users can search for the file.
- Provide an access and search mechanism

Or the core functions are what many people have longed called a library system. In fact many in the library sector have become aware of the benefits of merging library (books and objects) skills and information (digital and electronic) management skills into the New Librarian. The New Librarian is one who does not discriminate with respect to format type - but treats all information equally. As librarians, they already are bringing the mish mash of information on the Internet under control to provide up-to-date current research data for their industries. Hopefully they will also look to organizing the information found in-house, which is necessary for the actual work their companies do.

This might be called Content, Digital Asset or Knowledge Management. The method of organizing and describing this material is just being defined. Who should be part of the team doing this? One would hope those with experience is doing that sort of work. It is time for the New Librarians to make themselves and their intrinsic skills known to image users of their industry, because it is important that these DAM

systems have good integral structure. It is librarians who should help define what information will be necessary to find the right digital asset.

- Good file naming is essential. For some, a file name may give all the information necessary to retrieve the image, such as Logo\_8x11.
- A solid descriptive information structure is even better. In other situations you may want a image which matches several criteria, such as a public gathering, in a romantic setting with your product visible. For most DAMs this would be a keyword list or thesaurus.

So the next time you hear people bandying the term Digital assets around, I hope you will say, "sounds to me like we need a good library system for those assets."



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