



Best Practices in Media Libraries

Tubachi Bharati ^{*1}, Rai, Anitha S ²

^{*1} Research Scholar, Visvesvaraya Technological University, Belagavi
bstubachi@gmail.com ¹

² Chief Librarian, New Horizon College of Engineering, Bangalore
anithasrai@gmail.com ²

ABSTRACT

The Author has presented her observations by means a framework, and to stimulate their thoughts. News analysts, reporters, and correspondents gather information, prepare of exploring various best practices carried out in a Media Libraries. Author has explained in detail about the Newspaper and Importance of Libraries in Newspaper Libraries.

Keywords : Best Practices, Media Libraries, Newspapers, Digital Libraries

I. INTRODUCTION

Newspapers are the mirror of society and also the agents of social change and the creators of attitude and situations. They conduct companies, carry on propaganda, influence and educative voters, canalize public opinion and mould government policies. The press also makes a direct and visible impact on the functioning of the administration and political systems of the country. It provides comprehensive and objective information on all aspects of the country's social, economic, political and cultural life. Newspapers bring every person into touch with the active world. As Mahatma Gandhi said, 'One of the objectives of a newspaper is to understand the popular feeling and give expression to it, another is to arouse among the people certain desirable sentiments and third is fearlessly to expose popular defects.

Newspapers occupy an important place among various information sources in a library. They satisfy

the requirement for information on recent events occurred at local, regional, national, international levels. They popularize in understanding and awareness on numerous issues. They are at the reach of majority of population in any society.

The functions of a newspaper library as J. Lewis in his booklet on "Newspaper Libraries" defines it, is "to act as depository of all information required by the editorial and management departments of a newspaper". The definition is rather inadequate. For, it is not enough to store all the material. Since many years newspaper has been considered as an important source of information. The generation of current and varieties of information in large quantity makes it distinct from other information media. It is frequently used by people from all strata of the society for their current awareness, and is used considerably by the academicians, researchers and practitioners, politicians and administrators, economists, and many others in various fields of knowledge and activities seek information from

newspapers for solving day-to-day problems and/or for their research work.

Journalists, by nature of their profession, are information gatherers. They need information for scrutinizing the facts, raise their awareness of current news, research, obtain

stories, and make broadcasts that inform the public about local, State, national, and international events. They also present their points of view on current issues as they believe that public enlightenment is the forerunner of justice and the foundation of democracy. In order to do their day-to-day work, they require information from various formal as well as informal sources including their colleagues and libraries. Even in the current IT scenario, newspaper/media libraries still serve a unique function of providing information to journalists through trained and educated professionals.

The Printed World and the Electronic Invasion

In the traditional technology, the printed world was the only product. But with the introduction of the computer and the electronic media, the fundamental product is now a data base.

In comparison Nine Essential qualities of Print Media are

a) Portability: Ever since the ancient Egyptians developed papyrus, humans have preferred light-weight documents that could be easily transported and stored.

b) Simplicity: Paper-based documents are easily stored and retrieved, although as the number of printed documents grows the organizing systems increasingly more complex.

c) Readability: Paper will remain the best display medium for reading textual documents for quite some time to come.

d) Durability: Paper books and periodicals can be preserved for long years even without any special measure, like air conditioning.

e) Longevity: Printed documents can be read directly but not digital documents; they all require an electronic device and special software to be understood.

f) Portrait-oriented, Page-Based Format: Books have existed in their present form i.e. in codex format for at least two thousand years. They could contain virtually unlimited volume of information and could be more easily browsed and navigated than the scroll format. They also wear more durable and easier to copy, transport and store.

g) Affordability: Today, practically everyone has access to books and other forms of print media

h) Reliability: Printed documents have the great advantage of not requiring special tools or electrical power to be read, which makes them an exceptionally reliable form of communication media.

i) Personalization: The ability to highlight or under line items, to add notes in margins to book mark pages and to other wise personalize books and documents is possible where the content is printed on paper.

Digital libraries are large, organized collection of information objects. Whereas standard library automation systems provide a computerized version of the catalog – gateway into treasure – house of information stored in the library- digital libraries incorporate the treasure itself, namely the information broadly knowledge that constitute the library's collection The tools used by newspaper libraries in their daily work have changed vastly during recent years. Today, all the newspaper libraries are equipped exactly as it was only a few years ago. In addition to traditional means like card catalogs and newspaper clippings, photos, microfiche readers, most libraries now also an online access catalog, District editions equipped with Internet connection. An increasing number of branch libraries are building homepages on the World Wide

Web from where users have access to a variety of services without physically entering library. Almost all newspaper libraries are in transit from the traditional towards the digital library. We witness a shift from libraries offering information about (electronic and print) information towards providing access to full text of documents. Not only recent publications, but also many historical news items being digitized. These electronic collections allow journalists and other news making staff from everywhere at any time to consult the material without doing any harm to fragile documents.

II. IMPORTANCE OF THE LIBRARY TO THE NEWSPAPERS OFFICES

The more efficiently a newspaper can relate and tally past information on a subject or person with current information, the more effective will it be. The proper meaning and interpretation of news event, plan or programme can be obtained only when studied against its background. The newspaper must project the event in it can be quickly understood by the reader. Items of new received thought various sources have to be processed, made readable and interesting, facts have to be checked and background material to be added. The library plays a vital role in linking events to its background. 'To dig on the background, the services of memory unit, intelligence unit for reference section becomes essential for the editorial department. Checking of facts and adding of background data is the province of the information staff. The Librarian and his/her team of trained assistants. They capture current information, index it, abstract it or keep it in full and make it available rapidly on demand by the editorial staff. The library is the backbone of a newspaper establishment. There the different need of various departments. The journalist today has greater need of the library, because his/her job involves more hard thinking and hard searching than it ever did, say thirty or forty years ago. The decision to have a library specially designed to provide information for the newspaper is usually made by someone in

management who recognize the advantages of a professional research service.

III. ROLE OF LIBRARY & LIBRARIAN IN NEWSPAPER LIBRARY

Library always plays a vital role in the society to improve the quality of education and awareness. Libraries which hold newspaper collections and provide services based on them, and users wishing access to newspapers and their contents have been experiencing times of change for some years and will continue to do so in future. The development of new technology increased & improved the information access activity. So this is the time for reviewing that how much traditional newspaper library & computerized library is useful to the users.

IV. LIBRARY COLLECTION

Libraries have the documents in abundance; some of them are as follows.

- a) Newspapers
- b) Journals and Magazines
- c) Books
- d) Research Reports, Proceedings
- e) Newspaper Clippings
- f) Electronic Resources
- g) Photographs
- h) Supporting Documents in the form of facts, tables, statistics
- i) Illustrations, Maps, Charts, Drawings, Cartoons
- j) Database, CDs etc.

Besides these collection libraries does provide many services as follows.

- a) Circulation
- b) Inter Library Loan
- c) Reference Services
- d) Resources Sharing through developing a group

- e) CAS and SDI Services
- f) Newspaper Clipping Services
- g) Periodicals Indexing Services
- h) Microfilm Services
- i) Reprographic Services

The advent of the Internet and other online services has changed the library from a more entity to an information system. So we are moving to global information resources for our need. According to James Michael Following blue print should have a library

- a) Inter connectivity- Networking, Uniformity of data storage and location, etc.
- b) Interoperability – Several computers working to each other.
- c) Integration – Internal and External Resources into one single user interface.
- d) Intermediation – Reference Services, Guided research assistances and instruction for user.
- e) Interdependency – Resource Sharing and Information Exchange, because one library cannot have everything that might be required by users.
- f) National Newspapers: - To get the update news we can go to digital libraries of prominent Indian newspaper group some of them are as follows – Asian Age, Business Line, Business Standard The Live Mint, Deccan Herald, DNA, Economic Times, Financial Express, The Hindu, Hindustan Times, Indian Express, Telegraph, Statesman.

There is so many other important newspaper of India & its State are publishing and nourishing the information needs. So we see that any type of libraries which work as information centre also always should be ready to deliver the information of its user whether they use traditional system or modern techniques. As we have assumed that the newspaper does work as 'Daily Update Encyclopedia' to its user. So we shall take the aggressive step ahead for maintaining to its infrastructure &

responsibilities, that's why we can preserve our culture & most needful newspaper and as well as other documents. Libraries which had newspaper collections and provide services based on them, and user wishing access to newspaper and their contents have been experiencing times of change for some years and will continue to do so in future. As access point of view, the limitation of traditional approaches should be well known to the library in-charge and involved to the research users group of newspapers. Therefore today the access of news & views is so most important for the different categories of user and it is challenging of its maintenance for any kind of library. So library and Library Staff should perform the responsible duties and well familiar to the different rules and regulations concerning different acts, tools etc., for the sharpening the library services.

V. BEST PRACTICES

DEFINITIONS

ODLIS (Online Dictionary of Library and Information Science) describes best practices as follows: "In the application of theory to real-life situations, procedures that, when properly applied, consistently yield superior results and are therefore used as reference points in evaluating the effectiveness of alternative methods of accomplishing the same task. Best practices are identified by examining empirical evidence of success."

Oxford English Dictionary describes 'Best practices as quality of most excellent or desirable type or most appropriate, advantageous, highly improved, outstanding, par excellence services or the customary or expected procedure or way of doing something that is usual or expected way in a particular organization or situation, guidelines for good practices. In this process of developing best practices we take action rather than good ideas, and we improve our skills.'

According to National Board of Accreditation and Assessment (NAAC) “Best practice may be innovative and be a philosophy, policy, strategy, program, process or practice that solve a problem or create new opportunities and positively impact on organizations. Institutional excellence is the aggregate of the best practices followed in different areas of institutional activities.” NAAC recommended best practices: Best practices are available on NAAC website and they assure that regular updating will be made with consultations on contributing institutions.

VI. BEST PRACTICES IN NEWSPAPER LIBRARIES

- a) Library Hour : Library remains open from 9am to 7pm Library will function throughout the year except 4 days of national holidays
- b) Orientation Programme: Orientation is one of the best practices to create awareness among the users about the library resources, services, for maximum utilization of the library.
- c) Book Exhibition: Arranging book exhibition on different occasions, displaying rare books, newly added books or books of particular subject which are available in the library. This will lead to increased awareness among readers about knowledge wealth the library possess they can demand the books accordingly.
- d) Library staff should be well trained and the library users should be educated in digital resources management
- e) New Arrivals List: The list of newly available books should be displayed on notice board which makes the reader aware about the new reading material so that accordingly he/she could demand for those new books & get it.
- f) Library Brochure: It is one of the important sources for creating the awareness about the library environment, services & collection of the library. Users can be provided the information broacher at the time of Orientation. The information brochures include information about the library facilities, like

Xerox, Microfilm services, internet etc, latest publications, latest editions to the library, CD / DVD list, library rules & regulations, electronic resources & online information services etc.

- g) Receiving regular feedback from the journalists, and implementing their suggestions
- h) Understanding needs of journalists, from the day of joining to the company
- i) Induction training programme to new joiners both trainee and permanent employees
- j) Team working in day to day activities
- k) Information retrieval to editorial team and other journalists
- l) Indexing and Archiving of Newspaper and published photos in the newspapers
- m) Maintenance of Newspaper clippings
- n) Microfilming and Binding work of newspaper
- o) Performing the regular activities of library such as acquisition, cataloguing, classification of new books arrived to the library
- p) Collection Development of newspapers, books and journals
- q) Providing the Reference and referral services to the journalists
- r) Supporting to editorial staff for retrieving information from archiving
- s) Protection of digital resources using high technology can be considered
- t) High quality ICT tools should be selected to enhance the equality of digital resources
- u) While designing a standard metadata schema and information storage retrieval system the library staff and the end-user groups are to be kept in mind, besides matching them with the information resources
- v) Best practices' could cover areas such as, successful business strategies adopted, systematic digitization processes followed, appropriate metadata formats used, suitable digital archiving methods adopted,
- w) Best practices in scanning of newspapers from microfilm collection for ensuring inexpensive scanning and low conservation costs

- x) Capacity building of internal skilled manpower for their contribution in digital preservation projects, as part of their daily activities
- y) Another area in terms of best practices could be while deploying the best possible digitization tools and technologies, it is always necessary to keep the end- users in mind.
- z) To improve the end-user information search and retrieval capabilities centers to organize training and demo session in the usage of its digital archives for its internal users.

VII. CONCLUSION

Newspaper libraries are invaluable for the press and the effectiveness of the press largely depends on the effective and well organized libraries in their organizations. The best practices help for improving quality of library services. The best practices adopted in newspaper libraries should bridge the gap between library collection & user community for maximum utilization of the resources. Library adopted various best practices in its administration, management, collection & services, extent of the use of services and use of technology. The technology based services are essential for providing up-to-date information to user community. In its effective implementation that makes significant change in enhancing the use of information sources/services and users satisfaction level.

VIII. REFERENCES

- [1] Gangadhar K C and Others, 'Best Practices in Libraries: A case study of NMIT Library, Bangalore 2012, ' Empowering Libraries for Lifelong Learning in Empowering Libraries for Lifelong Learning Skills 2012 Current Publications, Agra, pp. 909-918.
- [2] Kaushik Pratibha 2010, 'Building A Web Based Digital Repository of Images : Case Study of the Hindustan Times' in IFLA International Newspaper Conference 2010 on ' Digital Preservation and Access to News and Views', Indira Gandhi National Centre for the Arts, New Delhi, pp.215-225.
- [3] Kesavan Venkata R, Marathe Shankar, Sreesan Salila and Rajhansa Vijaya P 2010, 'Digital Preservation and Access to Print Media Resources: Experiences at the Times Archives and Knowledge Centre, India' in IFLA International Newspaper Conference 2010 on 'Digital Preservation and Access to News and Views', Indira Gandhi National Centre for the Arts, New Delhi, pp.101-114.
- [4] Tubachi B S, 'Media Archives: Best Practices in Newspaper Library 2013, in SoFerence 2013: A Social Conference Failures, Learnings, Success Stories, Best Practices, Case Studies, Surveys & Creativity in LIS and related areas, College Book House, Bangalore, pp.202-208.
- [5] Newspaper-Wikipedia, the free encyclopedia <http://en.wikipedia.org/wiki/Newspaper>
- [6] Venkata Kesavan R 2013, 'Current Trends In Media Library and Information Services: Experiences at The Times Archives and Knowledge Centre (TAKC)' in 1st National Conference of AMLA (Association of Media Libraries and Archives)- AMLANC-2013, on 'Managing Indian Media Libraries and Archives: Challenges, Opportunities and Best Practices', JNU, New Delhi, during 4-5, February 2013, pp. 1-12