

AMIC IDRC Training Workshop for Documentation
Network Members : Singapore, Aug 26-29, 1991 :
[workshop papers]

1991

<https://hdl.handle.net/10356/93128>

Workshop Papers

WEEK 1 - DISSEMINATION OF INFORMATION

REPACKAGING INFORMATION

- I. Abstracting and indexing
- II. Databases
 - A. manual
 - B. computerised
 - 1. print material
 - 2. audio-visuals
 - 3. newspaper clippings
 - 4. TV/radio station profiles
 - 5. resource persons
- III. Publications
 - A. brochures
 - B. newsletters
 - C. current awareness journals
 - D. abstracts journals
 - E. bibliographies, printed databases
 - F. state of art reviews - monographs
 - G. conference proceedings
 - H. reports
 - I. do-it-yourself booklets
 - J. directories
 - K. union catalogs
 - L. primary journals
- IV. Reprographic services
 - A. hard copies
 - B. microfiche
- V. Reference and referral
- VI. Training

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Line, Maurice B. and R. Bennett. "Planning union catalogues of books in developing countries" *IFLA Journal*, 11 (1) 1985:27-85.

UNESCO. Regional Office for Education in Asia and the Pacific. *Manual for repackaging of information on population education*. Bangkok, 1986.

Valls, Jacques. *Information services for developing countries*. Library & Regional Documentation Center, Asian Institute for Technology, 1983.

MEMBERSHIP IN NETWORK

Is there a charge? If so, what?

What does one get in a membership?

- I. publications
 - A. primary journal
 - B. union lists
 - C. database
 - D. abstracting journal
 - E. miscellaneous publications
- II. services
 - A. photocopying
 - B. microfiche
 - C. coupon payments
- III. reference and bibliographic services (hourly charge?)

FINANCIAL RESOURCES

Funding requirements:

- design (systems analyses and feasibility studies)
- implementation (cost of starting up)
- operation (annual costs of staff, overheads, hardware)
- expansion of services (demonstration projects, software development, production cooperative tools such as union catalogs, training costs, acquisition of new technologies and software).

Funding sources

1. internally generated
 - a. membership dues. Membership fees will not cover cost
 - i. very low rates for developing countries
 - ii. higher rates for industrialized countries
 - iii. database contributors have reduced services fees
 - a. services charges
 - b. support from parent organization
1. external sources
 - a. international or bilateral aid - not protracted, usually "seed" money.
 - b. federal, local, state government, private or foundation grants.

MARKETING

- I. Marketing research
 - A. exploratory research
 - 1. secondary data
 - 2. case-studies
 - B. casual research (experimental)
 - C. descriptive research
 - 1. observation
 - 2. questionnaire
- II. Product creation
 - A. search for ideas
 - B. sifting ideas
 - C. concept definition
 - D. economic/commercial analysis
 - E. strategy
 - F. product development
 - G. product tests
 - H. product launch
- III. Advertising
 - A. setting objectives
 - B. determination of available budget
 - C. creation of the message
 - D. selection of the medium
- IV. Promotion
 - A. price promotion
 - B. goods promotion
- V. Marketing strategy
 - A. strategic planning
 - B. market segmentation
 - C. target public
 - D. marketing plan
 - 1. outline
 - 2. analysis of situation
 - a. internal
 - b. external
 - 3. strategic phase
 - a. mission
 - b. goals
 - 4. formulation of tactics
 - 5. budget
 - 6. monitoring

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WEEK 2 - WORKSHOP

I. WHAT IS A NETWORK AND PROCEDURES FOR NETWORK DEVELOPMENT

A. What is a network?

1. Principles
 - a. Definition
 - b. Objectives
 - c. Characteristics
 - d. Structure
 - e. Organization
2. Procedures
 - a. Organize multi-sectional committee
 - b. Select institution for central point
 - c. Establish basic rules
 - d. Define and assess information needs
 - e. Establish system of information interchange

B. What are the activities of a network?

1. Establish links
 - a. Set up initial links
 - b. Gather data and define information needs
 - c. Identify potential new network members
2. Information needs and data collection
 - a. Make inventory of existing resources
 - b. Make inventory of user needs
 - c. Define network needs
3. Manage, process and disseminate information
 - a. Coordinate flow of information
 - b. Collect, organize, store, retrieve and disseminate information
 - c. Maintain links
 - d. Monitor and review information flow
 - e. Organize meetings, seminars, workshops and training

C. Management

1. Identify resources
 - a. Organizational resources
 - b. Human resources
 - c. Facilities and equipment
 - d. Financial resources
2. List information users and their needs
 - a. Send out surveys/questionnaires
 - b. Analyse responses
 - c. Set priorities

3. Plan the service programmes
 - a. Resource database
 - (1) Collection development
 - (a) Sources
 - (b) Acquisition
 - (c) Other materials
 - (2) Technical processing
 - (a) Classify
 - (b) Catalog
 - (c) Indexes and abstracts
 - b. User services and information dissemination
 - (1) Information products
 - (a) Newsletters
 - (b) SDIs
 - (c) Directories
 - (2) Retrieval procedures
 - (a) Serials control
 - (b) Card catalog
 - (c) Automated retrieval systems
 - (3) Dissemination/exchange
 - (a) Union catalogs
 - (b) Bibliographic records
 - (c) Interlibrary loans
 - (d) Reproduction
 - (4) Document delivery

- D. Organize work programs
- E. Monitor and evaluate
- F. Establish strategies and implement them

II. INFORMATION NEEDS

- A. inventory existing resources
 1. information
 2. human
 3. equipment
- B. inventory user needs
who are the information users?
 1. research and development institutes
 2. higher educational institutions
 3. industrial organizations
 4. government departments and organizations
 5. general public
- C.. define network needs

III. GUIDELINES AND BASIC RULES

- A. AMIC's responsibilities
- B. institutional responsibilities

IV. DEVELOPMENT OF COLLABORATIVE NETWORKING PROJECT

V. NETWORK EXAMPLES

APINMAP (Asian and Pacific Information Network for Medicinal and Aromatic Plants)

ASTINFO (Exchange of Information and Experience in Science and Technology in Asia and the Pacific)

AGRIS (Agricultural Information System)

CARIS (Current Agricultural Research Information System)

COMNET (Communication Network)

CGIAR (Consultative Group on International Agricultural Research)

INNERTAP (Information Network on New and Renewable energy Resources and Technologies for Asia and the Pacific)

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Weatherby, Norman L, Susan Kingsley Pasquariella and Tom Fenn. "Guidelines for establishing automated libraries in developing countries". *Computers in Libraries* 10 (1) Feb 1990:21-28.

DATA EXCHANGE

- I. COMNET requirements
- II. Software compatibility
 - A. MINISIS, CDS/ISIS
 - B. Conversion programs
- III. Record format compatibility
 - A. MARC
 - B. UNIMARC
 - C. CCF
- IV. Data compatibility
 - A. Controlled vocabulary
 - 1. Mass Communication Thesaurus
 - 2. Communication and Information Thesaurus
 - 3. Macrothesaurus
 - B. Country codes - ISO
 - C. Language codes - ISDS
 - D. Record identification numbers
- V. Development of data entry manual
- VI. Some fields for data interchange (bibliographic)
 - A. contributing institution's record number: cc-yy-#####, where cc is ISO country code and # is sequential numbering of records contributed by member.
 - B. contributing institution: cc-local code, where cc is ISO country code and local code is assigned and standardised.
 - C. location of document (for facilitating interlibrary lending): cc-local code-accession/catalog number
 - D. availability status

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Dierickx, H. and Hopkinson, Alan. *Reference manual for machine-readable descriptions*. 3rd ed. Paris: UNESCO, 1986.

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COUNTRY CODES

ISO 3166-1981 provides for a two-letter or three-letter alphabetic code as well as a three-digit numerical code. *UNISIST Reference Manual* recommends the use of the two-letter code.

Bangladesh	BD
India	IN
Indonesia	ID
Korea	KP
Malaysia	MY
Nepal	NP
Pakistan	PK
Philippines	PH
Singapore	SG
Sri Lanka	LK
Thailand	TH

LANGUAGE CODES

There is no ISO standard for language codes. The defacto standard is the U.S. Library of Congress list of languages and language codes, which has been adapted in the *ISDS Manual*.

Bengali	BEN
English	ENG
Hindi	HIN
Indonesian	IND
Javanese	JAV
Korean	KOR
Malay	MAY
Nepali	NEP
Singhalese	SNH
Tagalog	TAG
Tamil	TAM
Thai	THA
Urdu	URD

INTERLIBRARY LENDING

- I. Demand
 - A. present
 - B. future
- II. Present system
 - A. verification
 - B. forms design
 - C. standardisation
 - D. copyright issues
 - E. lending item/duplicating item
- III. Duplication equipment
- IV. Communication methods
 - A. postal service
 - B. telephone
 - C. facsimile
 - D. electronic mail
 - E. networked interlibrary loan system
- V. Delivery methods

DIALMAIL

This is a command-driven, menu-assisted electronic messaging and information delivery service that offers electronic mail, bulletin boards, and the electronic delivery of online search results. It is available to anyone with any type of DIALOG password.

- I. individual mail boxes
- II. distribution lists
- III. bulletin boards
- IV. short and long-term storage (desk and folders)
- V. forms creation
 - A. store the form in a folder for later reuse
 - B. store in bulletin for others to use and answer
 - C. answers are sent to the form creator, not to the bulletin

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TELECOMMUNICATIONS

NETWORKS

Pacific: PACNET serves as an academic network for the Pacific region. It covers the Far East, southeast Asia and Oceania and is a cooperative network with no centralised administration or funding. Korea appears to have the most links, being connected directly to Malaysia, Singapore, Indonesia, Australia and Hong Kong, as well as Europe (EUnet) and the United States (USENET and UUCP). Supports mail and news services.

Hong Kong: HARNET is a national academic network. Supports electron mail, remote login and USENET news.

Bangladesh: CGNET has subscribers.

Indonesia: UNInet is the national research network. At least 12 sites.

Malaysia: RangKoM (Rangkaian Komputer Malaysia) is the national research network. Supports electronic mail, file transfer and USENET news. 10 sites connected.

Myanmar: there are no known networks in Myanmar.

Nepal: CGNET has subscribers there.

Pakistan: No known networks.

Philippines: AUSEnet connection to the Phillipines.

Repbulic of Korea: SDN (system Development Network) is a backbone network that interconnects local area networks of major sites. Supports virtual terminal, file transfer, mail, remote command execution, net news and nameservices.

Singapore: BITNET node is located at the Natioinal University of Singapore.

Sri Lanka: There is an AUSEAnet connection and CGNET also has suscribers.

Thailand: TCSnet is the national academic network. Support electronic mail, file transfer, and remote job execution.

PUBLIC DATA NETWORKS

A public data network (PDN) is a network that is publicly accessible for a fee and the provides network layer services (and also possibly remote login). Many are based on X.25 standard protocol.

- | | | |
|-----------|---|---|
| India | - | VIKRAM (Indian Dept of Telecommunications) |
| Malaysia | - | MAYPAC (Malaysian Packet Switched Data Network) run by the Malaysian Telecom Company. |
| | - | MAYCIS (Malaysian Circuit Switched Data Network) |
| Australia | - | AUSTPAC |
| | - | Keylink |

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Quarterman, John S. *The Matrix: computer networks and conferencing systems worldwide*. Digital Equipment Corporation, 1990.

INFORMATION NEEDS

Institution: _____

Do you provide to your clientele any of the following:

Reference services	yes	_____	no	_____
Database searches	yes	_____	no	_____
Manual literature searches	yes	_____	no	_____
Current awareness	yes	_____	no	_____
SDIs	yes	_____	no	_____
Document delivery	yes	_____	no	_____
Referral services	yes	_____	no	_____
Translation services	yes	_____	no	_____

What kinds of information does your clientele request:

Bibliographies	%	_____
Books	%	_____
Journal articles	%	_____
Statistical/factual	%	_____
Audio-visual	%	_____

Other (please list) _____

2

From where do you request your documents?

University Library % _____

National Library % _____

Science & Technology
Information Centres % _____

Other Mass Communications
Libraries % _____

British Library % _____

Other % _____

(please list) _____

If you provide documents for your clientele, what tools or lists do you consult for holdings:

Union lists yes no _____

(please list) _____

Other library catalogs yes no _____

(please list) _____

Other tools yes no _____

(please list) _____

What repackaged information services would you find most useful (please rank):

- | | |
|-------------------------------------|-------|
| Abstracts journals | _____ |
| Bibliographies | _____ |
| Current awareness journals | _____ |
| Directories | _____ |
| Newsletter | _____ |
| Union catalog (monographs, serials) | _____ |
| Union list of serials | _____ |

Please list what kinds of directories your institution could use to fill information requests:

Please list other information needs, services your institution would find useful:

Rank the usefulness of AMIC's databases to your institution:

- | | |
|------------------------|-------|
| Bibliographic | _____ |
| Audio-visual materials | _____ |
| Newspaper clippings | _____ |
| TV/Radio stations | _____ |
| Resource persons | _____ |

DRAFT PROPOSAL FOR INITIAL COLLABORATIVE NETWORK PROJECT

4

28 August 1991

1. The network's initial collaborative project will be to contribute records which will provide a current awareness service to the network members.

2. WHAT TO COLLECT

The material which is to be collected is defined by the following criteria:

- a. It must be current. A document or item is current when it arrives at the documentation centre/library and has been deemed current according to the professional judgement of the librarian/documentalist.
- b. It must be national. The document or item must be primarily about the nation in which the collecting institution resides, regardless of the place of publication of the source of the document or item.
- c. It must be relevant. The primary subject of the document or item must be one of the broad subjects areas considered by the network members to be relevant. (See the attached list).
- d. CIRDAP, having one documentation centre drawing material from 11 countries has agreed to the following:
 - i. In the cases of material about Vietnam, Laos and Bangladesh, it will collect according to the above criteria, until such time that institutions from these countries join the network.
 - ii. Because of CIRDAP's high collecting capability, it will collect material for the other countries it represents according to the above criteria.
 - iii. When a record is contributed to the network by both CIRDAP and a national institution, the record will be credited to the national institution.
 - iv. If large numbers of duplicate records are contributed, CIRDAP will cease collecting in all subject areas other than Rural Development.

3. HOW TO CONTRIBUTE

- a. Photocopy the tables of contents from journals and books, marking those articles or chapters which conform to the selection criteria. Mail to AMIC for manual entry into the database.
- b. Send print copies of your library/documentation centre's current awareness products, marking those items which conform to the selection criteria. Mail to AMIC for manual entry into the database.
- c. Send to AMIC a floppy disk with the records of those items which conform to the selection criteria. If the record formats are reasonably compatible, AMIC will upload these records into the database.

The question of institutions' differing record formats will need to be addressed at a later date, after AMIC has seen copies of these record formats.

4. WHAT YOU WILL RECEIVE

- a. A copy of the new product, Network Current Awareness Bulletin which will consist of all new records entered into the database. This bulletin will be produced at regular intervals.
 - i. the copy will be sent to you in the form you sent the contributed records - print or machine-readable.
 - ii. In the case of machine-readable records, again the record format must be compatible with your database.

5. INFORMATION CONTAINED IN RECORD (Print or Machine-readable)

1. title/statement of responsibility
2. author
3. edition
4. publishing details
5. physical description
6. series
7. notes
8. standard number (ISBN, ISSN)
9. contributing institution
10. contributed record number
11. language of original document
12. English title, if original language is not english
13. location of item (optional)
14. availability of item

Contributing Institution - to identify the collected the data. This may not be necessarily the National node.**

cc-aaaa..15 where cc is the country code, and
 aaaaaaaaaa is the predefined institutional
 code

eg. SG-AMIC
 ~~TH~~-CHU:CAR
 TH

Contributed Record number - this is a unique number by which every record contributed to the network may be recognized.

cc-yyyy-nnnn where cc is the country code,
 yyyy is the year record is contributed
 nnnn is a sequential record number

** If there is to be more than one institution collecting and sending directly to AMIC, the institution code will also need to be inserted. Having one national focal point to collect from all institutions in the country would not require the institution code inserted in this field.

English title - to be used if the original document is not in English.

Language - the language of the original document, using standard codes

eg.	eng	English
	may	Malay
	jav	Javanese
	kor	Korean

Location of document - to indicate the location of the document to facilitate interlending.

cc-aaaaaaaaaa, aaaaaaaaaaaaaa

country code-institution code, accession/catalog number

APPENDIX 1.

SUBJECT AREAS IN WHICH TO COLLECTION

Advertising
Agriculture,
 extension
Audio-visuals
Broadcasting
Cartoons (when it relates to mass communication)
Communication,
 development
 education
 environmental
 health
 human
 rural
 satellite
Computers (when it relates to mass communication)
Editing (when it relates to mass communication)
Education,
 distance
 public
Film
Journalism
Journalists
Magazines
Media laws
News
News agencies
Newspapers
Newsprint
Photography
Printing
Public opinion (when it relates to mass communication)
Public relations (when it relates to mass communication)
Publicity (when it relates to mass communication)
Publishing
Radio
Reporting
Rural development
Telecommunications
Television
Traditional Media
Transborder Data Flow
Videos

APPENDIX 2

COUNTRY CODES

Bangladesh	BD
India	IN
Indonesia	ID
Korea	KP
Laos	
Malaysia	MY
Nepal	NP
Pakistan	PK
Philippines	PH
Singapore	SG
Sri Lanka	LK
Thailand	TH
Vietnam	VT

NETWORK MEMBERS' INSTITUTION CODES

CIRDAP	CIRDAP
India	IIMC
Indonesia	PDII
Malaysia	BERNAMA
Nepal	CEDA
Pakistan	PIP
Philippines	PCARRD
Singapore	AMIC
South Korea	KOBACO
Sri Lanka	ICES
Thailand	CHU:CAR

LANGUAGE CODES

Bengali	BEN
English	ENG
Hindi	HIN
Indonesian	IND
Javanese	JAV
Korean	KOR
Malay	MAY
Nepali	NEP
Singhalese	SNH
Tagalog	TAG
Tamil	TAM
Thai	THA
Urdu	URD

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Country	Institution	Auto	System	Information Products	Network
Bangladesh	Centre on Integrated Rural Development for Asia & Pacific	Y	CDS/ISIS	Bibliographies Directory Current Awareness	CIRDAP
India	Indian Institute of Mass Communication	N	CDS/ISIS		none
Indonesia	Centre for Scientific Documentation & Information	Y	MINISIS CDS/ISIS		UNESCO ASTINFO INNERTAP APCCT
Malaysia	Pertubahan Berita Nasional Malaysia	Y	CDS/ISIS	Occasional conference papers	none
Nepal	Centre for Economic Development & Administration Tribhuvan University	N not yet	CDS/ISIS		DEVINSA
Pakistan	Press Institute of Pakistan	N			none
Philippines	Philippine Council for Agriculture, Forestry & Natural Resources Research & Development	Y	CDS/ISIS	RETRES database SDI Current Awareness Reference tools (publications)	Scientific Literature Service CARIS INNERTAP INFOTERRA
Singapore	AMIC	Y	MINISIS	Mass Communication Periodical Index Subject bibliographies	COMNET
South Korea	Korea Broadcasting Advertising Corporation	Y	KOADI in-house	Periodicals: Advertising Information Advertising Research	none
Sri Lanka	International Centre for Ethnic Studies				
Thailand	Centres of Academic Resources	Y	CDS/ISIS	Academic Resources Journal	NECTEC

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Country	Institution	Auto	System	Information Products	Network
Bangladesh	Centre on Integrated Rural Development for Asia & Pacific	Y	CDS/ISIS	Bibliographies Directory Current Awareness	CIRDAP
India	Indian Institute of Mass Communication	N	CDS/ISIS		none
Indonesia	Centre for Scientific Documentation & Information	Y	MINISIS CDS/ISIS		UNESCO ASTINFO INNERTAP APCCT
Malaysia	Pertubahan Berita Nasional Malaysia	Y	CDS/ISIS	Occasional conference papers	none
Nepal	Centre for Economic Development & Administration Tribhuvan University	N not yet	CDS/ISIS		DEVINSA
Pakistan	Press Institute of Pakistan	N			none
Philippines	Philippine Council for Agriculture, Forestry & Natural Resources Research & Development	Y	CDS/ISIS	RETRES database SDI Current Awareness Reference tools (publications)	Scientific Literature Service CARIS INNERTAP INFOTERRA
Singapore	AMIC	Y	MINISIS	Mass Communication Periodical Index Subject bibliographies	COMNET
South Korea	Korea Broadcasting Advertising Corporation	Y	KOADI in-house	Periodicals: Advertising Information Advertising Research	none
Sri Lanka	International Centre for Ethnic Studies				
Thailand	Centres of Academic Resources	Y	CDS/ISIS	Academic Resources Journal	NECTEC

1176

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AFF ☐ POSTGRADUATE ☐ DEGREE SUPERVISOR

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TITLE
PLACE PUBLISHER YEAR

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JOURNAL TITLE
VOLUME YEAR PAGES
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TITLE OF ARTICLE

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COMPILER

EDITOR

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CORPORATE

JOURNAL TITLE

JOURNAL VOLUME

JOURNAL YEAR

DATE, INPUT

CONFERENCE	TITLE
CONFERENCE	TITLE

PUBLICATION AREA

PUBLICATION LOCATION

PUBLISHER NAME

PUBLICATION DATE

EDITION

SERIES STATEMENT

ISBN

CATALOGUING NOTE

CONTENTS

ACCESSION NUMBER

PHYSICAL DESCRIPTION

SUBJECT HEADING

CLASS NUMBER

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3	3
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5	5
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100	100

ABSTRACTS

KEYWORDS

REMARKS

WHAT TYPE OF DOCUMENT (B/J/C)?

15

MARKETING FOR AMIC DOCUMENTATION UNIT

Discussion paper

Introduction

Currently, AMIC institutional members receive the following:

- AMIC journals and publications
- AMIC Documentation Centre's bibliographies
- reference/referral services
- literature searches (access to AMIC databases)
- photocopying (.10 cent per page + postage)
- interlibrary loans (charged for postage)

The documentation budget of approx. \$180,000 is to support the activities of the unit whose express purpose is to provide information services to AMIC staff and AMIC membership. This raises several points:

1. at present, the bulk of reference/referral services and access to the AMIC databases is freely given to non-members - researchers and students (National University of Singapore being the largest of these users, is NOT an AMIC member).
2. to a certain extent, it can be said that the primary clientele (members) are subsidising secondary clientele, both in
 - a. real money, and
 - b. less service eg. lack of resources for the development of new products.

Even without a marketing plan, it is obvious that this secondary clientele will need to either

- a. pay for these services; or
- b. become members if they wish to have access to AMIC services

In the case of NUS, the new department of Mass Communication will generate a large demand by lecturers and students for the services. This could be addressed in several ways:

- a. charge a flat fee for access to AMIC databases, eg. \$7.00 per search (student rate \$4.00)
- b. require the department of Mass Communication to have a membership, in which case all lecturers would participate in the access to the databases by requesting the department to initiate the request to AMIC.
- c. the NUS library receives some of the Documentation unit's information products and interlibrary services, for which they are not charged. This is not a reciprocal arrangement, as NUS does not lend to private libraries.
 - the NUS library should either become an institutional member; or
 - be charged for all services/products on an hoc basis eg. \$5.00 per interlibrary loan; \$7.00 per search; or
 - enter into a reciprocal arrangement with AMIC.

AMIC Documentation Unit needs to decide whether it is a private or public information centre; it cannot be both and fulfil its obligations to its membership.

Pricing current services

- I. charge for computerized literature searches for secondary clientele. It is obvious that AMIC cannot charge the true costs for its literature searches. In order to see what the market will bear a survey (probably informal) should be made:
 - A. contact other libraries within Singapore, public libraries, university libraries and special libraries to ascertain fees being charged, if any.
 - B. check with Library Association to see what work has been done in Singapore on charge-back systems.

Marketing program

In order to make a practical start in a marketing program, it is necessary to answer 4 questions: why, who, what and when. The answer to *why* will dictate the answers to the others.

1. **why**
 - a. partially recover present costs of documentation unit;
 - b. to generate profits;
 - c. increase membership in AMIC;
 - d. to increase users of AMIC's products and services;
 - e. to be able to develop new products to benefit AMIC membership.

Obviously if all the above reasons are AMIC's aim, then priorities will need to be set. Once this is done, the *who*, *what*, and *when* can be answered by working through the following strategy.

PROCEDURES FOR MARKETING PRODUCTS

- I. Marketing research
 - A. exploratory research *marketing desk*
 1. secondary data
 2. case-studies
 - B. casual research (experimental)
 - C. descriptive research
 1. observation
 2. questionnaire

- D. Product creation
 - E. search for ideas
 - F. sifting ideas
 - G. concept definition
 - H. economic/commercial analysis
 - I. strategy
 - J. product development
 - K. product tests
 - L. product launch
- II. Advertising
- A. setting objectives
 - B. determination of available budget
 - C. creation of the message
 - D. selection of the medium
- III. Promotion
- A. price promotion
 - B. goods promotion
- IV. Marketing strategy
- A. strategic planning
 - B. market segmentation
 - C. target public
 - D. marketing plan
 - 1. outline
 - 2. analysis of situation
 - a. internal
 - b. external
 - 3. strategic phase
 - a. mission
 - b. goals
 - 4. formulation of tactics
 - 5. budget
 - 6. monitoring



NETWORK MEMBERS' INFORMATION NEEDS INFORMATION NEEDS

Do you provide to your clientele any of the following (no. of times mentioned)

Reference services	9
Database searches	7*
Manual literature searches	8
Newspaper clippings service	9
Current awareness	8
SDIs	7
Document delivery	8
Referral services	8
Translation services	2

* only 2 institutions performed database searches from commercial vendors

What kinds of information does your clientele request (ranking based on average requests)

Books	56
Journal articles	49
Statistical/factual	44
Audio-visual	21
Bibliographies	19

From where do you request your documents? (ranked according to no. of times mentioned)

University Library	6
National Library	5
Other	5
British Library	4
Other Mass Communications Libraries	3
Science & Technology Information Centres	1

What repackaged information services would you find most useful (in priority order)

Abstracts journals

Bibliographies

Current awareness journals

Directories

Union catalog (monographs,
serials)

Union list of serials

Newsletter

Rank the usefulness of AMIC's databases to your institution (ranked order)

Bibliographic

Audio-visual materials

TV/Radio stations

Newspaper clippings

Resource persons

Please list what kinds of directories your institution could use to fill information requests (items mentioned)

institutional, personnel, M.C. documentation centres/libraries, advertising, rural development, research centres

Please list other information needs, services your institution would find useful (items mentioned)

training on abstract writing, indexing

who's who

statistical information

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STANDARDISATION OF DATA

Compilation of institution information

Classification system:

LC	1	
Dewey	6	
UDC	1	
Other	2	(DEVSIIS, in-house)

Controlled vocabulary:

Macrothesaurus	4	
Communication thesaurus	1	
Library of Congress	5	
Other	(in-house)	

Record format:

National MARC	2	
UniMARC	0	
CCF	1	
Other	4	

8 essential fields (International Standard for Bibliographic Description - General)

title/statement of responsibility
 edition
 material (type)
 publication details
 physical description
 series
 notes
 standard number (ISBN, ISSN)

Additional fields for networking

1. contributing institution

cc-aaaaaaaaaaaaaa where cc is country code

xx is geographic code (optional)

aaaa... is institutional code

eg. SG-00-AMIC
 TH-00-CHU:ME
 IN-00-IIMC
 IN-UP-aaaaaa

fields
 1) contributing lib.
 2) Record no. contributed.

MEMBERSHIP IN NETWORK

Is there a charge? If so, what?

What does one get in a membership?

- I. publications
 - A. primary journal
 - B. union lists
 - C. database
 - D. abstracting journal
 - E. miscellaneous publications
- II. services
 - A. photocopying
 - B. microfiche
 - C. coupon payments
- III. reference and bibliographic services (hourly charge?)

FINANCIAL RESOURCES

Funding requirements:

- design (systems analyses and feasibility studies)
- implementation (cost of starting up)
- operation (annual costs of staff, overheads, hardware)
- expansion of services (demonstration projects, software development, production cooperative tools such as union catalogs, training costs, acquisition of new technologies and software).

Funding sources

- I. internally generated
 - A. membership dues. Membership fees will not cover cost
 - 1. very low rates for developing countries
 - 2. higher rates for industrialised countries
 - 3. database contributors have reduced services fees
 - B. services charges
 - C. support from parent organisation
- II. external sources
 - A. international or bilateral aid - not protracted, usually "seed" money.
 - B. federal, local, state government, private or foundation grants.

MEMBERSHIP IN NETWORK

Mass Communication Documentation Network Proposal

1. Network name.

COMAsia, AsiaCom, ASPACnet
2. Initially membership will be free, and then to be reassessed.

Structuring charges - proposed

1. AMIC institutional membership gives participants:
 - a. AMIC journals and publications
 - b. AMIC Documentation Centre's bibliographies
 - c. reference/referral services
 - d. literature searches
 - e. photocopying (.10 cent per page)
 - f. interlibrary loans
2. Network membership proposes the following benefits:
 - a. Publications
 - i. copy of the database on floppy disk
 - ii. union list
 - iii. *Periodicals Literature Index*
 - b. Services
 - i. interlibrary loans
 - ii. photocopying services
 - iii. reference/referral services
 - iv. access to the database when it comes online
3. Joint AMIC/Network membership
 - a. If a network member is also an AMIC member, the network membership fee, when instituted, will be discounted.
4. Coupon/vouchers
 - a. It is suggested that coupons which can be exchanged for photocopies/interlibrary loans, be issued according to members' contributions. Requests for these services over and above the quota of coupons will be charged
 - i. a per page fee for photocopying, plus postage; and
 - ii. a set service fee, plus postage

AMIC's responsibilities

1. to be the focal centre of the network
2. to maintain the central database
3. to coordinate the flow of information among network members
4. to send out periodic progress reports
5. within 6 months of receiving data from the network members, will produce a prototype of a union catalog - if this is what the members decide at this workshop is the priority.
6. to explore funding possibilities, either institutional or external funding for network activities.
7. to organize and help coordinate future meetings and workshops.
8. to prepare a data entry manual

Members' responsibilities

1. within 6 months to send their first contribution of records, whether on disk or in print format to AMIC for central processing.
2. to explore funding possibilities, either institutional or external funding for network activities.
3. to fill ILL requests from other members as expeditiously as possible.
4. to organize and help coordinate future meetings and workshops.
5. to cooperate with the drafting of the data entry manual

Tabulation of Network Members Hardware/Software Resources

INSTIT	AUTOM	SYSTEM	VOCAB	FORMAT	Copy of Format	Modem	Fax	
MC	yes	CDS/ISIS	C.Thes	CCF		yes	no	
HU:CAR	yes	CDS/ISIS	LC	CuMARC		yes	yes	
IRDAP	yes	CDS/ISIS	Macro	n/a			yes	
OPII	part	CDS/ISIS MINISIS	Macro	n/a		yes	yes	
ERNAMA	yes	CDS/ISIS	LC, other	MalMARC		no	yes	
CARRD	part	CDS/ISIS	LC	n/a		no	yes	
AMIC	yes	MINISIS	C.Thes	in-house		yes	yes	
CES	yes	Inmagic, CDS/ISIS	Macro, LC	CCF, DEVSI		yes	yes	
OBACO	yes	in-house	other	other		yes	no	
EDA	part	CDS/ISIS	Macro	DEVSI		n/a	no	
IP	no	none	none	MARC		no	no	

Recommendations

1. AMIC's database hardware, HP3000, at present has a 282mb capacity, and can be upgraded only to 445mb. At present there are 33,000 records in the AMIC databases, leaving only approx. 17mb is available for additional data (approx. 3,000 records). If AMIC is to house the network's centralized database it will need to have a major upgrade of hardware.
2. CDS/ISIS must be part of the AMIC documentation centre. They have been provided with ver.2.3 and a manual.
3. Training in the use of this software should be provided for the head of the documentation unit and for the database administrator, as both will be working closely with the software.
4. It is recommended that training is given to both the head of the documentation unit and the database administrator in the ISO 2709 standard bibliographic format, as this is the basis of the MARC and CCF formats which are used by the majority of the network members.

5. As soon as possible copies of the data formats of all network members should be collected by AMIC for examination to tabulate the disparities in compatibility. This will be necessary before beginning the Data Entry Manual. It must be expected by AMIC that the network members will not be willing to change their records formats, other than adding the extra fields for network activities (agreed on during the workshop). It will probably be the responsibility for AMIC to change their data structure (only the bibliographic fields of AMICdu).
6. It is recommended that once records begin to arrive from network members, they be loaded into a temporary database for inspection, verification and editing before being uploaded into the AMICdu database. The easiest way of achieving this would be to input them into the CDS/ISIS database which should be structured in the ISO 2709 format.
7. It will be a management decision whether to keep CDS/ISIS as the permanent database for the network and whether to retrospectively convert its present database.
- ~~6. It is recommended that the ISO 2709 format be the standard format for network activities.~~

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