

U
P
D
A
T
E



Volume 9, Number 2

Winter, 1989

**The Bulletin of the Georgia Health Sciences
Library Association**

EDITORS: Gail Anderson / Linda Flavin

Remarks from the Chair

Is it possible a year has passed already? It seems that just last month we were in Jacksonville at the 1988 meeting. Yet here it is February 1989 and time to encourage you to attend this year's meeting in Augusta. And what a meeting it is shaping up to be! Jett McCann and the Program Committee are incorporating suggestions from past meetings and will be trying a new format. Registration and tours of the Medical College of Georgia Greenblatt Library will begin on Monday evening April 17th for those coming in early, the Business meeting and programs will be held on Tuesday April 18th and the Continuing Education course will be held Wednesday April 19th the day *after* the meeting. Topics being covered are document delivery, resource sharing, desktop publishing, marketing, and more. So, don't miss the GHSLA Annual Meeting hosted by the Medical College of Georgia this April!!

Suzaan Wright, Chair

**APRIL 17 & 18, 1989
GHSLA Annual Meeting & Continuing Education Course
Augusta, Georgia**

**REMINDER:
1989 Changes in MeSH,
Index Medicus and MEDLINE**

New Subheadings:

Statistical and Numerical Data (SN)

Epidemiology (EP)—replaces
'occurrence'

Genetics (GE)—replaces 'familial and
genetic'

Dental Subset:

d.sb. has been added to dental journals
regardless of the journal's status as an
Index Medicus journal or a Special List
Dental Journal.

For BRS MEDLINE searchers:

AGE-18-AND-UNDER (covers check
tags infant-newborn, infant, child-
preschool, child, or adolescence)

AGE-19-AND-OVER (covers check tags
adult, middle-age, aged, or aged-80-
and-over)

For NLM MEDLINE searchers:

DIAG is not available as a data form for
searching MeSH terms which start with
the root DIAGNOS-; the computer
recognizes that as a command for
'diagram.'

From the Editors

Thanks to all who sent news either by mail or other
means. Telefacsimile and Ontyme have worked very
well in transmitting news and articles to the editors in a
timely fashion. [MCG's Ontyme Code is MCGA; our fax
number is 404/721-6006.]

Gail and Linda

NEXT DEADLINE: MAY 2, 1989

GHSLA UPDATE

**Bulletin of the Georgia Health Sciences Library
Association**

Published three times a year.

CO-EDITORS:

**Gail C. Anderson/
Linda M. Flavin
Greenblatt Library
Medical College of Georgia
Augusta, GA 30912-4400**

REPORTERS:

**Marilyn Barry
Thomas G. Basler
Carol A. Burns
Mary Fielder
Donna Flake
Jett McCann
Kathie Thodeson
Martha Watkins
Gail Waverchak
Suzaan Wright**

**Subscriptions are included in individual (\$5.00) &
institutional (\$10.00) memberships.**

***British Medical Journal* changed title to *BMJ* starting
with the July 2, 1988 issue.**

GHSLA ANNUAL MEETING 1989 UPDATE

Pre-Conference Program Report...

The meeting and continuing education course will be April 18th & 19th. There will be a short registration period and welcome at the Robert B. Greenblatt, M.D. Library, Medical College of Georgia, on Monday evening, April 17th.

The actual meeting will be Tuesday, April 18th. There will be a registration period at the hotel, followed by a business meeting breakfast. After that, we will adjourn and regroup at the Greenblatt Library for the first program session—presentations on facsimile transmission and on the new ILL form. We will also hear the report of the Resource Sharing Committee. The luncheon will be held at Augusta's new Riverwalk area, in a converted Cotton Grading Warehouse. The afternoon portion of the meeting will consist of a presentation by Chris Olson on "Marketing Library Services," then concurrent presentations on desktop publishing for Apple, IBM, and Zenith computer products.

The CE course will be offered on Wednesday, April 19th. Chris Olson of Chris Olson & Associates, a library marketing service, will present a course on "Design & Development of Promotional Materials for Libraries." Ms. Olson was a librarian with NSAS and with the corporate world and now runs her own consulting agency.

The hotel selected for the meeting is the Telfair Inn, a collection of 19th-century townhouses, modernized and converted into a special, very elegant inn. Our business meeting breakfast will be held in their dining facility. The luncheon is to be at Riverwalk, in a new facility managed by an Augusta original, FAT MAN's. The rest of the meeting will be held at MCG's Robert B. Greenblatt, M.D. Library.

Jett McCann

Continuing Education Pre-Conference Report

In response to the CE survey last Spring [see *GHSLA UPDATE* 8(3) *Spring/Summer 88*], a course on marketing library services will be presented after the GHSLA Annual Meeting on April 19, 1989 at the Medical College of Georgia. Teaching the course, "Design and Development of Promotional Materials," will be Chris Olson of *Chris Olson and Associates*, a Maryland-based marketing firm for libraries and information services. Ms. Olson's notable achievements include involvement in the design and implementation of PDQ and the design of the Grateful Med User's Guide.

Course participants will be given a graphic materials lab kit and will develop promotional pieces such as newsletters, brochures, and exhibits tailored to their individual job situations. Participants are encouraged to bring their current promotional pieces to the workshop for evaluation. Various techniques and processes will be presented, including desktop publishing. The one-day course will be a highly interactive experience of value to anyone involved with promoting library services.

Registration materials will be included in the Annual Meeting packets. See you in Augusta!

Mamie J. Bell

PEOPLE & PLACES

The American Cancer Society's Medical Library, Atlanta, has moved into the Society's new building just north of Emory's Health Sciences Center Library. [see *Library Profile*]

A committee has been formed to plan the fifteenth anniversary celebration of the Atlanta Health Science Libraries Consortium. The Consortium celebrates fifteen years on October 31, 1989.

1989 Officers of the Atlanta Health Science Libraries Consortium are:

Chair—Suzaan Wright, Georgia Baptist School of Nursing, Atlanta

Chair-Elect—Rosalind Lett, Kennestone Hospital, Marietta

Secretary—Ann Bao, Doctors Hospital, Tucker

Statistician—Jo Dilbeck, St. Josephs Hospital, Atlanta

Treasurer—Alice DeVierno, Piedmont Hospital, Atlanta

Frank L. Davis is Instructor and Reference Librarian at the Greenblatt Library, Medical College of Georgia, Augusta. He is a recent graduate in library science from Wayne State University, Detroit. He was also student intern and library technician and Shiffman Medical Library, Wayne State University.

Mary Fielder, Candler General Hospital, Savannah, is Chair-Elect of the Southeastern Conference of Hospital Librarians.

Nancy Flockhart has been appointed Library Manager at Northside Hospital, Atlanta.

When Ricky Gibson, Librarian at Clayton General Hospital, Riverdale, had his full-time hours cut, he didn't let it slow him down. Always resourceful, Ricky found a second part-time job with the Southern States Energy Board as their Manager of Information Services.

Suzanne Grefsheim, formerly Director of SEARMLP, is now head of the Alfred Taubman Medical Library and coordinator of the Health Sciences Libraries at the University of Michigan, Ann Arbor.

Pat Herndon has returned to her position at DeKalb General Hospital's Medical Library, Decatur, from

maternity leave. Pat's new baby is a girl, Victoria Christine, born November 5, 1988. Pat also has a 2-year-old, Christopher.

Rosalind Lett, Kennestone Hospital, Marietta, has signed on as the Consultant to Henry General Hospital's Medical Library, Stockbridge.

Memorial Medical Center Health Sciences Library began three end-user searching systems in December: (1) GaIN, (2) BRS/Colleague's MEDLINE on CD-ROM, and (3) Medical College of Georgia Greenblatt Library's MERLIN (as a test site to support MCG's internship rotation program).

Carol Murff has joined the DeKalb General Hospital's Medical Library, Decatur, as an assistant. Carol job-shares a position with Pat Herndon.

Beth Poisson has joined the Morehouse School of Medicine's Multi-Media Center team (Atlanta) as an Assistant Librarian. Beth is in charge of Interlibrary Loans.

Jocelyn A. Rankin is the Program Committee Chair for the American Association of Health Science Library Directors. Rankin, Kimberly A. McInnis and Martha C. Watkins participated in the Twelfth Annual Symposium on Computer Applications in Medical Care with "Georgia Interactive Network for Medical Information: A Demonstration," November 8, 1988 in Washington, D.C.

Kathy Thodeson is the new American Cancer Society librarian, Atlanta. Betsy Hintze is library assistant. [see *Library Profile*]

Janet Townsend will be leaving her position with South Fulton Hospital's Health Sciences Library, East Point, in late Spring. Janet and her husband will be moving to Honolulu, Hawaii for her husband's residency in orthopedics.

Martha C. Watkins is the Chair-Elect of the Southern Chapter of the Medical Library Association.

Michael Webber resigned his library position at Crawford W. Long Hospital of Emory University, Atlanta. Michael has moved to San Antonio, Texas to attend seminary.

Southeastern Conference of Hospital Librarians 1989

The Southeastern Conference of Hospital Librarians will meet at the 52nd Annual Assembly of the Southeastern Hospitals Conference in Nashville, Tennessee on May 2nd-5th, 1989.

The schedule of events includes a workshop entitled "Resource Sharing and Document Delivery—The Future" and a welcome reception at the Library of the Hospital Corporation of America. Keynote speaker will be Dr. Martha Jane Zachert. Workshop instructors include representatives of several resource-sharing networks from the southeastern region plus a DOCLINE representative from the National Library of Medicine.

For further information, please write to: Mary Fielder, President-elect SCHL, Candler General Hospital, Professional Library, P.O. Box 9787, Savannah, Ga, 31412 or call 912/356-6011.

Self-Study Course from the Special Library Association

"*Time Management in the Small Library*" is the topic of a course offered by the Special Library Association which can be completed in your own library. There are two formats: 1. a programmed text and 2. a floppy disk (for IBM PC or Apple Macintosh). The author is Andrew Berner, Director of the University Club Library of New York; he also serves on the board of OPL Resources, Ltd. which published *The One-Person Library: A Newsletter for Librarians and Management*.

The fee for SLA members is \$100 (non-members/\$125).

SLA CEU credit (0.3 CEUs) is given for completion of the program. For those who must have MLA CEUs, contact Medical Library Association for application of CEU credit.

For further information regarding SLA's Professional Development Program, contact: Professional Development Section, Special Libraries Association, 1700 Eighteenth Street, NW, Washington, DC 20009.

from Special Library Association brochure

Job Hunting?

The Special Libraries Association has a new "*Resumé Referral Service*" available to librarians and other information professionals, whether they are SLA members or not, throughout the United States and Canada. The "service will match available positions with job seekers using computer software to sort pertinent variables such as salary, education, geographic location, and type of librarianship."

Interested individuals must register with the service by completing an application and by sending ten copies of their resumé with the appropriate fee (SLA members/\$50; Non-members/\$75; Student members/\$25). You are then entitled to six months of service with the opportunity to renew.

Employers may also register available positions for one month of service. For each position, the fee for SLA patrons, sponsors, and sustaining members is \$100. All other employers are charged \$150 per position.

For further information, write: Resume Referral Service, Special Libraries Association, 1700 Eighteenth Street, NW, Washington, DC 20009.

"Our user base [of MEDLINE & other NLM databases] jumped an amazing 50 percent this year [1988], due primarily to the popularity of *Grateful Med.*" Donald A. B. Lindberg, M.D., Director, National Library of Medicine. *National Library of Medicine News* December 88; 43(12):1.

Library of Congress Reorganizes Management

A new concept of operations is on the horizon for the Library of Congress, according to James H. Billington, Librarian of Congress, who gave a briefing to staff on December 6. "The changes will be revolutionary in nature but will take place in an evolutionary fashion," he told an overflow audience in the Library's Coolidge Auditorium.

The Librarian's remarks came at the first public gathering for Library staff since a retreat for senior managers, held December 1-2, at which the recommendations of the Management and Planning (MAP) Committee and the firm of management consultants, Arthur Young, Inc., were discussed.

The Librarian took as his starting point the vision statement of the MAP Committee (see *LC Information Bulletin*, December 5, p. 486), which stated that the Library should measure itself by seven values: **service, quality, effectiveness, innovation, participation, fairness, and staff development.**

The Librarian defined the essence of the Library of Congress as a place that "actively and aggressively supports and encourages access to and the creative use of recorded knowledge... both catalyst and participant in the intellectual process that transforms information into wisdom... [and which] supports, strengthens, and advances the intellectual and cultural foundation of American life."

He then outlined his concept of the mission of the Library, flowing from these values: (1) to collect and preserve a universal collection of human knowledge, information and expression; (2) to make its material and human resources continually available and useful to the Congress of the United States; (3) to make its resources maximally accessible and serviceable to the American people and their libraries; and (4) to facilitate and celebrate free intellectual creativity by all people on all subjects.

The Librarian proposed a radically different macro-organizational concept derived from the four-part mission—*from a hierarchical, regulated structure to a participative, flexible system.* **The macro-organization concept is a device for allowing things to happen, not a blueprint of slots with fixed timetables, and derives from where the Library is going, not where it has been.** Most major Library functions will continue, but the way they are done will change. In order to begin an orderly transition, teams will be working together with staff at all levels to effect the new organization. Consultation and involvement will be widespread.

Summarizing, The Librarian said that the philosophy supporting the macro-organization concept is to (1) maintain *leadership and direction* with maximum distribution of responsibility, authority, and accountability; (2) provide maximum *job satisfaction* through a variety of opportunities rather than a hierarchical job progression; (3) establish *service units* with direct links to clients and clear mission; (4) foster a *team atmosphere* built upon flexible allocation of scarce resources to specific projects rather than current division structures; and (5) *eliminate layers of supervision and review* that do not add value.

To begin moving "deliberately but with dispatch" towards implementing these changes, The Librarian defined transition roles for senior management and other staff who will begin meeting regularly in January. He pledged that lines of communication will be kept open through the holding of open meetings with staff members, the soliciting of written comments and suggestions, and the publicizing of plans through the *LC Information Bulletin*.

reprinted from Library of Congress Information Bulletin December 19, 1988 47(51):506.

CALENDAR

April 18 & 19, 1989

Georgia Health Sciences Library Association
Annual Meeting
& Continuing Education Course
Augusta, Georgia
GA Contact: Jett McCann 404/721-3491;
GIST 331-3491

May 3-5, 1989

Southeastern Conference of Hospital
Librarians
Nashville, Tennessee
GA Contact: Mary Fielder 912/354-9211

May 19-25, 1989

Medical Library Association Annual Meeting
Boston, Massachusetts

June 10-15, 1989

Special Libraries Association 80th Annual
Conference
New York Hilton & Sheraton Centre, New
York
Theme: "User and Information Dynamics:
Managing Change"

Atlanta University Internship Program

Students from Atlanta University School of Library and Information Studies can work for a semester as interns in smaller libraries, such as hospital libraries. These students are paid a stipend of approximately \$800 by the hiring institution and receive class credit for the internship. *If you would like more information about this program contact Yvonne Melvin at 404/653-8400.*

Integrated Library Systems Project

In the Winter 1988 issue of *GHSLA UPDATE*, we reported that several members of the Atlanta Health Science Libraries Consortium were evaluating Integrated Library Systems (ILS) to automate their catalogs and circulation functions.

Four consortium members have now purchased the DataTrek system. DataTrek was chosen because of the combination of features available in the software, its interface with MARCIVE and OCLC, the network capabilities (local and remote), customer support, and the group discount package that was offered. A more complete article about this purchase will appear in a later *GHSLA UPDATE* issue.

*Gail Waverchak
Suzaan Wright*

Put a librarian in the media and win \$1,000 in new contest

The best stories about librarians appearing in local media in 1989 will win prizes in a contest sponsored by the ALA Public Information Office and *American Libraries*. Tying in to the National Library Week theme of "Ask a Professional: Ask Your Librarian," the contest asks libraries to place news or feature stories in local media (excluding special-interest publications in the professions). Entries should add to the public's understanding of who librarians are and what they do, portraying the attractive aspects of library careers.

Grand prize, for quality and consistency of coverage during the year, is \$1,000. Fifteen smaller prizes are also offered. For an entry form, see *AL*, July/Aug., p. 267, or send an SASE to Librarians in the Media Contest, ALA/PIO, 50 E. Huron St., Chicago, IL 60611.

GHSLA COMMITTEE REPORTS

Committees Sponsor Networking/ Resource Sharing Project

GHSLA's Resource Sharing Planning and Consortium Committees are collaborating to standardize content and instructional materials for a Networking/ Interlibrary Loan workshop. The workshop would be offered at intervals in locations around the state. GHSLA volunteers are needed to help plan the instruction or present one of three September workshops.

Institution of a workshop grew out of efforts begun in 1986 to identify high-priority project areas for GHSLA. Committees were formed to address two areas: (1) promotion of resource sharing and (2) consortia in Georgia health science libraries. The Resource Sharing Planning Committee conducted a document delivery survey in 1987, identifying a number of institutions interested in interlibrary loan instruction or network participation. The survey results, as well as reorganization of SE/A RMLS networking and educational efforts, suggested opportunities to institute ongoing GHSLA-sponsored efforts in these areas. The Resource Sharing Committee has recommended that GHSLA take an active role in contacting "basic units," offering orientation to the biomedical communications network, providing instruction in interlibrary loan policies and procedures and promoting resource sharing.

GHSLA volunteers are needed to assist in this exciting project. Please contact any of the committee chairmen or attend the open committee meeting preceding the Annual Meeting on Monday, April 17 from 3-5pm.

CONSORTIUM COMMITTEE

Martha Watkins, Chair—School of Medicine Library,
Mercer University, Macon
[see list of members on next page]

RESOURCE SHARING COMMITTEE

Kim McInnis, Co-Chair— School of Medicine Library,
Mercer University, Macon
Marilyn Barry, Co-Chair—DeKalb General Hospital,
Decatur
Opal Bartlett—Simon Schwob Library, The Medical
Center, Columbus
Donna Flake—Health Sciences Library, Memorial
Medical Center, Savannah
Mike Greer—Health Sciences Center Library, Emory
University, Atlanta
Susan Statom—Southwest Georgia Health Sciences
Library Consortium

Consultants Committee Report

Gail Waverchak, Chair of the Consultants Committee, has been in contact with the Southeastern/Atlantic Regional Medical Library Services about the SE/A RMLS Consultation Services. "The primary objective of the SE/A RMLS Consultation Service is to assist library managers, hospital administrators and library networks in establishing or improving information services by putting them in touch with trained professional library consultants." Rather than duplicate the Region's efforts, I recommend that our state's consultant needs be met by using the existing SE/A Consultants Registry. I have been contacting Georgia librarians who have been on the Registry in the past and encouraging them to submit their updated applications. *GHSLA members interested in submitting applications or obtaining consultant contacts, can obtain information directly from the RMLS at 800/638-6093, or by contacting Gail Waverchak, 404/851-7040.*

Nominating Committee Report

The Nominating Committee met in Atlanta on the 26 of October, 1988 and developed the following slate of nominees which will be submitted to the membership:

Chair-Elect	Donna Flake, Memorial Medical Center, Savannah
	Elizabeth Jackson, Mercer University Southern School of Pharmacy, Atlanta
Secretary	Elaine Keefer, Emory University, Atlanta Barbara Ruelle, Emory University, Atlanta
Treasurer	Betty Clements, Hughston Sports Medicine Foundation, Columbus
Parliamentarian	Shelley Davis, Medical College of Georgia, Augusta
UPDATE Editors:	Gail Anderson/Linda Flavin, Medical College of Georgia, Augusta

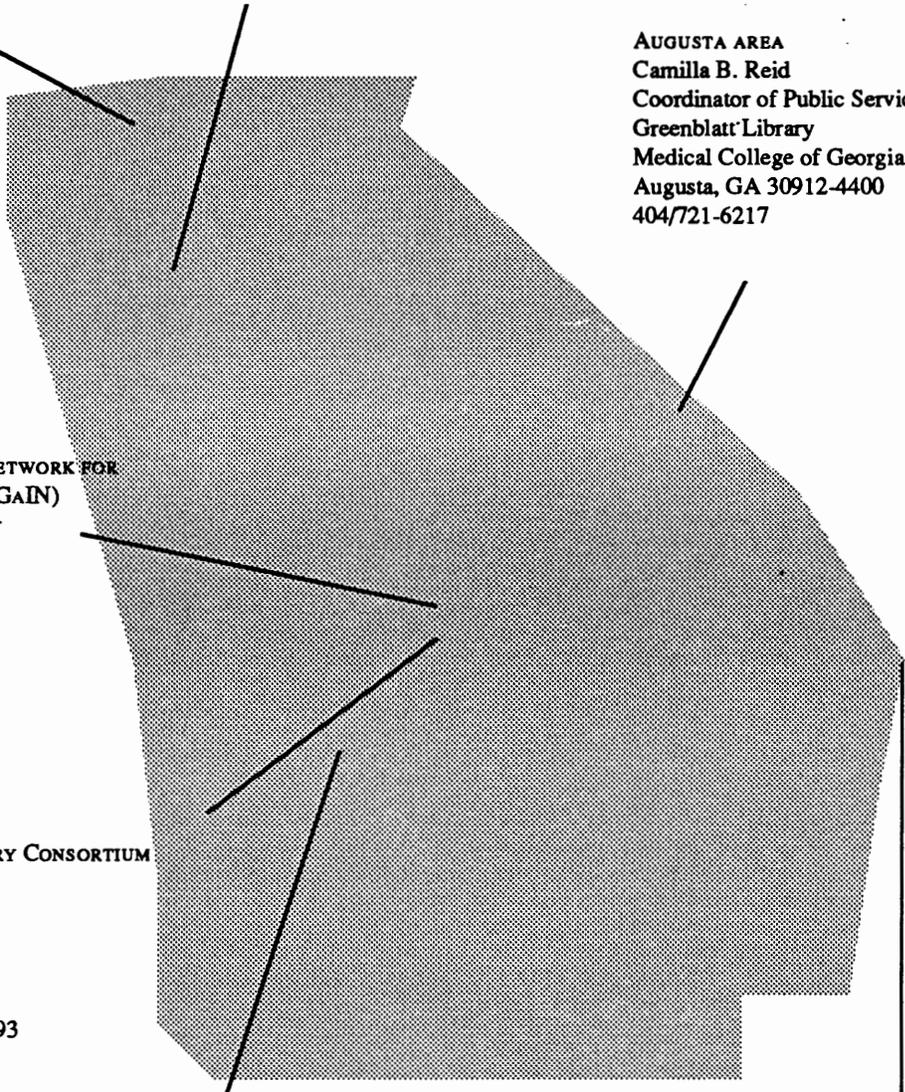
The nominating committee for this year consists of: Jett McCann, Fay Evatt, Sharon Cann, and Ken Robichaux.

GHSLA CONSORTIA COMMITTEE MEMBERS

ATLANTA HEALTH SCIENCES LIBRARIES
CONSORTIUM
Suzaan Wright
Library, Box 411
Georgia Baptist School of Nursing
300 Boulevard NE
Atlanta, GA 30308
404/653-4020

NORTH GEORGIA AREA
Susan Seay
Hamilton Medical Center
Memorial Drive
P.O. Box 1168
Dalton, GA 30720
404/272-6056

AUGUSTA AREA
Camilla B. Reid
Coordinator of Public Services
Greenblatt Library
Medical College of Georgia
Augusta, GA 30912-4400
404/721-6217



GEORGIA INTERACTIVE NETWORK FOR
MEDICAL INFORMATION (GAIN)
Martha C. Watkins, Chair
Mercer Medical Library
1550 College Street
Macon, GA 31207
912/744-2516

HEALTH SCIENCE LIBRARY CONSORTIUM
OF CENTRAL GEORGIA
Brenda Sorrow
Medical Library
Houston Medical Center
P.O. Box 2886
Warner Robins, GA 31093
912/922-4281

SOUTHWEST GEORGIA HEALTH SCIENCES LIBRARY
CONSORTIUM
Claudia LeSeur
Thompson Medical Library
Sumter Regional Hospital
100 Wheatley Drive
Americus, GA 31709
912/924-5011, ext.196

SOUTHEAST GEORGIA HEALTH SCIENCE
LIBRARIES CONSORTIUM
Barbara Heuer
Lane Library
Armstrong State College
11935 Abercorn Street
Savannah, GA 31419-1997
912/927-5332

Grady Satellite Library in Orbit

BY CAROL A. BURNS, *Director*

*Health Sciences Center Library
Emory University School of Medicine
Atlanta, Georgia 30322*

A new satellite has been launched successfully, orbiting the sixteenth floor of Grady Memorial Hospital in Atlanta. The Grady Electronic Satellite Library opened on June 1, 1988 as a pilot project funded by the Emory Medical Care Foundation. The purpose of the Satellite Library is to provide 24-hour access to the health sciences literature to assist faculty, students and housestaff in making clinical decisions. Access is provided through a collection of basic medical textbooks and through use of the BRS/Colleague system. By searching the Colleague databases, library users may scan nearly 100 books and journals available in "full-text" online, may query the MEDLINE database to identify articles published in over 3,000 journals, or may search a variety of specialized databases. If the article needed is not available online, library users may request that a copy of the article be sent to them by telefacsimile from either the Grady Branch Library or from the main Health Sciences Center Library on campus.

Success has been measured not only in terms of the number of new Colleague passwords issued and the number of hours spent online, but also through the comments from library users. Housestaff who have left Grady for rotations at Emory Hospital, Crawford Long

Hospital and the Veterans Administration Medical Center have requested that we install satellite operations at those facilities. Dr. Juha Kokko, Chairman of the Department of Medicine, is excited about the Satellite Library because many of the cases he reviews during rounds each day now have copies of pertinent articles attached to the patients' charts. The Grady Memorial Hospital administration has been very supportive of the project, offering additional funds for the textbook collection and encouraging us to install a Theresa terminal to link the Satellite Library with the hospital's patient databases.

As we look ahead to launching additional satellites, we also plan to evaluate their impact upon patient care. *Does ready access to the health sciences literature contribute new information that changes a diagnosis or treatment decision? Is this indeed a good way to insure the application of new techniques?* These questions and others will guide our efforts in the months ahead.

LIBRARY PROFILE

The Medical College of Georgia Robert B. Greenblatt, M.D. Library

By THOMAS G. BASLER, *Director of Libraries*

JETT C. McCANN, *Head, Serials Services*

*Robert B. Greenblatt, M.D. Library
Medical College of Georgia
Augusta, Georgia 30912-4400*

The Robert B. Greenblatt, M.D. Library will be the host library for the Georgia Health Sciences Library Association Annual Meeting and Continuing Education Course April 18-19, 1989.

The Medical College of Georgia is one of 34 institutions of the University System of Georgia and one of four on the university level. Founded in 1828, the College consists of five schools—Medicine, Nursing, Dentistry, Allied Health Sciences and Graduate Studies—and its hospital and clinics. There are 2,500 students, 500 faculty and 3,000 staff.

The Library is a two story building of 70,000 sq. ft. built in 1964 (originally 28,000 sq. ft.) and enlarged in 1980 (42,000 sq. ft.). The total collections consist of 150,000* volumes with 1,700 current journal titles. Over 250,000 visitors circulate 200,000 items internally and 50,000 externally each year. Informational requests measured over 20,000. The staff numbers 48 individuals.

LIBRARY ORGANIZATION

Within the library there are six departments plus the Special Collections. Departments are Cataloging,

Serials, Academic Computing and within Public Services—Circulation, Reference and Audiovisual Services.

Cataloging Services has the responsibility of ordering, receiving, cataloging and processing the books and also the repair of the collections. Though physically separate, the department works closely with the approval plan, collection development and accounting through a microcomputer network. It also obtains full bibliographic data through pre-order searching of OCLC and downloads it into MERLIN indicating an "on order" record in the public Online Catalog. This process results in virtually no cataloging backlog as most materials are on the shelves within hours or days.

Serials Services has the responsibility for purchasing and maintaining the serials collections, including subscriptions and standing orders. Heavily-used vendors include Read-More and Ballen. Presently 1,700 active journal titles are received. In preparing to automate, 80,000 bound journal volumes were inventoried, barcoded and linked to item records. Each title record displays in card-catalog style. Check-in is online with immediate public display. A selective government documents depository is also maintained.

LIBRARY PROFILE

GREENBLATT LIBRARY *Continued*

Circulation Services is responsible for traditional library circulation services while relying heavily on MERLIN. Conference/seminar scheduling, student locker and study carrel scheduling, photoduplication, stack maintenance, building and user security, and paging service are also provided. The interlibrary loan section also provides document delivery and FAX service.

Reference Services provides reference, online searching, education and collection development. The staff depends on an AppleShare network of seven Macintoshes for record-keeping, statistics generation, lecture preparation, newsletter publication, and transparency creation. Workshops and classes are taught on how to use the MERLIN system and how to search BRS Colleague and Grateful Med. Guest lectures are given in credit courses. Reference desk work often involves one-to-one instruction of how to use the MERLIN Online Catalog and miniMEDLINE.

Audiovisual Services collections number 2,000* comprised primarily of slides, videocassettes, audiocassettes, and 16mm films. The collection records are entered in MERLIN. The Microcomputer Labs are also part of this department - see below.

Academic Computing provides microcomputer consultation to the campus, seminars in computer/software use, computer expositions, credit courses and operates the campus-wide discount purchase program. The library systems group supports the equipment and systems operating MERLIN, MAX and library networking effort.

COMPUTING WITHIN THE GREENBLATT LIBRARY

The library is noted for its involvement and leadership in computing within the medical library community. Within the library building there are over 120 microcomputers, 30 dumb terminals, several minicomputers plus computer related peripherals. The following outlines some computer intensive programs of interest.

MERLIN—MERLIN is based on the Georgetown University Medical Center's *Library Information System* and is mounted on a DEC 11/84 minicomputer. It can be accessed by direct cable within the Library, dial-in from anywhere, or through various networks. A MERLIN user may choose between the Online Catalog, miniMEDLINE, Reserves and Journal Holdings. MERLIN was accessed over 80,000 times in its first year. Plans are to mount *Current Contents*®.

MAX—MERLIN's Academic eXchange is an electronic mail and bulletin board system that is available campus-wide and through dial-in from other non-MCG research partners. Libraries using the Georgetown LIS have access to MAX for exchange of information between sites. MAX was accessed over 30,000 times in the first two years of its existence.

Bibliographic Searching—Services include: MERLIN, BRS Colleague training, librarian-mediated searches, teaching Grateful Med to sophomore medical students during their family medicine assignments and the provision of Nursesearch for interested nursing students and faculty.

Microcomputer Labs—The Microcomputer Labs consists of three specific laboratories based on equipment types—Apple IIe, Macintosh and IBM. These labs experienced a total usage of 19,842 during the 1988 academic year for formal courses, seminars and individual use.

The School of Medicine's Educational Computer Systems Lab—This Lab in co-operation with the Library can be used by all students. Heavy use takes place during the process of matching senior students with national clinical residency assignments and for study and pretesting of medical boards.

Desktop Publishing Stations—These stations are an extension of the Macintosh micro-lab hard disks with several laser printers are available. These are heavily used as a desktop publishing operation.

LIBRARY PROFILE

GREENBLATT LIBRARY *Continued*

Medical Illustration Services—Medical Illustration relocated their illustration and computer graphics program into the library building. They use the Management Graphics system to produce slides or produce hard copies of illustrative materials through dial-in capabilities to allow for overnight artwork production.

The Electronic Classroom—The electronic classroom, to be completed during Spring 1989, is networked to other systems and operated by the Library Audiovisual Services department. It is meant to be especially supportive of formal computer-based teaching.

Microcomputerizing the Library Workplace—In addition to automating and establishing the Labs, the Library became microcomputerized during the years 1986-88. The result is that *all* departments contain microcomputers for accomplishing library work, in addition to accessing MERLIN. Most staff have micros at their workstations or share those nearby. These microcomputers are used for such applications as statistics, correspondence, electronic mail, bibliographic searching, design of charts & other illustrations, database construction, personnel records, accounting, budgeting, invoicing & billing, and the production of signs, reports, resumés, library guides & service sheets and newsletters.

Library Departmental Microcomputer Networks—The Reference Services office has a Macintosh-based network that brings together all Reference personnel and the functions of accounting, book order and pre-order cataloging. This network allows for access to very large data files (books ordered, billing), as well as to software located on other micros and a laser printer. Library Administration has a similar network as does Academic Computing which uses theirs as a test network for consultation purposes.

LANS Connections—The library has connections to campus-wide "local area networks" (LANs). The Datapoint Network (an office automation system) of

over 200 stations connects to the Library MERLIN and MAX programs. In addition, a Broadband PC Network also connects to MERLIN and MAX as well as to the Electronic Classroom. This classroom also connects to the MCG Office of Research Computing's VAX minicomputer, to the University System Computing Network and to Peachnet which is based at the University of Georgia.

SPECIAL COLLECTIONS

The Special Collections area houses materials relevant to the history of the College and general medicine. The 19th century collection contains 1,400 volumes. The original library was bought in Europe in 1835, augmented by many personal volumes of the early faculty. The oldest book is a 1608 two volume work of Avicenna. Most of the collection is from the first half of the 19th century and comprised the working library of the College. Other collections include 20th century classics in medicine, museum items, portraits and faculty and institutional publications.

ROBERT B. GREENBLATT, M.D.

In January 1988, the Library was renamed in honor of Robert B. Greenblatt, M.D. Dr. Greenblatt's career at the Medical College of Georgia spanned 50 years where he served as Professor of Pathology, Gynecology, Experimental Medicine and Professor and Chairman of the Department of Endocrinology. His work included findings leading to the development of the "fertility pill." He authored over 600 scientific articles, 23 edited scientific books and was a contributor to the lay literature. He had a long-established interest in the Medical College of Georgia's Library as the core, essential resource for the institution's mission of teaching, research and patient care.

LIBRARY PROFILE

The American Cancer Society Library

BY KATHIE THODESON, *Director, Medical Library*

*American Cancer Society
Atlanta, Georgia*

In 1988 the American Cancer Society celebrated its 75th anniversary and also moved its National Headquarters from New York to Atlanta. One of the changes in the organization was the restructuring of the Library. The American Cancer Society's Medical Library was established in 1947 by the Medical and Scientific Director "to act as a clearinghouse for all information...in the neoplastic disease field." Under the 1988 restructuring, the ACS has donated its large collection of books and periodicals to the Emory Health Sciences Center Library (HSCL) for integration into its collection. This has enabled the ACS to create a streamlined reference center with a staff of two, instead of the eight required in New York. Sourya Henderson, Ph.D., Director of the American Cancer Society's Medical Library, retired in July, after over 30 years of dedicated service. Kathie Thodeson joined the Society last Spring to plan and direct the new library program. She and Library Assistant Betsy Hintze have offices in the Reading Room of the new ACS Headquarters building located across from the Centers for Disease Control (CDC) and two blocks from Emory's HSCL. From there, all of Emory's library collections are easily accessible, including those previously maintained by the ACS.

Carol Burns, Director of the Emory University Health Sciences Center Library, has been involved from the inception of the new library plan in all aspects of its development—from heading the search committee for the new librarian, to coordinating integration of the library collection.

The collection in the Reading Room at National Headquarters consists of a medical and business ready reference collection, appropriate to meet the diverse information needs of the Society's staff. Seventy current periodical titles and many ACS publications, including full sets of *CA*, *Cancer*, *Cancer News*, and *Cancer Facts and Figures* complete the holdings. Access to online databases has become increasingly important to our environment. The Library has access to BRS, DIALOG, WILSONLINE and NLM databases in order to keep up with medical, scientific, business, and lay publications.

The American Cancer Society is happy to be in its new Headquarters home in Atlanta. Library services continue to have a role in the ACS mission to control cancer. The staff looks forward to being a part of the Georgia health sciences library community and is ready to serve as a resource for information on cancer-related topics.

BRIEF COMMUNICATIONS

Georgia Online Database: GOLD in Georgia!

BY JOELLEN OSTENDORF, *GLIN Consultant*

*Georgia Division of Public Library Services
Atlanta, Georgia 30303-3692*

On November 21, 1988, the Georgia Online Database (GOLD) became operational and made Georgia one of the first states in the country to make available to its libraries an online interlibrary loan system which is fast and affordable. GOLD means immediate access to the collections of a number of different types of libraries in Georgia and is making it possible for interlibrary loan procedures to be almost entirely automated.

GOLD began in December of 1987 when Paul Cappuzzello, from OCLC, approached the Georgia Division of Public Library Services (DPLS) and asked them to act as the agent in the establishment of the database. What Cappuzzello proposed was the downloading of all the Southeastern Library Information Network (SOLINET) records of Georgia libraries who agreed to join the group to form the initial Georgia database. Georgia libraries already had a substantial investment in SOLINET, and this allowed GOLD to build upon a large, already existing database without having to tape-load or input records to form a base.

Those libraries who are not full SOLINET members can participate as "selective users." Selective users are participating in the interlibrary loan subsystem **only** and see an abbreviated record as opposed to the complete record accessed by a full member. The costs are also substantially less than a full member pays. For an initial start-up fee of less than \$400, a selective user can access the holdings in GOLD. Selective users will be encouraged to tape-load their holdings into the system.

Since the majority of Georgia libraries are not SOLINET members, once the holdings of the selective users are entered, Georgia libraries will have access to a great many more materials. A small number of libraries are now bearing the burden of interlibrary loan (ILL) for the entire state, and tape-loading the records of the selective users will help to more equitably redistribute the ILL load. With the cost of book and periodical prices rising each year, more and more demand is placed on the system. Perfecting Georgia's interlibrary loan system is the only logical step.

For a Georgia library, GOLD means that through a computer terminal: (1) it can immediately be ascertained who owns the item, (2) an interlibrary loan form can be called up on the screen, and (3) the item requested from the owning library. The interlibrary loan procedure is quickly and easily completed.

Members of the associated libraries groups and the university center libraries agreed at their annual fall membership meeting, to do their union listing of serials through GOLD. Inputting of the serials holdings of member libraries is scheduled to begin in April of 1989 and a print copy of the on-line list is scheduled for the end of the year. A serials committee has been formed which is developing a manual and work form to provide for the uniform entry of data into GOLD.

The protocol committee for GOLD met in October and developed ILL tiers for libraries requesting items. This protocol became effective on February 1, 1989. The group decided upon four tiers for requesting an

BRIEF COMMUNICATIONS

GOLD *Continued*

item. The *first tier* is DPLS, which presently coordinates the Georgia Library Information Network (GLIN). The *second tier* is for libraries to go to the closest library of the same type with the smallest collection. The *third tier* is the GLIN resource libraries. The *fourth tier*, for selective users, is back to DPLS so they can request the material out-of-state.

GOLD presently has 124 participating libraries of all types. Libraries wishing to join GOLD must comply with several guidelines. *First*, that they are willing to loan materials as well as borrow them. *Second*, they

cannot charge a fee for the delivery of ILL service (photocopying charges, etc. are allowed). *Third*, they will work towards the tape-loading of their holdings (no time frame has been established).

Libraries wishing to participate in GOLD may contact JoEllen Ostendorf, Georgia Division of Public Library Services, 156 Trinity Ave., S.W., Atlanta, Georgia 30303-3692, Telephone: 404/656-2461; GIST 221-2461.

National Library Week April 9-15, 1989

BY SUZAAN WRIGHT, *Librarian*

*Georgia Baptist School of Nursing
(Box 411) 300 Boulevard, NE
Atlanta, Georgia 30312*

The American Library Association has scheduled National Library Week for April 9-15 this year. Their theme is "Ask a Professional. Ask Your Librarian." and 1989 is being promoted as the "Year of the Librarian." So it's time to start thinking about those NLW promotions, and this time you get to promote yourself!

Linda Wallace, Director of ALA's Public Information Office, has said the goals of this campaign are:

"...to tell people what librarians do for them.
...to promote awareness of the librarian as a professional, to make people think 'information' and 'librarian' the same way they think 'doctor' when they

are sick or 'lawyer' when they have legal problems.
...to present librarianship as an attractive career opportunity.
...to make librarians feel good and proud of their profession."¹

Since one of the "hot" topics during last year has been the quality of health care and the contributions of the health science librarian to that care, this seems the perfect theme. Facts from David King's research² could be incorporated into your promotional campaign if you don't have information from your specific situation/setting.

We must, however, be aware there are risks in this

BRIEF COMMUNICATIONS

NATIONAL LIBRARY WEEK *Continued*

type of campaign. William A. Mindak, a professor of marketing at Tulane University and consultant to professional groups, addressed this subject at the American Library Association's 1988 annual conference. In a workshop on National Library Week, Mindak spoke on "Marketing the Librarian." He stated "Focusing on yourselves can be a double-edged sword. You will get attention from your wonderful new campaign, but you will also be raising expectations. You are promising your users they will meet dynamic, assertive, and benefit-oriented librarians."³ In short, we can raise awareness of what we do, but by doing this we will raise the expectations of our patrons—that can be a plus. Sometimes we don't give our best effort because we don't feel "pushed" to do so, or at least I don't. If people expect a certain standard or quality from you, most of us will rise to the "challenge." And even though there are risks, there are also clear benefits. These include "increased use and higher public esteem, which can lead to more dollars and more clout,"⁴ those are things all of us would like to have. For me the minuses are well worth the pluses. So let me challenge you to get behind this "Year of the Librarian" and start your campaign now, or at least by National Library Week—April 9-15. This campaign can be used by libraries of all types and sizes. Anyone that works in a library can benefit.

There are several sources for promotional materials to help you:

ALA Graphics Catalog
American Library Association
Public Information Office
50 East Huron Street
Chicago, IL 60611
1/800/545-2433

ALA is promoting the theme:

"Ask a Professional. Ask Your Librarian."

They can provide posters, bookmarks, stickers, public service announcements for radio and t.v., t-shirts, memo pads, banners, and a campaign publicity book.

Library and Reading Promotions Catalog
DEMCO
Box 7488
Madison, WI 53707
1/800/356-1200

DEMCO is promoting the theme:

"Ask Your Librarian: The Info Pro"

They have posters, mugs, t-shirts, bookmarks, notepads, bumper stickers, buttons, and mobiles.

Catalog
UPSTART
32 East Avenue
Hagerstown, MD 21740
1/800/448/4887

UPSTART is promoting the theme:

"Your library is the answer. What's the question?"

Their materials include book bags, t-shirts, mobiles, buttons, bulletin boards, posters, bookmarks, and banners.

1. Wallace, Linda. The Image—and what you can do about it in the Year of the Librarian. *American Libraries* 1989 Jan; 20(1):22-25.
2. Kind, David N. The Contribution of hospital library information services to clinical care. *Bulletin of the Medical Library Association* 1987 Oct; 75(4):291-301.
3. Wallace, Linda. Tips from a pro on promoting the pro. *American Libraries* 1989 Jan; 20(1):24.
4. Wallace, Linda. What you can do. *American Libraries* 1989 Jan; 20(1):25.

Atlanta Health Science Libraries Consortium

November 1988 Meeting

The November meeting was hosted by the Georgia Department of Human Resources (DHR). Shirley Bozeman and Margaret Park did an excellent job of making everyone feel welcome.

The program for the November consortium meeting was presented by Lynn Brumbelow, Chief Planning Officer for the AIDS Project of the Georgia Department of Human Resources. Georgia is ranked eighth in the United States in number of known AIDS cases and has received national attention as the second state to form a state AIDS Task Force. The Task Force has produced recommendations which provide guidance for the public and the private sectors in managing the AIDS epidemic. Ms. Brumbelow spoke about services available through the AIDS Project. These include a minority initiative launched jointly by DHR and Morehouse School of Medicine which provides AIDS information to minority communities statewide. AIDS testing and counseling is also made available in all 159 Georgia counties through the AIDS Project. For more information on the AIDS Project call 404/894-5304.

A session of the ONLINE Club was held just prior to the meeting. Shirley Deasy, Director of Oncology Registry at Grady Memorial Hospital, Atlanta, discussed Physician Data Query (PDQ), a database containing information on cancer treatment, physician and organization directories, and summaries of over 1000 active cancer protocols. Ms. Deasy's presentation included tips for searching investigation protocols and standard protocols, and a PDQ diagnosis list. PDQ is accessed through MEDLARS, but is not an ELHILL database. It is necessary to obtain a special PDQ password from MEDLARS.

January 1989 Meeting

The Consortium meeting was hosted by The Centers for Disease Control. Carol Dean and the staff of CDC's Information Resources Management Office provided an informative program about CDC's role in epidemic control. Dr. Richard Dicker, Assistant Director for Epidemiologic Development, discussed the Epidemic Intelligence Service (EIS) and some of the interesting disease outbreaks which the EIS has investigated. Dr.

Dicker explained how the CDC became involved with epidemic control and gave examples of how their record-keeping and central reporting mechanisms have contributed to the rapid detection and control of epidemics.

The meeting was preceded by a session of the Journal Club. JoEllen Ostendorf from the Division of Public Library Services spoke to the group about the new GOLD (Georgia Online Database) system [see page 15].

Upcoming AHSLC Meeting

The March meeting will be hosted by the Georgia Baptist Medical Center. The topic for the March program will be the Copyright Law. John Marshall, Assistant Vice President for Legal Affairs at Georgia State University, will discuss the law and answer specific questions submitted by consortium members. *Anyone wishing to receive more information about the meeting should contact Fay Evatt at 404/653-4605.*

Suzaan Wright

GaIN News

New institutional members of GaIN (Georgia Interactive Network for Medical Information) based at Mercer University School of Medicine Library include:
Georgia CHEP-AHEC, Dublin
Hamilton Medical Center, Dalton

New software capabilities now allow GaIN members to select options to search (1) the book holdings of their own library, (2) any combination of GaIN libraries or (3) all GaIN libraries. These 17,000 book titles are those centrally cataloged at Mercer Medical Library and represent the holdings of 14 GaIN libraries.

Martha Watkins

GHSLA MEMBERSHIP FORM 1989

GEORGIA HEALTH SCIENCES LIBRARY ASSOCIATION

1989 MEMBERSHIP FORM

The Georgia Health Sciences Library Association (GHSLA) was founded to promote the health sciences in Georgia through activity, communication, and interaction among those persons involved or interested in health sciences librarianship. Our membership includes librarians who work in hospitals, clinics, special libraries, medical, dental, allied health and nursing schools, as well as physicians and their associates. We share information through the publication of a newsletter, the *GHSLA UPDATE*, and at an annual meeting each Spring. Our meetings include discussion of timely topics and continuing education courses, to keep the membership abreast of changes in this field. Membership is available on either a personal basis (\$5 per calendar year) or an institutional/business basis (\$10 per calendar year).

INDIVIDUAL MEMBERSHIP

NAME _____

TITLE _____ SOC SEC # _____

INSTITUTIONAL ADDRESS _____

WORK PHONE # _____

HOME ADDRESS _____

HOME PHONE # _____

Where do you want to receive mailings? _____ HOME _____ INSTITUTION

INSTITUTIONAL MEMBERSHIP

LIBRARY _____

INSTITUTION _____

ADDRESS _____

CONTACT PERSON(S) _____

WORK PHONE # _____

Individual Dues \$5.00 per year Institutional Dues \$10.00 per year

Make check payable to: **GEORGIA HEALTH SCIENCES LIBRARY ASSOCIATION**

Mail check and form to: Shelley E. Davis, GHSLA Membership Chair
AB 148
Greenblatt Library
Medical College of Georgia
Augusta, GA 30912-4430

**GREENBLATT LIBRARY
MEDICAL COLLEGE OF GEORGIA
AUGUSTA, GA 30912-4400**

