



INFO ACCESS



Library Network Communications



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Public Relations vs. Marketing - What is the Difference?

by Jonda Byrd, Library Network Program Manager

In recent years we have encouraged you to develop marketing plans for your libraries, but now we are hearing about the importance of public relations in libraries. Aren't the two the same thing? Not really. Holly Bussey, in an article in the Summer 1991 issue of *Special Libraries*, states that the purpose of public relations is to manage image, while the purpose of marketing is to manage demand. Marketing addresses our information products and what we can do as professionals, while public relations focuses on the user's opinion and perception.

One of the issues the librarian must confront through public relations is image. We will not succeed in our goals if people perceive us as something we are not. To be a key player in information management, one who is involved in the decision making process, we have to be perceived as a key player within the organization. Public relations can help us change and shape these important perceptions. This is why we need to address public relations as well as marketing.

We have been developing products to offer our clients, and we have been developing a client base through effective marketing, but we need to ask ourselves what our image is within the EPA organization. Our marketing can not be totally effective if the image we are projecting is not an accurate one. We need to develop our public relations skills and learn how to project the image we have of ourselves to our clients. We as information professionals have begun to incorporate marketing techniques within our operations and we now need to integrate a public relations plan in our strategies.

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The articles in this issue may help you better understand how to go about developing a public relations plan. Included in this issue of INFOACCESS is a compilation of ideas from a regional library group in the metropolitan DC area, an annotated bibliography of articles from a special issue of *Special Libraries* journal, and public relations case studies from the EPA Library Network. We hope this issue will help you begin the learning process and stimulate your public relations creativity. ☼

CD-NOTES

Have you heard about CELDS and ENFLEX? No, its not a comedy team or a nightclub act. CELDS and ENFLEX are databases of environmental legislative information available in CD-ROM format. **CELDS, the Computer-aided Environmental Legislative Data System**, developed by the U.S. Army Corps of Engineers, is a collection of detailed abstracts of most Federal and State environmental regulations. It provides quick access to current regulations that may affect the environment, and data for environmental impact analysis and environmental quality management.

To access CELDS, the user needs a remote terminal, modem, and phone line (or a LAN interface). The user will also need a login code for the Corps' Environmental Technical Information System (ETIS). A temporary login code and an instruction manual can be obtained by calling the ETIS Program Office at (217) 333-1369. If you would like more information about CELDS, you can also contact Rhea Cohen, in EPA's Office of Solid Waste & Emergency Response, Office of Program Management, at (202) 260-2200.

ENFLEX INFO is a complete and up-to-date compilation of the full text of Federal and State environmental regulations. In November 1991 ERM Computer Services Inc, which produces ENFLEX INFO, added a weekly update of the entire *Federal Register*. If you would like more information about ENFLEX INFO, call 1-800-544-3118, or write to ERM Computer Services at 855 Springdale Drive, Exton, PA 19341. ☼

INFOACCESS

INFOACCESS, a forum to provide information and report on progress in information management across the Agency, is produced by the Information Access Branch (IAB) of the Information Management and Services Division (IMSD), Washington, DC, under the direction of Jonda Byrd, National Library Network Program Manager.

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Mary.

Network Bibliographic Series

We are interested in developing a series of bibliographies for the use of the network and other EPA information professionals, and we would like this to be a shared project in which all network members can participate. We will put the bibliographies in final form, arrange for the printing, and handle the distribution from the Network Coordinator's office. The individual library compiling the bibliography will be credited for the work, but it will be issued as a network product with the network logo and series name.

Since we recognize that smaller libraries do not have the same staff time for special projects, we are willing to work with them if they are interested in collaborating on a series title. In addition we will need ideas for topics and organization of the material, so we hope that everyone can participate in one way or another. The Headquarters Library has already agreed to develop a few titles for the series.

The first title in the series is *Space Planning and Design for Libraries*, which was published in July 1991. Mary Hoffman is currently working on the second title, which will be a compilation of information about Internet. If you have any ideas about the series, call or send an email to Jonda Byrd, Library Network Program Manager, (513) 569-7183; Byrd.Jonda, OR Mary Hoffman (contractor) Network Coordinator, (202) 260-7762; Hoffman.Mary. ☼

Librarians from EPA and the National Oceanic and Atmospheric Administration (NOAA) conducted a very successful joint meeting during the last week of April. The meeting, which was held in Bethesda, Maryland, joined speakers and panelists from both agencies, and included tours of the NOAA Central Library in Rockville, EPA Headquarters libraries, and EPA's new Public Information Center in Southwest DC.

In the keynote address, **Patricia Klinck**, State Librarian in the Vermont Department of Libraries, spoke about "Challenge, Choice and Opportunity: Emerging Library and Information Cooperation." She used the development of the Vermont Automated Library System (VALS) as an example of the benefits gained by building partnerships among information professionals. VALS brings together the major public, private, academic and state library resources and makes them available on demand to rural libraries and individuals. The system received a Ford Foundation - Harvard/Kennedy School of Government Innovations in State and Local Governments Award in 1988.

Meeting participants enjoyed presentations by several speakers including:

◆ **Dalva Balkus**, Director of EPA's Information Management and Services Division, who welcomed the group to the meeting and delivered an address on how the emergence of the electronic library is changing the role of information professionals.

◆ **Janice Beattie**, NOAA Library Network Coordinator, who talked about librarians as organizational managers.

◆ **Stanley Elswick**, Database Librarian at the NOAA Central Library, and representatives from The Library Corporation, who spoke about planned 1992 enhancements to NOAA/EPA LINC.

◆ **Brigid Rapp**, Chief of EPA's Information Access Branch, who talked about public access to information and led a discussion about the future of public access in libraries.

◆ **David Blockstein**, Executive Director of the Committee for a National Institutes of the Environment (NIE), who outlined the proposals currently in development for the NIE and a National Library of the Environment.



Building Partnerships for Information Access - EPA/NOAA Librarians Meeting

◆ **Jonda Byrd**, Manager of EPA's Library Network Program, who shared information about access to EPA and NOAA publications.

◆ **Brand Nieman** from EPA's Center for Environmental Statistics, who briefed the group on the Center's mission and services.

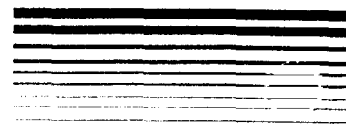
◆ **Dr. Bruce Parker**, Staff Specialist for Ocean and Water Level, NOAA's National Oceans Service, who conducted a brief presentation on global sea levels and shared his appreciation for the assistance provided by the NOAA libraries.

◆ **Sarah Kadec** from the Kadec Information Management Company, who shared her view of "The Role of the Special Librarian in the Next 5 Years."

In other sessions EPA and NOAA librarians participated as panelists and discussion leaders, sharing insights about partnerships with agency clients and information networking with the group. The meeting also included presentations and demonstrations by EPA and NOAA staff about agency databases. The meeting concluded on Thursday, April 30, with separate EPA and NOAA sessions in which attendees discussed Agency-specific issues and concerns.

*Proceedings of the meeting will be published in the July issue of INFOACCESS, and a list of the meeting attendees will be included as an attachment to the issue. * Mary Hoffman (contractor), Network Coordinator*

Ideas for Action from the Public Relations Committee Special Libraries Association, DC Chapter



The following is a compilation of a series of columns that appeared in issues of Chapter Notes, the bulletin of the DC Chapter of the Special Libraries Association (SLA), published between Fall 1991 and Spring 1992. The columns were written by three librarians working in the DC area, Carol Stiles (contractor), EPA Headquarters Library; Suzanne Arnold, Sugar Association, Inc. Library; and Karen Holloway, American Institute of Aeronautics and Astronautics Library.

Promoting the Library Information Center is an important and time consuming project for any special librarian. In this column we would like to provide some suggestions and pointers to aid you in this important task.

◆ Develop a Marketing Strategy

Before you can start to promote your library, you need to first develop a marketing strategy. Developing a plan of action will help to clarify your current situation and to identify the directions you can take to promote your library in your organization. To start your strategy, answer the following questions:

- ◆ Do you understand your "corporate culture?"
- ◆ Does your library have a mission? Does it reflect the goals of your organization?
- ◆ Who controls the power?
- ◆ Can you identify those people/groups who support the library?
- ◆ Who is NOT using the services of the library?
- ◆ How are people getting their information if they are not using the library?
- ◆ Are the current services meeting the needs of your users? Are additional or alternative services needed?

◆ Spread the Word Through Your Organization

Once you have researched the library's current position, you can start to promote and spread the word through your organization. Here are a few ideas to get you started:

- ✓ Get out of the library!! Make an effort to go out & see people - you will be seen as showing interest in your clients & what they are doing.
- ✓ Offer an "Introduction to the Library" session for all new employees.
- ✓ Newsletters - the Library's & other newsletters within the organization may be useful to run an article or an "advertisement" promoting library services.
- ✓ Join the relevant professional association - attend meetings, show interest in your clients' field.
- ✓ Get on department agendas for meetings - make a (short & to-the-point) presentation about library services.
- ✓ Offer to do a bibliography for an up coming conference.
- ✓ Users can be intimidated by the library. Increase your approachability - look at things from your users' point of view.
- ✓ Have a session with the administrative assistants and secretaries of the departments you deal with. If they know what you can do, word will spread.
- ✓ Be interested in your organization. Run a column about "This day in the history of XXX" or "Company tidbits" in the library's newsletter.
- ✓ Hold an event and serve food - everyone loves to eat! It can be a "closing the card catalog" party OR hold a raffle and have people guess how many books the library has.

Hopefully some of these ideas will stimulate your own thoughts on spreading the word through your organization.

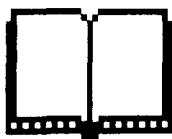
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◆ Brochures and Publications

One way of spreading the word about library services is through brochures and publications. Here are a few ideas to get you started designing your own brochures:

- ✓ Identify your audience.
- ✓ Make your statement, clearly & concisely; make it easy to scan.
- ✓ Make the information relevant to your audience.
- ✓ Let your user know what you can do, and what the benefits are for them.
- ✓ Identify specific offerings - hours, phones, location.
- ✓ Use natural language - not "library lingo."
- ✓ Create a visual identity using a library logo and/or slogan throughout all of your promotional materials.
- ✓ Using a particular color scheme for all the library's promotional materials will help to reinforce the visual image you are creating.
- ✓ Be consistent in how you refer to services and products offered by the library.
- ✓ Have a library user critique a draft of the brochure - an objective eye can catch some thing you did not.
- ✓ Contact Kathryn Dorko at SLA HQ (202-234-4700) to borrow a folder of brochure samples that she has collected from other libraries.
- ✓ Once completed, keep it up-to-date to reflect changes in services and/or collections.

Hopefully some of these ideas will stimulate your own creative thoughts on designing brochures & publications.



◆ Surveying Your User

We are all anxious to get feedback about how we are being rated (how are we doing?). There are a number of ways that you can survey your users. Here are a few ideas to get you started:

- ◆ Identify the objectives.
- ◆ Keep the layout and design of the survey simple.
- ◆ The directions should be easy to follow - test it on at least a couple of people to make sure that your directions are clear.
- ◆ Keep the survey as short as possible. Survey instruments over 2-3 pages will typically result in fewer responses.
- ◆ Don't ask questions unless you are going to do something with the information.
- ◆ Think about how you will evaluate the answers to your questions.
- ◆ Face-to-face feedback will usually be positive & it may not give you the information that you need to improve services; an independent group doing the survey may yield more useful feedback.
- ◆ Let them know that it may not be possible to act on all their suggestions.
- ◆ Guarantee anonymity.
- ◆ Offer a reward for returning the survey - "every fifth person will receive an extension on their next loan." [The only draw back to offering a reward is that it will no longer be anonymous.]
- ◆ Share the results of the survey.
- ◆ Surveys can be done by mail, telephone, personal interview, or by FAX and electronic mail.
- ◆ An ongoing way to survey your users is to have a suggestion box.
- ◆ Send out post cards as a reminder to return the surveys.
- ◆ Contact SLA Headquarters and other SLA members to get examples of survey forms. ☼

Public Relations in Special Libraries: A Special Issue of *Special Libraries Journal*

The Summer 1991 issue of *Special Libraries* focuses on public relations strategies and concepts that can be applied to any organization. In her introductory article, Mary E. Zimmerman states that "The secret to good public relations is consistency and frequency." The issue contains the thoughts of several authors on how to plan and implement consistently effective public relations activities. The following is an annotated list of the articles contained in the issue; these abstracts were published with the articles in *Special Libraries*.

Public Relations at SLA: An Introductory Article to a Special Issue by Mary E. Zimmerman [Director, Communications, Special Libraries Association]

Public relations at SLA is an integral part of all Association activities. From a phone call to a building tour, from membership brochures to memos to the Board, from a business luncheon to the Annual Conference, we are constantly practicing the art of communicating well, or public relations. Our "publics" are virtually anyone who hears our story, sees us in action, is affected by our actions, or should know about us. Our publics are all around us, waiting for a message from us to compel them to action.

Public Relations vs. Marketing: The Information Professional's Role as Mediator by Holly J. Busey [Vice President, Manager of the Ayer Information Center, NW Ayer Advertising, New York]

As librarians and information professionals become more sophisticated, what seems to be easily defined becomes easily blurred. Marketing and public relations are two areas that have developed to such an extent that it becomes difficult to know which function is really important. In this article, a discussion on the differences, similarities, and usefulness of both public relations, and marketing is discussed in the context of developing an information center's potential within an organization.

Alternative Sources for Marketing Research for Libraries by Jeanette M. Mueller-Alexander [Reference Librarian/Business Subject Specialist, Hayden Library, Arizona State University]

Successful public relations should be part of an overall marketing plan. Developing a marketing plan takes time and effort. Librarians seldom have the luxury of unlimited time and staffing to create a marketing plan or even to do a good survey. There are alternative sources for marketing research. This article discusses seven possible sources of marketing plans and other market research.

Developing a Cohesive Image for Your Special Library by Peggy Tumey [Freelance Graphic Design Specialist, Washington, DC]

Developing an image through design mechanisms entails designing an icon or logo which clearly and accurately as possible visually represents the product or organization to the public. Libraries can apply the purpose and use of icons and logos to define their own identity as separate from, but integrated with, the organization. This article examines the various concerns and elements involved in the creative process of developing icons and logos, what these visual representations should do for your product or organization, and the criteria involved in selecting a designer or design group.

Practical Primary Public Relations by John Lovari [Associate Director of Strategic Services, Levine, Huntley, Vick, and Beaver Advertising, New York]

This paper will give librarians and information professionals a framework for providing fundamental public relations for their library or information service. Starting with a basic definition of publicity - issuing information with news value as a way of gaining public attention - this discussion provides a step-by-step process to follow when handed a public relations assignment. Specific and practical applications are suggested and samples of P.R. releases are included.

Brand Strategies and Libraries (Part 1) by Dave McCaughan [Information And Research Manager, McCann-Erickson Associates, Australia]

Branding is the means by which marketers differentiate their product from alternative services and products. Libraries can apply the principles of brand strategy to develop a distinctive image for the information services and products that meet the identified needs of their various client groups. Part 1 summarizes the different elements of the branding process and then explains how

Continued on pa

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the process can create more loyal users. Using a case history, Part 2 shows how brand repositioning is achieved through a successful public relations event.

Integrating Yourself to All and Sundry...Or How I Crawled My Way to Notoriety (Part 2) by Dave McCaughan

Part 1 discussed the importance of developing a brand image for the library and its "products." In this section, the author provides a case history, outline, and step-by-step application of realigning the library "brand" within the context of a public relations event: a relocation.

Changing Perceptions: Making PR Work for an Information Service by Caroline Mills [Head of Information, Gold Greenlees Trott, London]

What follows are the personal experiences of an information officer who recently relaunched a department in a London advertising agency. This light-hearted article contains the basic principles of some P.R. activities that you can adapt to your own needs.

Consortium Promotion: Publicizing a Library Group by Ellen R. Cooper [Acquisitions & Serials Librarian, Health Science Library, University of Tennessee, Memphis]

Many librarians have developed activity plans for publicizing their library to potential users within their institution. These marketing techniques are useful for promoting single libraries, but it may also be desirable to promote a group of libraries to the general community. Promotion methods used by individual libraries may not answer the needs of these groups. These promotion ideas that have been successfully tried in Memphis may be adapted for use by other library groups.

Public Relations: A Useful Reading List

As information professionals, we must wear many hats. We should not make the assumption that we can become public relations professionals overnight. But we are professionals who are trained in the art of finding out about anything, and this article will help to find out more about public relations through a well-known method: an annotated bibliography.

The following bibliography is in two parts: together they act as a vehicle for locating more information after you have read this special issue.

Part A Brief Bibliography on Promotion and Public Relations for Special Libraries [Compiled by Sharon M. LaRose, Editor, *MLS Newsletter*]

Part B A "Kotler Collection" of Useful Readings - Selected works of Philip Kotler [Compiled by Jeanette M. Mueller-Alexander]

Corporate Value of Library Services by Kay Cloyes [Supervisor, Caterpillar Inc. Technical Information Center]

Caterpillar Inc. Technical Information Center used the *President's Task Force on the Value of the Information Professional* from Special Libraries Association to design a user survey. In 1988 and 1990, the survey determined user needs and the benefit of library services.

This case study reports on the survey results and user interviews. Features include: time saved by information services; real savings in financial gain or cost avoidance; importance of the librarian as a service provider; and anecdotal evidence on value. Results proved helpful in determining the relative importance of current services and in planning future services. Copies of the survey are available from SLA's Information Resources Center.

The abstracts and citations in this article were reprinted from the Summer 1991 issue of Special Libraries [Special Libraries Association, 1700 18th St., NW, Washington, Dc 20009-2508].

Anyone Interested In obtaining a copy of one of these articles can contact Mary Hoffman (contractor), Network Coordinator at (202) 260-7762 or via electronic mail at Hoffman.Mary. ✽

In future issues of INFOACCESS ...

- ◆ **Proceedings of the
EPA/NOAA Librarians
Meeting**
- ◆ **Legislative and Legal
Information**



Around the Library Network

April was an eventful public relations month for most of the Network libraries. They celebrated Earth Day, National Library Week, and International Special Librarians Day with special displays, demonstrations, and activities designed to increase EPA staff awareness of resources and services available in the library or information center. The following sites shared some of their April activities.

NEIC Library, Denver

April 9 was a REALLY big PR day for the NEIC Library. We celebrated International Special Librarians Day with a speaker at noon followed by a reception. Virginia Boucher, professor emerita from the University of CO Norlin Libraries, spoke on her experiences as an International Federation of Library Associations (IFLA) representative. She gave her impressions of the countries she has visited for annual IFLA conferences, including Japan, Australia, Sweden and USSR. She was one of those who was in Moscow during the beginning of the end of the Soviet Union. We were too busy to count noses but we had a good attendance of NEIC staff and other federal librarians as measured by cookie consumption. We all had a good time and also recognized the importance of Libraries and public access to information for free societies. [Contributed by Dotty Biggs, NEIC Librarian]

Region 3 Information Resource Center, Philadelphia

On April 21 (Earth Day Eve), the Region 3 Information Resource Center hosted a meeting of the Downtowners, an informal group of Philadelphia center city librarians. The topic of the brown bag lunch was public access. In addition, the Pennsylvania Resources Council, a group that has been active in environmental matters for many years, asked if we would be interested in participating in programs they are setting up for public librarians. Again, the focus will be on public access to EPA information. [Contributed by Diane McCreary, Region 3 Librarian]

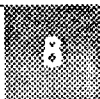
Central Regional Laboratory Library, Annapolis

Ann Johnson (contractor) Librarian, advertised National Library Week in INFOstructure, the Library's bulletin which is being delivered on LAN mail on a one month trial basis with great success. On Thursday, April 9, she celebrated International Special Librarian's Day with an Open House at which she gave away coasters from the Special Libraries Association that had the International Special Librarian's Day logo - Information Knows No Bounds - on them. They were a big hit. She decided it was all worthwhile when she was asked "What do you do in here?" and "What is a Special Librarian?", etc. Ann feels that any chance to explain herself generally leads to a new user! [Contributed by Ann Johnson (contractor), Librarian]

Region 4 Library, Atlanta

"Information Knows No Bounds" was the theme of this year's International Special Librarians Day. This event took place April 9, 1992, and provided information professionals a day to celebrate and gain recognition for the role they play in enhancing knowledge on a global scale. The Region 4 library celebrated the day by placing a banner outside the library door and presenting an exhibit of sample searches conducted in the most frequently used databases in the first floor lobby of the Regional Office. According to David R. Bender, Executive Director of the Special Libraries Association, "International sharing of information is vital to our existence. It advances scientific progress and contributes to cultural appreciation and understanding." [Contributed by Priscilla Pride (contractor), Head Librarian]

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Region 7 Library, Kansas City

The major project in the Region 7 Library, and probably the only one we should try to undertake until its completion, is preparing to move the Library. Although the time frame has been set back several times due to unexpected building repairs required by the renovation, the current move date is early August. A floor plan for the new Library has been through several generations and agreed upon. The overriding consideration in developing the layout was providing space for people and electronic resources. As much space as possible has been set designated for users. Computers with databases designed primarily for public use, such as the EPA/NOAA CD-ROM and the MAC with the Source, will be near the door. The LAN workstation which provides access to databases needed by both Region 7 staff and public is near the quieter rear of the Library. The collection will be housed on high-density shelving to maximize the use of floor space for people.

Still to be accomplished are the tasks of planning the exact location for each type of collection, itemizing the new furniture required, planning and implementing the communications with the regional staff about the timing of the move and necessary curtailment of services for a period of time, as well as many other details such weeding the collection. [Contributed by Barbara MacKinnon (contractor), Head Librarian/ Coordinator]

Region 10 Library, Seattle

The Region 10 staff selected the theme "Celebrate the Earth" for National Library Week. They created a flyer and sent out messages over the LAN and announced each activity. They gave a library tour and had a session of OLS training. The main event was a photo/slide contest with the "Celebrate the Earth" theme. They asked EPA staff to submit photos/slides a week before and displayed them in the library. During the first half of National Library Week they asked staff to vote on their favorite photo, then presented ribbons to the top three winners on Thursday at the open house. The grand prize winner's photo will be blown up and hung on the wall in the library for all to enjoy. They had a great turnout for the contest; there are a lot of EPA shutterbugs out there who seem to really enjoy having a chance to show off their work! [Contributed by Marilyn Hurlow (contractor), Librarian]

INFOTERRA, Washington, DC

The INFOTERRA staff hosted an International Environmental Information Fair on April 8, 1992 that was held in the main hallway of the Waterside Mall at the EPA Headquarters. Over twenty-five outside organizations participated as exhibitors at the event, including the World Resources Institute, National Geographic, and the World Bank. The INFOTERRA/USA National Focal Point distributed copies of various United Nations Environment Programme (UNEP) publications, the INFOTERRA/USA brochure, and copies of the INFOTERRA/USA Directory of Environmental Sources.

Over 500 interested people visited the Fair, where pamphlets and publications were available, databases were demonstrated, and videos were displayed. The success of the Fair was a delight to the INFOTERRA/USA staff, who had planned and organized the event for the previous five months. [Contributed by John Butsch (contractor), Head Librarian]

◆◆◆◆ Contact Mary Hoffman (contractor) , Network Coordinator with your contributions for *Around the Network*. ◆

Using New Space to Promote the Library in Region 5

The new location of the library itself is the best public relations development the Region 5 Library has ever had. Most regional employees are now in the same building as the library, a great advantage with Chicago's weather. Further to our advantage, the library is located in a high traffic area. The library is visible to anyone using the elevators; since we are on the 12th floor where practically everyone comes to go to the EPA conference and training center down the hall from the library.

The new facility itself is another advantage. The richness of the furnishings, the open design of the space, the seating capacity for patrons increasing from the old space more than three times, the lack of clutter that was so much a part of the old space, and the silk flowers adding color to the main entry of the library; all combine to create a professional image for the library.

The Region 5 Library sent a mailing including a library brochure and a flyer about the Online Library System (OLS) to local firms with letters authorizing their staff to borrow from the library and to special libraries from environment-related fields. The library also distributes a brochure informing the public and EPA staff how to get into OLS. We attached an OLS flyer for Regional employees to the latest *Library Information Link*. [InfoLink also got a new look to correspond to the new space.]

Despite the draw of our wonderful new home, our public relations plan for the future will be aimed at going to the patrons in their offices and reaching out to new employees. [Contributed by Lou Tilley, Region 5 Librarian] ❀

New PIC Opening Ceremonies: A Public Relations Event

Administrator Reilly officially opened EPA's new Public Information Center (PIC) on Earth Day, April 22, 1992 when he cut the red ribbon draped on the front doors of the new facility. In his remarks to the assembled crowd he noted that the Center's information access will enable the public to be partners in protecting the environment. As he toured the Center after the ribbon-cutting ceremony, he showed great interest in the various video, photographic and database exhibits. He commented on the great demand for environmental information and that the Center will help the public make responsible environmental decisions. The new PIC provides audiovisual orientation to EPA's mission, program-specific displays, and a small auditorium which will be used to present video and slide programs to agency visitors. EPA staffers then toured the Center, which is now open from 9:00 am until 4:30 pm on Federal workdays. ❀

PIC LIST

A limited number of the following new publications are available at the Public Information Center (PIC) this month. If you are interested in obtaining copies of any of these titles, call the Public Information Center at (202) 260-7751.

1992 The Year of Clean Water: America's Resources - Protect Them, Conserve Them, and Use Them Wisely. Office of Water, EPA 820-H-92-001.

Compendium of Superfund Program Publications, November 1991. Office of Emergency and Remedial Response, EPA 540/8-91-014.

Environmental Crisis in the Gulf: The U.S. Response. Jointly issued by the President of the United States, EPA, Department of State, National Science Foundation, Department of the Interior, Department of Defense, Department of Commerce, National Aeronautics and Space Administration, Department of Energy, Department of Health and Human Services, Department of Transportation, and Department of Labor.

Guide to Selected National Environmental Statistics in the U.S. Government. April 1992. Office of Policy, Planning and Evaluation, EPA 230-R-92-003.

Gulf of Mexico Program, February 1991. EPA, Gulf of Mexico Program.

Indoor Air Quality and New Carpet: What You Should Know, March 1992. EPA, EPA 560-2-91-003.

Overview of the Emergency Response Program, April 1992. Office of Emergency and Remedial Response, EPA 540-8-91-015.

Science Advisory Board, February 1992. EPA 120-F92-001.

Setting the Agenda (speech by Administrator Reilly), January 29, 1992. Office of Communications, Education, and Public Affairs, EPA 175-K92-004.

U.S. EPA's 33/50 Program: Forging an Alliance for Pollution Prevention. Summary, March 1992. Office of Pollution Prevention and Toxics. ❀

Region IV CD-ROM Survey

Background

The Region 4 Library maintains a collection of CD-ROMs for use on the Local Area Network (LAN). They can be accessed by using a boot disk separate from the one used for the LAN main menu. In order to increase usage of the CD-ROM collection, I offer instruction in the Regional training center and for individual departments within the Region.

The response to the instruction was positive but the desired effect of increased usership was not. Monitoring CD-ROM usership often gave dismal results, often only one person uses the system in an entire workday. To find out why usership was so low the Library devised a survey to find out who did or did not use the CD-ROM system. A total of 1200 surveys were distributed throughout Region 4, with a rather small return of 70 (6%) but good enough to get a representative sample.

The following questions were asked along with the responses. [Keep in mind that they may not add up perfectly to 70 due to multiple answers.]

◆ Category of job?

Environmental scientist	25	(34%)
Management	3	(18%)
Technical	16	(22%)
Administrative	7	(10%)
Clerical	5	(7%)
Attorney	7	(10%)

◆ Using a different boot disk to access the CD-ROM is:

Confusing	2	(6%)
Complicated	4	(12%)
No problem	27	(82%)

◆ How did you find out about the CD-ROM databases?

IV Front (Regional Newsletter)	3	(7%)
A person in my office	12	(27%)
Library	8	(18%)
Flyer	5	(11%)
LAN	6	(13%)
Other source	11	(24%)

◆ Which of the following CD-ROM databases do you access?

NTIS	7	(15%)
MSDS	6	(13%)
MEDLINE	7	(15%)
MICROSOFT BOOKSHELF	7	(15%)
FEDERAL REGISTER	7	(15%)
CHEM-BANK	8	(17%)
PEST-BANK	6	(13%)

◆ I do not use the CD-ROM databases for the following reasons:

I was not aware of them	32	(48%)
They are not relevant to my work	8	(12%)
I have difficulty searching them	1	(2%)
I do not have time	5	(8%)
I need training to search them	17	(26%)
I'd rather have someone else search them for me	3	(5%)

◆ How often do you use the CD-ROM databases?

Once a week	5	(9%)
Two or more times a week	4	(8%)
2-4 times a month	9	(5%)
A few times a year	7	(13%)
Never	32	(60%)

In addition there were short answer questions on productivity, improved performance, and decreasing liability. Answers varied but some often mentioned responses included "quick answers to questions," "save trips to the library," "ability to improve job performance," and "annoying but tolerable to have a separate boot disk."

Conclusions

The results I find most important are the combined 65% of the respondents who were not aware of CD-ROMs and who said they need training to search them, and the 60% who never use the databases; I believe there is a direct correlation between the two. By making people aware of the databases and training them effectively, the number of people who never use them should decrease dramatically.

I have implemented several plans for increasing the usership, for example, using the *Daily News* available on the Region IV LAN to consistently get information on CD-ROMs to Regional employees. The information has varied from an introduction of the available CD-ROMs, weekly search tips, and a boot disk giveaway which was very successful. For training I will continue to offer courses in the Regional training center and to individual departments.

Since the survey and using the *Daily News*, awareness and use has grown somewhat. There is still not a widescale use, but recent monitoring has shown about 4 or 5 people a day using the CD-ROMs. This is close to my goal of 5-15 daily users. I feel that through continuous training and keeping information on CD-ROMs in the Regional employee's view we will achieve this goal.

✻ John Nemeth (contractor), Reference Librarian,
Region IV Library, Atlanta

Library Network Directory, May 1992

LIBRARIAN	EMAIL	PHONE	FAX
Arentsen, Sue, Cincinnati	Arentsen.S	(513) 684-7532	(513) 684-7276
Bankson, John, Duluth*	ERL/Duluth	(218) 780-5538	(218) 780-5539
Barrus, Phyl, Dallas *	R6.Library	(214) 255-6444	(214) 255-2146
Beer, Warren, IAT, San Francisco	Beer.Warren	(415) 744-1519	[415] 744-1474
Bergin, Joyce, Ada*	RSKERL.Library	(405) 743-2241	(405) 743-2256
Bibby, Elizabeth, Atlanta*	Bibby.Liz	(404) 257-0506	(404) 347-5205
Biggs, Dorothy, NEIC, Denver	Library.NEIC	(303) 776-5122	(303) 776-5116
Bruneske, Kathy, RIC, DC *	Bruneske.Kathy	(202) 260-3231	(202) 260-6257
Byrd, Jonda, IAB, Cincinnati	Byrd.Jonda	(513) 684-7183	(513) 684-7186
Cox, Gretl, NCC, DC*	Cox.Gretl	(202) 260-3059	(202) 260-6257
Dugan, Ann, DC*	Dugan. Ann	(202) 260-2049	(202) 260-6257
Friedman, Fred, Boston/SWIC*	Library.Reg1	(617) 833-1687	(617) 833-1662
Gamache, Rose, Narragansett, RI *	ERL-Narragansett	(401) 838-6025	(401) 838-6030
Garrison, Linda, IAB, DC	Garrison.L	(202) 260-6939	(202) 260-3923
Goodman, Eveline, NYC*	Library.Reg2	(212) 264-2881	(212) 264-5433
Harmony, Stephen, Cincinnati	Harmony.Steph	(513) 684-7707	(513) 684-7276
Hoffman, Mary, DC*	Hoffman.Mary	(202) 260-7762	(202) 260-6257
Hurlow, Marilyn, Seattle *	Hurlow.Marilyn	(206) 399-1841	(206) 399-4672
Johnson, Ann, Annapolis*	Johnson.Ann	(301) 652-2103	(301) 652-2198
Knight, John, RTP, NC	Knight.J	(919) 629-2794	(919) 629-1405
MacKinnon, Barb, KC*	Library.Reg7	(913) 276-7358	(913) 276-7467
McCreary, Diane, Philadelphia	Library.Reg3	(215) 597-0580	(215) 597-7906
McVeety, Renie, Corvallis*	McVeety.Renie	(503) 430-4677	(503) 430-4799
Morrison, Barbara, Law, DC	Law.Library	(202) 260-5919	(202) 260-7883
Nelson, Peg, Boston*	Nelson.Margaret	(617) 835-3300	(617) 835-3346
Platten, Joan, Legislative, DC	Platten.Joan	(202) 260-5425	(202) 260-8866
Pinnell, Liz, Gulf Breeze *	Pinnell.E	(904) 228-9218	(904) 228-9201
Poole-Kober, Evelyn, AREAL	ASMD/AREAL	(919) 629-4536	
Pride, Priscilla, Atlanta*	Library.Reg.IV	(404) 257-4216	(404) 257-4486
Ramponi, Lois, HQ Lib, DC*	Ramponi.Lois	(202) 260-3561	(202) 260-3923
Rosseel, Kevin, PIC, DC*	Rosseel.Kevin	(202) 260-1755	(202) 260-6257
Sacks, Felice, (SF) DC*	Sacks.Felice	(202) 260-3021	(202) 260-2923
Samuels, Deborra (SF), SF*	Samuels.Deborra	(415) 744-1513	(415) 744-1474
Schoepke, Tim, OTS, DC*	Schoepke.Tim	(202) 260-3944	(202) 260-4655
Sears, Julianne, Seattle	Library.Reg.X	(206) 399-1289	(206) 399-4672
Sennett, Paula, Chicago/SWIC*		(312) 353-4686	(312) 886-9096
Shellenberger, Dawn, (SF) Phil.*	Shellenberger.Dawn	(215) 597-6633	(215) 597-9890
Sims, Janice, Athens	ERL/Athens	(404) 250-3302	(404) 250-2018
Szefczyk, Dorothy, Edison	Library.Ed	(201) 340-6762	(201) 340-6613
Talsma, Debbie, Ann Arbor*	OMS/AMS/Safety	(313) 374-8311	(313) 374-8368
Thorn, Rosemary, RTP, NC*	Thorn.R	(919) 629-0094	(919) 629-1405
Tilley, Lou, Chicago	Library.Reg5	(312) 353-2022	(312) 353-1155
Wagner, Barbara, Denver	Library.Reg.VIII	(303) 330-1391	(303) 330-1087
Wallin, Camille, Las Vegas*	Library.LV	(702) 545-2648	(702) 545-2637
York, Sandy, Denver*	York.S	(303) 680-6576	(303) 680-6739
Young, Lisa, DC*	Young.Lisas	(202) 260-3533	(202) 260-3923

* = Contractor

Please contact Mary Hoffman (contractor), Network Coordinator, about any changes or corrections at 202 260-7762 or E-mail box Hoffman. Mary. ☼