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Innovation @ Our Library: Launching a New Arrivals Service

by Roger M. Miller, Cataloging Services Department Manager, Public Library of Cincinnati and Hamilton County

The Public Library of Cincinnati and Hamilton County launched its new SirsiDynix Unicorn integrated library system in August 2004. Concurrent with this huge undertaking it also rolled out a completely new and improved version of its Web site (http://www.cincinnatilibrary.org/). This new Web site offered searches both an attractive user interface and simplified access to the Library’s many resources that are offered over the Web. Since then the Library has introduced a number of new services on its Web site, but one of the most innovative and popular changes was introduced August 1, 2007.

What is “New Arrivals”?

“New Arrivals” is a dynamic listing of all the new titles that are added to the Library’s collection, available on the Web at http://www.cincinnatilibrary.org/spotlight/newarrivals.asp. New titles are grouped into broad categories (for example, New Nonfiction and New Fiction) but they are then broken down into a variety of subcategories of interest. Nonfiction has 45 separate subcategories from which to choose, including topics such as African-American nonfiction, art, genealogy, Ohio travel/history, true crime, and U.S. Presidents. The Fiction category is divided into 17 genres such as Adventure fiction, Christian fiction, etc. The Teen and For Kids categories are broken down by fiction and nonfiction, and the

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Teen section also includes a separate listing for Manga. The Media category includes not only new CDs and DVDs, but also listings of downloadable e-books, digital audiobooks, and downloadable music and video titles. The Foreign Languages categories include both print and nonprint. Separate listings of Chinese, Hindi, Russian, and Spanish titles are given because these are the languages most frequently requested by the public in our service region.

Once a user scans a list of new titles and discovers a title of interest, a simple click of the mouse takes the user directly into the corresponding record in the public access catalog. The user can then check for item availability, place a hold, or do anything else desired within the functionality of the catalog. Another very popular feature is the Web feed functionality of New Arrivals. Users can set up feeds for as many of the separate categories as desired, and use their newsreader to see new titles that have been pushed to them from the New Arrivals service.

**How Does it Work?**

Titles are selected from the catalog by means of a custom Unicorn report that runs twice daily, Monday through Friday. These are the days of the week when new titles are added to the catalog by the Cataloging Services Department. The report is run first around the middle of the day to capture work completed during the morning, and then once again in the early evening to capture work completed during the morning, and then once again in the early evening to capture titles.
cataloged during the afternoon. Titles are listed within the categories newest to oldest, and older titles are constantly pushed off the bottom of the list as new titles are added to the top.

The listing for each title includes data extracted from the MARC bibliographic record and combines it with content extracted from the SirsiDynix/Syndetics database of publisher information and cover images (when available). The MARC tags selected include the title statement (245), main entry (1xx), publication (260), physical description (300), general notes (500), and contents/summary notes (520). The date cataloged is pulled from control information associated with the bibliographic record in the Unicorn database. In order to ensure that new volumes added to multivolume monograph or serial records are posted to New Arrivals, catalogers update the date cataloged to today’s date during the record updating process.

New Arrivals is not a replacement for bibliographies of titles that have been selected by librarians for promotion. The Library continues to have a separate “Hot Titles” section on its Web site that promotes forthcoming titles, as well as “Reading Recommendations,” a pathfinder to new and older titles of interest in the collection. These lists are created by staff members who select and provide annotations. By contrast these are rather static as compared to New Arrivals, which is literally updated almost as quickly as the catalogers can complete their work.

The New Arrivals project was a joint effort of the Library’s Library Services, Information Systems, and Technical Services divisions. Sandy Bolek, Internet Site Coordinator, guided the customer service aspects of the project. Rob Ireton, DBA/Unix Administrator, provided the custom programming. Roger Miller, Cataloging Services Department Manager, supplied the logic that the program uses to select records from the catalog and assign them to the correct categories in New Arrivals.

All the logic to slot titles into the various categories entails examining conditions found within the MARC bibliographic record. For example, tag 008, position 22 (Fixed Field Audn) is tested to determine whether the title should be listed as Adult, Teen, or Juvenile. Fiction genre headings (MARC tag 655) are used to populate the various genre categories. Dewey Decimal Classification (DDC) numbers are critical to assigning titles to many of the nonfiction categories. For example, call numbers beginning with 641 are slotted into the cooking category and call numbers beginning with 37 are assigned to the education category. Other categories use Library of Congress Subject Headings (LCSH). For example, the U.S. Presidents category looks for a topical subject heading (650) with the terms “Presidents United States Biography,” excluding those that also contain the word “Fiction.” One of the more complicated bits of logic is required to populate the Manga category. Titles must have a topical subject heading (650) containing “comic books strips etc” and a genre heading (655) starting with “graphic novels” and a local note (500) containing the word “manga”.

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New Arrivals as Cataloging Tool

A vigilant cataloging agency is always on the lookout for any new tool to add to its arsenal for combating errors. We quickly discovered that the New Arrivals service offered us a wonderful new tool to help spot errors quickly and correct them, usually before they are even noticed by the staff or public. The list of new titles is checked daily to look for simple typographical errors or even more complicated types of cataloging omissions. For example, if a work’s title contains an ampersand in the first five words, a quick mouse-click into the catalog is all it takes to verify that an appropriate title added entry was made. The cover images are also compared to the bibliographic information to ensure a correct match. There are infrequent mismatches and these can usually be fixed by manipulating the ISBNs in the MARC bibliographic record. On occasion, however, these errors cannot be corrected locally and require reporting to SirsiDynix, which in turn requests the correction be made at Syndetic Solutions.

Response to New Arrivals

Library user response to New Arrivals was swift and positive. Here’s a sample of the reaction:

"... the New Arrivals section with the RSS feeds [is] possibly the best feature you have added since you switched to the Web-based system."

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Analysis of transaction logs from January 1 to March 11, 2008 shows that the main page received an average of 196 hits daily. It is not surprising that fiction and audiovisual categories are seeing more usage than the nonfiction categories: the All Fiction category received 3,666 hits, compared to 1,873 for All Nonfiction. What was a bit unexpected was that the most popular nonfiction subcategory was Cooking, with 1,183 hits. The second busiest nonfiction category was African-American nonfiction, which had 618 hits. Other categories see a fairly even distribution of user interest.

The New Arrivals service is a continuing success. One of the factors contributing to this success is the fact that it is constantly changing as new titles are added to the Library’s collection. Users can look at New Arrivals in the afternoon and it will have changed from what they might have seen in the morning. The ease of use and attractiveness of the user interface, not to mention the Web feeds, are also keys to the popularity of the service. And from the behind-the-scenes perspective, it’s wonderful in that it’s completely automated—the simple act of adding a new title to the catalog is all that it takes to provide this wonderful service for library users.

Differences Between, Changes Within is Now a free Web Resource
http://www.ala.org/ala/alctscontent/alctspubsbucket/webpublications/cataloging/newrecord/differences.html

Originally published in 2004, and then only available as a PDF to American Library Association (ALA) members, the revised 2007 edition of Differences Between, Changes Within is now freely available for download from the ALA Web site. This document guides cataloger decisions regarding when to create a new record and when to use existing copy. Guidance is provided for evaluating records representing monographs, multi-part monographs, integrating resources and serials. There are tons of examples illustrating the many factors involved in this decision-making. Nice!

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“The New Arrivals’ section on your Web site is one of the best new features you offer.”

“Yes, yes, yes!! Awesome job on the New Arrivals. Now I can add this to my RSS Reader and create my own book lists by starring the books I am interested in. No more forgetting titles or authors. Not all branches get the same titles and I know I’ve missed some pretty good books, just because I didn’t see them. This solves that problem. I love that you have included the nonfiction books as well, since I mainly check out nonfiction. Thanks for the new feature!!”

Rocking the Metaverse: OLAC-MOUG 2008

Save the Date:
September 26-28, 2008
Cleveland, Ohio

Featuring presentations by Lynne Howarth, Janet Swan Hill and Jay Weitz, and a map cataloging pre-conference with Paige Andrew on September 25.
PERSNAME-L: Electronic Distribution List for Personal Names

by Ian Fairclough

Following on the heels of the unabashed success of the DEWEYERROR list, Jay Shorten at the University of Oklahoma and Ian Fairclough, formerly of Marion Public Library, have set up a notification list for issues about personal names in bibliographic and authority records. On Ian’s departure from Marion Public Library, Roger Miller from the Public Library of Cincinnati and Hamilton County and Wanda Gunther from the University of North Carolina agreed to join Jay as co-listowners.

The PERSNAME-L list will interest all librarians concerned with the accuracy of personal name headings, which hopefully includes most readers of TechKNOW. PERSNAME-L is intended for announcements rather than discussion, but unlike the DEWEYERROR list, where discussion is not permitted, the PERSNAME-L list owners encourage the use of the list by subscribers to ask questions. To insure that our subscribers receive only pertinent material, a listowner moderates PERSNAME-L and approves only those messages which are within scope. Topics will focus on the proper form of name, formulating the appropriate heading and generally improving the quality of name headings in both bibliographic and authority records throughout the bibliographic universe.

Perhaps another PERSNAME-L reader has information about the person you're trying to establish a heading for. Who knows who will enable the creator or editor of a bibliographic record to disambiguate a heading and thereby avoid the use of an undifferentiated heading?

Here’s how we all can take advantage of this new professional tool.

When finding a personal name heading that has been inappropriately assigned, or that needs changing, the cataloger should first report such matters to the appropriate agency in accordance with that agency’s own policies. For example, report WorldCat records to OCLC at bibchange@oclc.org and report Library of Congress online catalog records to cpso@loc.gov.

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Choosing our Tools for Tomorrow:

The 2008 OLC Technical Services Retreat

Was on April 1-2, 2008
Mohican Resort and Conference Center
Perrysville, Ohio

Janet Swan Hill:
You are the Most Important Tool You Have

Also Featuring:
John M. Sluk, Glenn Patton, Brenda Block, Brian C. Gray,
Wayne Piper, Magda El-Sherbini, Morag Boyd
and Roman Panchyshyn

http://www.oclc.org/WorkshopDescription.asp?ID=408

Mohican State Park
Photo courtesy of Maxine Sherman
Having told those who most need to know about such situations, post information about the heading to PERSNAME-L so that other people working with those records can be advised. NACO members are welcome to report newly established headings, as well as adjustments to existing records, particularly when they have successfully disambiguated a vexatious situation. Indeed, several NACO participants have sent such information already, along with the titles, ISBNs and other identifiers of bibliographic records in which the headings occur. All this information facilitates database clean-up for PERSNAME-L participants.

Even catalogers who are not actively involved in creating authority records can benefit from monitoring PERSNAME-L. Anyone wishing to be advised when a heading has been updated in a record can monitor PERSNAME-L, adjusting their local database as appropriate. It’s recommended that we all take steps first to insure that any action taken is in accordance with local policy and procedures.

As before, discussion of matters concerning personal name headings can and does take place on OCLC-Cat, Autocat, and other forums. Why then start PERSNAME-L? PERSNAME-L is intended strictly as a tool for cooperative quality assurance. Together with DEWEYERROR and the Typo of the Day for Librarians blog, it is a member of a suite of such tools. In situations where individuals are assigned responsibility for different aspects of quality assurance, they can each work with just those tools that apply to the aspect they’re concerned with.

To subscribe to PERSNAME-L, follow this link http://lists.ou.edu/cgi-bin/wa?A0=PERSNAME-L. Or send a message to mailto:LISTSERV@OU.EDU with the word SUBSCRIBE followed by a forename and surname. To post to the list, send your message to mailto:PERSNAME-L@OU.EDU.

The list has no formal connection with OCLC, the Library of Congress, or the NACO project. One final note: corporate names are not in scope! Nor are uniform titles, series, subject headings, and so forth.

Ohio Valley Group of Technical Services Librarians 2008 Conference

Featuring Karen Calhoun and Thomas Mann

May 14-16, Hope Hotel & Conference Center, Dayton, Ohio

http://www.libraries.wright.edu/conference/ovgtsl/index.html

Check it Out: OLAC/MLA Joint Subcommittee Develops Draft Guidelines for Cataloging Playaway Devices

http://ilocker.bsu.edu/users/kmcgrath/world_shared/Playaways%20Cataloging%20Guidelines.doc

The Online Audiovisual Catalogers (OLAC) / Music Library Association (MLA) Joint Task Force on Best Practices Guidelines for Cataloging Playaways has posted a set of draft guidelines to the Internet. Guide to Cataloging Playaway Devices Based on AACR2r Chapters 6 and 9 is still in draft mode. Much good work has been done by the experts on this subcommittee toward solving the peculiarities of cataloging these pesky devices, and the advice contained in these guidelines is useful and much needed. Check it out!

This is the second edition of Hsieh-Yee’s excellent textbook on cataloging audiovisual and electronic media. As with the first edition, Hsieh-Yee continues to provide a good resource for helping new and experienced catalogers make the tricky cataloging decisions required by these complex formats.

The text is structured by format. After several introductory chapters, which might be more useful for students or novice catalogers, Hsieh-Yee considers the cataloging of sound recordings, videocassettes, electronic resources, integrating resources and remote access electronic serials in successive chapters. A final chapter that offers a good general introduction to a variety of metadata formats is also included. Each chapter has a discussion of cataloging issues, MARC fields, rules for description, access points, classification and examples. The content in this edition has been updated with cataloging changes through 2005, most particularly the sections on cataloging electronic and continuing resources. The text concludes with a bibliography and an index.

Hsieh-Yee’s book has applications for the classroom and for catalogers seeking to understand the complexities of cataloging in the formats that are increasingly the focus of their work. The richness of the context required to catalog these materials is provided by Hsieh-Yee’s depth of understanding. This may be problematic for those seeking a simple, practical solution to cataloging these resources, but the rest of us appreciate her efforts.

**TS Division Elects New Officers**

Congratulations to Michael Christian Budd (Public Library of Cincinnati and Hamilton County) and Angela Johnson (Pickaway County District Public Library) for being elected to the OLC TS Division Action Council. To contact your elected representatives:

- **Ian Fairclough, Coordinator**
  mailto:ifairclough43302@yahoo.com
  740-382-4044

- **Andrea Christman, Assistant Coordinator**
  Dayton Metro Library
  mailto:achristman@daytonmetrolibrary.org
  937-496-8546

- **Connie Strait, Past Coordinator**
  Greene County Public Library
  mailto:cstrait@gcpl.lib.oh.us
  937-352-4007 x6301

- **Frederick Gaieck, Secretary**
  Ohio Reformatory for Women
  mailto:frederick.gaieck@odrc.state.oh.us
  937-642-1065

- **Jennifer Bull, Action Council**
  Ashland Public Library
  mailto:jbull@ashland.lib.oh.us
  419-289-8188 x19

- **Michael Christian Budd, Action Council**
  Public Library of Cincinnati and Hamilton County
  mailto:Michael.christianbudd@cincinnatilibrary.org
  513-665-3304

- **Michael Farmer, Action Council**
  Ohio University Libraries
  mailto:farmerm@ohio.edu
  740-597-1974

- **Angela Johnson, Action Council**
  Pickaway County District Public Library
  mailto:ajohnson@pickawaylib.org
  740-477-1644 x229
Planning Digital Projects

by Deborah Dennison, Head of Bibliographic Access, Judge Ben C. Green Law Library, Case Western Reserve University

As a regional service provider of OCLC, OHIONET offers training to member libraries on many aspects of librarianship. In the past I’ve attended reference-related as well as cataloging workshops at OHIONET. Browsing this month’s training calendar one sees programs on technical services workflow analysis, audiobooks, resource sharing (ILL), and on web resources for working with children. I’ve never been disappointed by a program I’ve attended. For the proximity (Columbus), time investment (typically one workday), economical pricing, and the level of practice-oriented instruction, OHIONET workshops are a good investment. Last year I attended a workshop for planning digital projects, presented by Tom Clareson from PALINET, another regional OCLC service provider.

While information on metadata and the highly technical aspects of digitization is readily available, until lately little has been written about practical concerns such as collection criteria, staffing, workflow, budgeting and maintenance. Having been involved in a digitization project, I recognized after the fact how important the planning process was. I suspect that others have dived hastily into digital waters with varying degrees of success and now recognize the importance of good planning as well. There has been an increase in programs on the planning aspects of digitization at professional meetings such as the Computers in Libraries Conference and the American Association of Law Libraries (AALL) Annual Meeting.

Anticipating divergent audience fluency on the subject, Tom methodically yet succinctly discussed digitization basics and planning for digital projects. After introducing the term repurposing, as in a library repurposed a collection of print books to digital format, Tom’s discussion centered on vision and program development and planning. Digitization basics such as terminology, hardware and software, quality control and metadata description were also discussed. Tom is an engaging presenter. Speaking clearly, he articulated concepts well, cohesively organized a comprehensive amount of material, and maintained audience interest throughout. In reviewing my notes I remain impressed by the extent of the material covered; the handouts will serve as a basic reference for future projects. A few points about digitization from Tom’s discussion include:

Establish a vision. Ask who the stakeholders are and get their feedback. Tom recommended Wright State’s Centennial Project (http://www.libraries.wright.edu/special/wright_brothers/) as a good example of a library that recognized a level of demand and developed a special program.

Recognize that digitization is not yet a preservation medium, although the technology may be getting close.

Small finite projects are good building blocks. However, even for small projects, the “lone wolf” approach is not recommended. Tom stressed collaboration on all levels within the library, combining efforts with other libraries, etc.

Develop a digital collection policy. Considering selection criteria in advance gives libraries a defensible position if someone asks them to add something inappropriate or something that is not among the project’s priorities. Include a section on standards, even minimally, because every project is different.

Consider in-house versus outsourcing. Is this a one-time project or is the library dedicated to ongoing digitization?

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Budget forecasting is essential but problematic as field surveys have ranged from $20 to $2,000 for digitizing a book.

Utilize creative re-staffing. Can even a quarter of a staff position be dedicated to digital pursuits?

It is important to identify a project manager.

In researching grants, include a budget for quality control, format migration and maintenance. Research hybrid grants to include preservation of physical materials.

Identifying the primary audience will help define technology choices. Does the audience need to know what the artifact looks like or do they need a life-like representation? The digital resolution chosen depends on the audience’s requirements.

Talk to IT staff. It is vital, for instance, to keep storage space in mind when making decisions. How much space is there on the server?

Do not buy any equipment before the planning stage!

Tom’s underlying message on planning digitization projects references the concept of “program versus project.” In a nutshell, libraries need to incorporate digital work into everyday staff workflow. Additionally, collaboration between in-house staff and external workers should be encouraged.

Regardless of the extent to which one might be involved in digitization efforts, this is becoming an important issue in our profession. As such it would benefit all staff to have an understanding of the basic concepts and vocabulary.

TechKNOW has an ISSN

Recently OLC’s Technical Services Division applied for and received an International Standard Serial Number (ISSN) for TechKNOW. ISSNs provide a unique identifier for serial publications, which promotes efficient and accurate data transmission, particularly by computers. ISSNs aid the citation of serials by librarians and others. They also simplify interlibrary loan systems and union catalog reporting, listing and searching.

In the United States ISSN numbers are assigned by the US ISSN Center, hosted by the National Serials Data Program (NSDP) at the Library of Congress. Application information and forms are available at http://www.loc.gov/issn. To apply for an ISSN for TechKNOW we simply sent an application form as an attachment to mailto:issn@loc.gov accompanied by PDF of a recent TechKNOW issue. Six weeks later we received e-mail notification that the ISSN 1939-1641 had been assigned to TechKNOW. The number had already been added to the record for TechKNOW in OCLC’s WorldCat database.

Why we didn’t do this before is anyone’s guess considering how long TechKNOW has been being published. There was no cost. It was also extremely simple to accomplish, thanks to efforts by the Library of Congress.

SAVE THE DATE!

ASIS&T 2008
People Transforming Information – Information Transforming People
OCTOBER 24-29, 2008
COLUMBUS, OHIO
Coordinator’s Corner

It’s only April, but the Technical Services (TS) Division of the Ohio Library Council (OLC) is in the midst of a very busy year! The Division Action Council has already met once, touching base to make sure that our plans for the year are on track.

We’re particularly looking forward to the 2008 Technical Services Retreat (commonly known as Mohican). The Retreat will be held April 1-2 at the Mohican State Park. The Action Council spent a good part of 2007 planning this event, and we’ll have a complete recap of the Retreat in the next issue of TechKNOW.

Don’t forget about the OLC Chapter Conferences as there are several technical services programs being offered. Look for Finding Common Ground: Opening the Lines of Communication Between Your Public Services and Technical Services Staff and Herding Cats: Controlling Fiction Series among other programs that might be of interest to technical services staff. The TS Division Action Council is also in the process of developing relevant and interesting program proposals for the specialized conferences (Management, Reference and Adult Services, Children and Teen Services, Supportive Staff, and Innovative Environments) being offered by OLC this year. We’ve already received the good news that our program Fast, Cheap, Good – Pick Two, on the issue of providing library materials and services quickly, efficiently (cheaply) and accurately, will be offered at the Management conference. Schedules for the other conferences have not yet been finalized. Check the OLC Web site for more information as it becomes available. We’ll also keep you posted through TechKNOW.

The Action Council is dedicated to offering programs and workshops that are of interest to our members. We want to provide members with topics that are important to them and that they can use in their work. Anyone with program ideas can contact any member of the TS Division Action Council. We are meeting again in July, specifically to discuss conference planning, so we’d love to hear what kinds of programs members would like to attend!

Keep an eye out because elections to the Action Council are approaching. We’ve just submitted the names of those who will run this year. Look for more information on the candidates in the next issue of TechKNOW!

Lastly, if anyone has questions or concerns about the Action Council, program ideas, suggestions for day-long workshops, or anyone just wants to become more involved in the TS Division, please don’t hesitate to contact any member of the Division Action Council. Specifically, feel free to contact myself, Ian Fairclough and Connie Strait. For all intents and purposes we are sharing the responsibilities of the coordinator position this year. Any one of us would love to hear from you!

One of the big winds blowing through our profession in recent years has been the development of the Functional Requirements for Bibliographic Records (FRBR) model. The problem with trying to explain FRBR to the uninitiated, beyond its most basic concepts, is that it gets incredibly complicated very quickly. Also, discussing FRBR concepts is like hitting a moving target—things really are happening that fast. The emergence of this textbook is testimony to the breadth and depth of the work done to date. It documents much of that work, and provides a good basic introduction to FRBR that is broadly understandable.

While early conversations about FRBR focused principally on the Group 1 entities, work has now progressed such that this *Understanding FRBR* can adequately explain the elements in all three groups of entities as well as their basic relationships. The relational concepts within FRBR are complicated and can be challenging. This book does a good job of illuminating them in a straightforward manner. It also describes how the application of the FRBR concepts could improve our systems of bibliographic access in very specific ways.

After Arlene Taylor’s introduction to the concepts, *Understanding FRBR* the book includes a series of chapters focused on providing a context for the FRBR research, including contributions from Robert Smiraglia and Edward O’Neill. Barbara Tillett chronicles the relationship between FRBR and the development of Resource Description and Access (RDA). There are also chapters discussing applications and interpretations of FRBR within specific formats of cataloging, including a really interesting chapter by Steven Shandle on the application of FRBR to serials. Chapters by Murtha Baca, Sherman Clarke and Alexander Thurman discuss applications for FRBR outside of the traditional cataloging arena. There is a nice introduction to the newer concepts contained in the Functional Requirements for Authority Data (FRAD). Glenn Patton’s chapters on FRAD makes it obvious that the working group has done a great deal of work on the relationships between bibliographic and authority data.

For those of us that really want or need to be able to predict the impact that FRBR will have on our work, this is an accessible explanation of the current state of the art. As such it is a real contribution to our understanding.

Greenwood Publishing Group has also given Martha Yee permission to post her chapter from this book, *FRBR and Moving Image Materials: Content (Work and Expression) Versus Carrier (Manifestation)* to the Internet. Those of us that want to view a taste of this text can do so at http://repositories.cdlib.org/postprints/2648/.

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**CC:DA Discussion List**

The ALCTS Committee on Cataloging: Description and Access (CC:DA) recently announced the creation of a public read-only e-mail discussion list “...to allow non-CC:DA members to ‘view’ committee discussions.” Non-CC:DA list members will be able to follow the on-going work of the committee, but not to comment. Ideas and comments of non-CC:DA members should instead be routed through their CC:DA representative. A roster is available at [http://www.libraries.psu.edu/tas/jca/ccda/roster.html](http://www.libraries.psu.edu/tas/jca/ccda/roster.html).

To subscribe to the list send a message to mailto:sympa@ala.org with the phrase “subscribe rules” in the subject line and the body of the message blank.