

Despite the need for further research, our findings at least suggest that, where librarians want to improve immediate recall of certain key points in their slide/tape programs, they might well consider using series of question-and-answer slides to achieve their goal.

## REFERENCES

1. The findings of our study with its large sample population corroborate those of Ralph Parsons' smaller study, *A Comparison of Interactive and Non-Interactive Audio-Visual Programs* (Arlington, Va.: ERIC Document Reproduction Service, ED 157 508, 1978).

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## Academic Library Newspaper Collections: Developing Policy

In the fall of 1979, facing budget and space restrictions, the Periodicals Department of Memphis State Libraries began to review current periodical subscriptions in an attempt to cancel titles that were no longer needed to support the university's curriculum. Newspaper subscriptions were included in this review. However, because the guidelines for selection and retention of newspaper titles were different from those governing other periodicals, a special committee was appointed in January 1980, to formulate a written policy to guide the Periodicals Department in its review of the newspaper collection and to establish official library policy concerning newspaper holdings. The director of libraries specifically instructed the committee to consider in its charge the needs of (1) MSU students and faculty for current information that relates to the curriculum; (2) journalism students for examples of journalistic styles; (3) foreign-language students for current reading matter in foreign languages; (4) a variety of editorial positions; and (5) domestic and foreign students who desire to have news from their hometowns or countries.

The committee worked closely with the head of the Periodicals Department in the formation of the newspaper policy, using departmental guidelines as a basis for its study. The first task of the committee was to study

existing newspaper subscriptions, including those in microform, to determine their relevance to curriculum support and to student-faculty demand. To assist this examination, the staff in the Periodicals Department and in the Microforms Departments made a four-month statistical survey of all newspaper titles used. The committee combined these usage data with a summary of the geographic origins of students enrolled in MSU for the last four years, which provided an objective measure of the interests of the university community. The second step in the committee's action was to study existing policies governing newspaper subscriptions in other university libraries. A survey of published literature, which involved both manual and online searching, was not helpful. There seemed to be very little, if anything, written about the acquisition and retention of newspapers by university libraries. Thus the committee decided to survey libraries similar in function and size to Memphis State University Libraries.

The survey was conducted through a nine-part questionnaire sent to twenty-eight other university libraries in the southeastern United States. The questions were designed to determine the number and range of newspaper titles the various universities considered important to their needs as well as the criteria used to define those needs. Another objective of the questionnaire was to find out how other libraries handled space problems, i.e., their policies on retention of newspapers in original format and in microform. A specific list of newspaper titles, U.S. and foreign, was included in order to compare cur-

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rent subscriptions and microform holdings among the universities and with MSU subscriptions and holdings. The questionnaire also sought to determine how many libraries have policy statements on newspaper selection and requested copies from those who answered affirmatively. A total of twenty-three questionnaires were returned, an 85 percent response rate.

#### SURVEY SUMMARY

Table 1 shows the total number of newspaper titles currently received by each of the responding libraries, and the number and percentage of those titles that are printed in the English language. The mean number of newspaper subscriptions is ninety-nine; the median is eighty-five newspaper titles. The libraries are ordered by the number of titles received.

In order to determine how the libraries select the titles for their newspaper collections, the committee asked that they rank in order of importance certain selection criteria. Table 2 shows that from the given criteria, curriculum support was considered to be the most important factor in the selection process, while recreational interest was the least important criterion for most of the libraries surveyed.

TABLE 1  
NUMBER OF NEWSPAPER TITLES  
CURRENTLY RECEIVED

Library	Total Number of Titles	Titles in English	
		Number	Percent
1	327	277	84.7
2	257	144	56.0
3	143	135	94.4
4	139	107	77.0
5	137	132	96.4
6	127	80	63.0
7	119	96	80.7
8	102	63	61.8
9	100	65	65.0
10	93	68	73.1
11	92	75	81.5
12	85	15	17.6
13	81	50	61.7
14	76	57	75.0
15	72	13	18.1
16	58	50	86.2
17	50	41	82.0
18	47	29	61.7
19	44	40	90.9
20	41	29	70.7
21	40	37	92.5
22	29	24	82.8
23	19	16	84.2

The surveyed libraries order newspaper titles in microform for the same reasons they order newspapers in original form. When asked to rank selection criteria for newspaper titles in microform, the respondents again cited curriculum support as the most important factor and recreational interest as least important, as shown in table 3.

In its task of creating a policy for newspaper acquisition and retention, the committee was concerned about the university's responsibility to provide titles for occasional need. Can the library depend upon interlibrary cooperation for this service? A large majority of the libraries surveyed share newspapers in microform, as the data in figure 1 demonstrate. Cooperative acquisition with regional libraries is not the current practice of most of these libraries, but a large percentage of these indicate that they do favor this method of providing needed newspapers, as shown in figure 2.

TABLE 2  
CRITERIA FOR SELECTION OF  
CURRENT NEWSPAPER SUBSCRIPTIONS

Criterion	Mean Rating	Standard Deviation
Curriculum support	8.23	1.59
Faculty request	7.33	2.26
Index availability	6.55	2.86
Cost	5.95	2.30
Other*	5.78	3.23
Local interest	5.64	2.65
Potential usage	5.47	2.64
Regional interest	5.45	2.13
Student request	5.20	2.08
Recreational interest	2.71	2.39

\*Quality of newspaper, range of coverage, availability in area libraries, availability of film were cited criteria.

TABLE 3  
CRITERIA FOR SELECTION OF  
NEWSPAPERS IN MICROFORM

Criterion	Mean Rating	Standard Deviation
Curriculum support	8.18	2.05
Faculty request	7.45	2.40
Index availability	7.32	2.56
Cost	6.20	2.46
Usage of hard copy	5.95	2.73
Other*	5.33	2.87
Local interest	5.10	2.91
Regional interest	5.00	2.29
Student request	4.74	1.89
Recreational interest	2.39	2.51

\*Local availability, national recognition for quality, responsibility of a joint program with neighboring university were cited criteria.

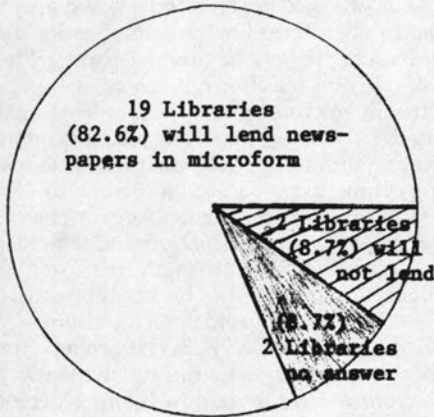


Fig. 1

Interlibrary Loan Policy for Newspapers in Microform

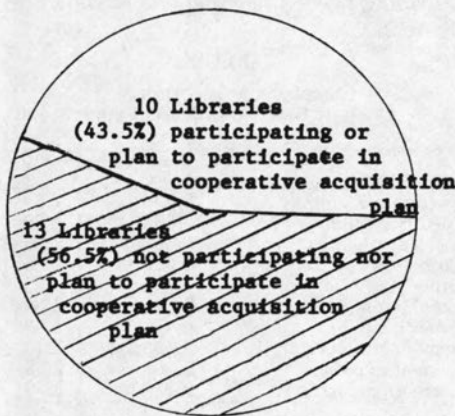


Fig. 2

Participating in or Planning to Participate in Cooperative Acquisition Plan

Storage and accessibility of current newspapers was another concern of the committee. How long should the library keep newspapers in their original form? Table 4 shows that most of those libraries surveyed did not keep them over a year.

Since the objective of the committee study was to write a newspaper policy, the libraries being surveyed were asked whether they currently had such policies, and, if so, were requested to enclose a copy with the completed questionnaire. Only eight responded that they did have a policy statement on the selection of newspaper titles, a ratio of 34.8 per-

TABLE 4  
RETAINED PERIOD OF BACK ISSUES  
NOT ON MICROFORM

Period Retained	Number of Libraries	Percent
2 months or less	6	26.1
More than 2 months to 1 year	11	47.8
More than 1 year	2	8.7
Other*	1	4.3
No answer	3	13.0

\*One year for local and foreign language, one month for others.

cent. A majority of the respondents said that they did not have a policy statement (60.9 percent), while one respondent did not answer the question (4.3 percent). The committee received from this survey seven policy statements, a copy of another newspaper policy committee report, a set of guidelines, and a report on newspaper holdings. These documents and the information about other university library newspaper collections gained from the survey were very helpful to the committee in formulating a newspaper policy for MSU Libraries that is both satisfactory and practical.

#### MSU LIBRARIES NEWSPAPER SELECTION POLICY

##### I. Definition of newspaper

The Library of Congress definition of newspaper shall be used in establishing university policy governing library newspaper acquisition: "those publications issued on newsprint and containing general news coverage rather than being oriented toward specific subject matter." (*Serials: A MARC Format*, Washington, D.C.: Library of Congress, 1970, p.16.)<sup>1</sup> Special-interest publications, such as *Women's Wear Daily*, will be considered as a special category of periodicals and will not be considered as part of the newspaper selection policy.

##### II. Purpose of newspaper collection

The newspapers held in the MSU Libraries collection will be those that are (1) required to support teaching, research, and public service functions of the university; (2) known to provide examples of editorial and journalistic excellence; and (3) chosen to give depth and breadth of regional, national, and international news coverage.

##### III. Criteria for selection

While the library recognizes the desirability of subscribing to hometown or home-country newspapers or to other newspapers of personal interest to faculty, staff, and stu-

dents, these factors cannot serve as the sole justification for acquisition or retention of a particular newspaper. Selection of titles will be based upon the stated purpose of the newspaper collection as well as upon the following specific criteria:

- A. Geographic representation
  1. City: the major daily newspapers published in Memphis
  2. State: at least one major paper from each of the four largest metropolitan areas of Tennessee with selective coverage of smaller cities
  3. Region: major newspapers in the Lower Mississippi Valley (those states bordering the Mississippi River south of its junction with the Ohio River)
  4. North America: at least one major newspaper from the major geographic regions of the United States and Canada, selected in the following priorities, and at least one major paper representing Mexico:
    - a. U.S.: Southeast, Midwest, Southwest, Northeast, Northwest
    - b. Canada: Ontario, Quebec, West Canada
  5. International: newspapers shall be selected only on the basis of giving curriculum and research support, having international reputation, and availability of back files and indexes.
- B. Editorial and journalistic excellence based upon authoritative selection tools
  1. Titles that provide a balanced collection of diverse editorial viewpoints representative of major demographic groups in North America
  2. Award-winning newspapers and other titles recognized for journalistic excellence by journalism-department faculty
- IV. Gifts  
Gift newspapers will be accepted by the Periodicals Department and will be added to the collection as dictated by departmental procedures.
- V. Indexes  
Acquisition of newspaper indexes will be primarily determined by Reference and Periodical departments.
- VI. Retention  
Current editions of newspaper titles retained in microform back files will be kept in the Periodicals Department until the microform copies are added to the collection. Other newspapers will be kept for three months.
- VII. Procedure for requisition  
The current procedure for requesting and

ordering periodicals will be used for newspaper requisition.

#### VIII. Microform collection

Complete back files of newspapers in microform should be acquired if available for two Memphis daily newspapers, for those regional, national, and international titles that have been consistently and heavily used in support of research and teaching, and for those for which indexes are available. Incomplete back files of newspapers in microform may be acquired in support of specific research and curricular needs only if these needs cannot be met through normal interlibrary loan channels.

#### IX. Cooperative collection development

MSU Libraries should work cooperatively with other Memphis libraries to establish newspaper back files in microform and accessible indexes for those titles.

#### X. Ongoing evaluation

Periodic review of the newspaper collection should be conducted by the Periodicals Department of the library.

### CONCLUSION

Developing this policy has helped the librarians of Memphis State Libraries to look objectively at the acquisition and maintenance of the newspaper collection. They were forced to define parameters, state objectives, and set standards by which to measure the newspaper collection. This self-study, along with the survey of other libraries and the departmental usage statistics, created an awareness of specific needs, needs that became apparent as the proposed newspaper policy evolved. The library did have to cut titles in order to conform to the stated purpose of the collection, but it also had to add titles to measure up to the policy standards. Therefore, implementation of the proposed newspaper policy would require a budget review and a shifting of expenditures. What has been gained? The library, so it seems, is back to square one: review and shift. The difference now is that the moves have purpose and direction. In these times, that is a vital difference.

### REFERENCE

1. This portion of the MSU Libraries Newspaper Policy was adapted from the newspaper policy of the University of Tennessee Library in Knoxville, Tennessee. Other libraries that shared policy statements, reports, and guidelines were also very influential in the development of the MSU Libraries Newspaper Policy.





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