Dr. John Ellison

LIS 519: Selection, Acquisition, and Management of Non-Book Materials

Syllabus

COURSE DESCRIPTION

An examination of the various aspects of selection, acquisition and management of non-book materials. The items to be considered include: archival materials, audio tapes, films, maps, microforms, models, multimedia kits, simulation materials, program materials, art reproductions, holograms, original art, flat pictures, posters, charts, and new developments in communication/information technology.

COURSE OBJECTIVES

- Provide participants with a sound and rational philosophy of media librarianship.
- Examine the steps used when selecting non-book materials.
- Review the major selection sources, reference tools, purchase rights, and rentals agreements.
- Examine the acquisition steps when selecting non-book materials and centralized purchasing.
- Provide participants with definitions and usage problems unique to non-book terms.
- Provide participants with an opportunity to evaluate and examine non-book reviews and

non-print evaluation forms.
- Develop an understanding and ability to critically critique and evaluate non-book material and services.
- Explore the rationale for developing media programming and networks.
- Understand the rationale and use of needs assessment (marketing) in media librarianship.
- Understand the unique characteristics of each non-book format.
- Examine the proper way to store and preserve non-book material in active collections.
- Examination of the non-book management practices as related to libraries with special emphasis on organization, management philosophies and media department physical.

SOFTWARE FORMATS TO BE COVERED IN THIS COURSE

| Genealogy (formats/genealogy/genealogy.html) |
Realia (formats/realia/Realia.html) | Art
Reproductions (formats/artreproductions/Art_reprod.html)
---|---|---
Oral History (formats/oralhistory/oralhist.htm) |
Models (formats/models/mutimed.htm) | Original
Art (formats/originalart/Original_Art.htm)
Archives & Manuscripts (formats/archives/archival.html) |
Games (formats/games/games.html) |
Photographs (formats/photographs/Photographs.html)
Local History (formats/localhistory/localhis.htm) |
Toys (formats/toys/toys.htm) | Music
Scores (formats/musicscores/musicscores.html)
Microforms (formats/microforms/microforms.html) |
Simulations (formats/simulations/simulat.htm) | Audio
Recordings (formats/audiorec/Audio_Tapes.html)
Pamphlets (formats/pamphlets/Pamphlets.html) | Talking Books &
E-Books (formats/talkingbooks/talkbks.html) |
Films (formats/films/Films.html)
Programmed Instruction & CAI (formats/programmedinstr/program.html) |
Serials (formats/serials/serials.html) |
Videocassettes (formats/video/videocass.html)
Internet & Web Pages (formats/internet/websites.html) | Copyright for Non-
Book Material (formats/copyright/copyright.html) | DVD &
Videodiscs (formats/dvd/Videodiscs.html)
Flat Pictures / Posters / Charts / Postcards /
Maps (formats/flatpictures/Flat_Pictures_Etc.html) | CD-ROM / CD-R / CD-RW/
Multimedia (formats/cdrom/cd_rom.html) | Computer Disks (hard, zip, floppy,
jaz, external) (formats/computerdisks/compdisks.html)

COURSE REQUIREMENTS

A. Visit two media service units in libraries of your choice and produce (photographic prints) a visualized **critique** (descriptive essays are not requested). Your **critique** should be a critical review or commentary with appropiate visuals illustrating your main ten recommendations. Present your

ten redommendations on the course WBB. Refer to the scanning and WBB posting guidelines at
http://www.sis.buffalo.edu/faculty/ellison/scanning.html (../../resources/scanning.html).
However, if you do not have or are near a place with scanning equipment, you may mail me this assignment using photographs. If possible, work in groups of three to five on this project. You must request and receive the approval from the library prior to starting this project. Use the Media Library Visitation Checklist (519mediaevaluation.html) to help identify areas/topics to be **critiqued**. Please look up the word " **critique** " to make sure you know what is expected. **Mail this and all assignment to my home address:** John Ellison, 55 Elm Street, Westfield, New York 14787. **Use only the regular U.S. mail. _No priority, FedEx, UPS or special delivery should be used when sending assignments to me. _ Always include a self-addressed stamped envelope if you want your assignments returned via mail. Faculty can no longer return assignments, exams or papers to student mailboxes.**

B. Prepare four non-book (one paragraph each) format/software reviews. Select a different non-book CD, video, original art, film, model, toy for each review. *Follow the review criteria presented in class.* E-mail me a copy of your reviews for marking.

C. Each person will identify WebPages (Internet sources) related to one non-book format (see **Software Formats To Be Covered In This Course** above). You will post links on the WBB to the WebPages you have identified when that format is discussed in class. **Submit a list of three non-book formats/software to me the first week.** I will try and assign you one of those formats/software for your WebPages search. Submit this assignment to me via e-mail for marking.

D. Participation on the class WebBulletinBoard (WBB) (http://www.sis.buffalo.edu/scripts/sis/ellison/control/enter.htm) " **Ellison** " By participation, you are to bring a **brief** summary of additional information, citations, facts and research to the WBB, and both share and **briefly** discuss your posting. Opinions, feelings, and beliefs are fine to have and share with the class, but they will *not* be considered for credit. It is strongly suggested that you go to a library and checkout several books on non-book formats, media management, media selection, etc. and keep them near your computer during times you are working on the WBB. Internet sources can also be used and cited. As you post your Participation contributions on the WBB, include indicate the number of each contribution on the subject line. i.e. #1, #2, #3 and so on.

REQUIRED READINGS

Ellison, John. ed. *Media Librarianship*. Read the following linked chapters:

- "Information, Not Books" (readings/infonotbooks.html)
- "What Are Media Librarians?" (readings/medialibs.html)
- "The History of Media Librarianship: A Chronology" (readings/historymedialib.html)
- "Media Center Organization" (readings/mediacentorg.html)

- ["Managing the Library's Media Services Department" (readings/managingmedsvs.html)](readings/managingmedsvs.html)
- ["Systematic Analysis (Marketing) and Media Librarianship" (readings/systematic.html)](readings/systematic.html)
- ["Cost Analysis of Media Services" (readings/costanalysis.html)](readings/costanalysis.html)
- ["Non-Print Selection: A Combination of Methods" (readings/nonprintselection.html)](readings/nonprintselection.html)
- ["Media Evaluation Form: A Proposal" (readings/evalform.html)](readings/evalform.html)
- ["Non-Book Storage and Care Self-Evaluation Form" (readings/storagecare.html)](readings/storagecare.html)

WEB PAGES

Visit the following Web Pages:

- [Electronic Highways - "Locating Audiovisual Materials at UB (& Beyond)" (http://www.buffalo.edu/reporter/vol28/vol28no10/eh.html)](http://www.buffalo.edu/reporter/vol28/vol28no10/eh.html)
- [Graduate School of Information and Library Science, University of Texas at Austin - Multimedia Product Reviews (http://www.gslis.utexas.edu/%7Ekidnet/reviews/index.html)](http://www.gslis.utexas.edu/%7Ekidnet/reviews/index.html)
- [MC Journal: The Journal of Academic Librarianshiphttp://wings.buffalo.edu/publications/mcjrnl/database/ (http://wings.buffalo.edu/publications/mcjrnl/database/)](http://wings.buffalo.edu/publications/mcjrnl/database/)

PUBLICATIONS

Physically examine each of the following publications. The purpose of this assignment is to introduce you to journals addressing non-book formats. A question on the final exam will address these publications.

Publication	Call Number
American Archivist	Per CD3020A45
Audiovisual Librarian	Per Z717A84
Collection Management	Per Z703.6D4
Microform & Imaging Review	Per Z265 M565
Sightlines	Per LB1044Z9S54
Video Librarian	Per Z692V52V52
Stereo Review's Sound and Vision	Per TK 6630A1V49
Video Review	Per TK 6655 V5V5
R. B. Bowkers Audiovisual Marketplace	Ref LB1043 A817
Bowker's Complete Video Directory	PN 1992.95 V29
CD-ROMs in Print	TK 7882 C56 C12
Educational Film & Video Locator	Ref 1044.Z9 E37 1990
Film & Video Finder	Sci/Eng Ref LB1044 Z9 F46
Landers Film & Video Review	Ref PN 1995 L27
Video Guide for Librarians	Ref Z692 V52 V53
Video Hound's Golden Movie Retriever	C24 Capen Hall
The Video Source Book	UGL PN 1998 N4935

Search the Internet and identify and submit the same information as above for eight additional non-book review sources and/or electronic review databases. E-mail this assignment to: ellison@buffalo.edu The following is an example:
[Index to Multimedia Information Sources (http://sjcpl.lib.in.us/rhshomepage/multimedia.html)](http://sjcpl.lib.in.us/rhshomepage/multimedia.html)

FINAL EXAMINATION

The final examination will be an open book/notes timed type examination.

BONUS POINTS ****

It is possible to earn bonus points in this course. When you find hidden messages in the Notes and e-mail me that you found them by the specified time, you can earn a bonus point. Everyone in the class will have the same chance to earn bonus points. Bonus points are just that, Bonus Points. They can help raise your final mark, but will never be used to lower your grade.

GRADING

Grades will be determined by the following:

Critical Critique of Two Library Media Services (10 pts. each)	**20 pts.**
Four Non-Book Reviews (5 pts. each)	20 pts.
Non-Book WebPages Search	20 pts.
WBB Participation	20 pts.
Open Book Final Examination (Readings, Publications and WBB Notes)	10 pts.

|

contact: Dr. John Ellison:
johnwellison@yahoo.com (mailto:jellison@adelphia.net) |

updated May 18, 2002