





# Public Documents

# HIGHLIGHTS



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## FILM PROGRAM REVIEWED

### Public Printer Keynotes NMA Annual Conference

*The following is the verbatim keynote address of The Honorable T. F. McCormick, Public Printer of the United States, before the 23rd Annual Conference and Exposition of the National Microfilm Association in Boston on May 7, 1974.*

It is my pleasure to be here and a privilege to keynote your 23d annual conference and exposition. I hope that the scheduling of the keynoter as the luncheon speaker implies that you may find my remarks palatable and my thoughts easily digested.

When Dr. Burchinal asked me to speak at this conference, I first got him to agree to serve another hitch on our GPO Microform Advisory Committee. But I did not tell him what I planned to say today. That makes him only an accessory before the fact. Perhaps he will have this talk taped and subpoena it later. In that event I will cooperate fully; I will even save the transcribers some trouble by deleting the expletives before they are spoken.

I appreciate the opportunity to participate in your program today for two reasons. As a New Englander both by birth and by preference, I always welcome a chance to visit Boston. In fact, I have never understood why Bostonians have a reputation for being cool and aloof. I once mentioned this to a veteran Beacon Hill resident, remarking that all the people I encountered here in Boston were gracious and friendly. "Obviously," she said, "you have not been meeting the right people."

Well, obviously today I am proving that Bostonian wrong. I am meeting the right people, which is the second reason I am glad to be here. Though our methodologies differ, we are both in the communications business—in a big way. Our common purpose is to make ac-

cessible the documents, data and billions of items of information that comprise the raw materials of knowledge and the grist for decisions. We are each concerned not only with the design, development and dissemination of informational materials, but with their storage, retrieval and reproduction. Moreover, the problems arising from the sheer size of the operations under my direction—problems that micrographic technologies can compress and reduce—are reason enough for the consummation of a working partnership between the Government Printing Office and the microfilm industry.

I came to Washington in March 1973 with an appreciation for the advantages implicit in printed materials converted to microform. Many of these advantages—especially those of reduced storage density, easier and lower cost mailing, convenient and lower cost reprinting, easy document retrieval and improved administrative and management systems—have direct and significant application to GPO operations. Shortly after my arrival, it appeared that the best interests of libraries and the public would be served by making appropriate Government documents available in microform. That has been and continues to be my recommendation to the Joint Committee on Printing.

The Committee members have been highly receptive to our overtures in that direction, and I believe the Government Printing Office has been

### Approval Sought For GPO Pilot Microfilm Test

Public Printer Mr. T. F. McCormick signed a formal letter request this month seeking Joint Committee on Printing approval to conduct a pilot microform test in cooperation with depository libraries.

The decision to move forward was based upon an average 83% preference for a microform in at least one publication class as indicated by librarians responding to a survey questionnaire.

Overall 26% of all material received by depository librarians was marked for a microform.

Mr. McCormick said no further action will be taken without the specific consent of the Joint Committee on Printing. He added that the survey questionnaire was a step planned by the GPO to "screen the

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### Document Librarian Workshop Scheduled

A Regional Depository Library Workshop will be held in New York on July 13 at the New York Sheraton Hotel after the ALA meeting according to the Superintendent of Documents.

Mr. Norman A. Barbee, Workshop Coordinator, said letter invitations have been extended and mailed to the designated Regional Depository Librarians by the Public Printer, Mr. T. F. McCormick.

Topics to be covered in the Workshop include: "Superintendent of Documents Classification System, A

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## Public Printer Keynotes NMA

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moving progressively, though perhaps conservatively, toward a broad-gauge micrographic program of substantial dimensions. I say that with considerable confidence.

I would suggest, in fact, that *confidence* is the proper keynote for this convention. Certainly the members of the National Microfilm Association have cause to be confident. The rapid growth of your industry—the April 1974 issue of *Business Graphics* cites an estimate of a growth rate triple that of the Gross National Product—the accelerating shift to new high-speed equipment, your relative freedom from the shortages affecting many other businesses, and the expanding use of microform technologies by various Government agencies all herald good tidings for your industry in 1975 when you celebrate your Association's 24th year. On behalf of the Federal Government, and as a member of an allied profession, I commend you for your remarkable strides, your contributions to information and communication technologies, and your excellent prospects for still greater achievements.

Let me turn now to the subject your president suggested I discuss today—namely, GPO's intentions with respect to micrographics and micropublishing. I want, first, to review the background of GPO's interest; secondly, report briefly on where we stand today; and, third, comment on what we perceive to be the proper role GPO should play in the production, procurement and distribution of microform materials.

First, then, a look at recent history.

In reporting that I would speak to this conference, one of the trade papers also commented that "not much had happened" in the past 2 years at GPO to move micropublication proposals off dead center.

I would reply to that as Mark Twain did when he intercepted the rumor of his demise. "Reports of my death," he said, "are greatly exaggerated."

While the mills of the Government may appear to grind slowly, there is usually a reason—and that reason often is to avoid anyone being injured financially by the weight of Government action. In early discussions between GPO officials and the Joint Committee on Printing—dating to 1972—several

Committee members expressed concern over the possibility of the Government Printing Office competing with private enterprise. It has been GPO's aim not to intrude, where possible, into areas where the private economy would be harmed. The care Congress and we at GPO have exercised has been aimed primarily at assuring that GPO's entry into micropublication is proper, well-planned, and consistent with the needs of the public and the best interests of the industry.

We believe, for example, that the scope of any micrographic operations on our part must be determined by the number and kinds of micropublications our customers require. Only by first analyzing the market can we arrive at a clear understanding of what GPO can and should provide in microform; and, at the same time, be in a position to assure the Joint Committee that most segments of the industry will only be helped, not hurt, by GPO involvement.

Our function at GPO, in the parlance of the broadcast media, is to "report" Government news, not indulge in "commentary." Since it is not our normal practice to interpret, condense, or editorially assess Government output in printed form, we are not likely to assume those functions for materials issued in microform. I believe those in the private sector who currently provide such services can rest easy—GPO is not a potential competitor.

Secondly, where does GPO stand today in the move to micrographics?

To begin with, we now have a full-time micrographics specialist—Jim Livsey—who has been with us for three months and doing what I consider to be an exceptional job of groundwork and administrative preparation.

Additionally, we are already using microforms for our subscription lists, publication reference files, and bibliography storage. We are gaining useful experience from these programs.

To evaluate the potential depository library demand for microform materials, we recently surveyed the 38 regional depository libraries that receive at least one copy of most Government publications, and the 1,108 other depository libraries that select certain categories of GPO publications for their shelves. Through this survey, we learned (1) that 83 percent of the libraries would prefer film over hard-copy publications in at least one of our more than 2,800 categories; (2)

that on the average the depository and select libraries could use about 26 percent of the materials we normally supply them in microform; and (3) that their preferences are for annual reports, census information, trade reports, agricultural publications, and Defense Department documents in microfilm or microfiche; in short, the materials most in demand in microform are those of a statistical, archival, or research—*not topical*—nature.

As an indication of what this would represent in the future, in terms of our initial demand on the industry, we estimate that if the percentages obtained in our survey are applied to the more than 16,000 titles we publish annually, more than 12 million microfiche would be distributed each year to the 1,146 depository libraries we serve. If we are authorized to sell micro-copy, we would then add the requirements of America's other 70,000 public and school libraries and ultimately the needs of the general public as individuals.

With our survey completed, we intend to ask the Joint Committee on Printing to authorize a pilot program to test response and acceptance. And I must emphasize that everything I talk about will have JCP concurrence before it sees the light of day. The JCP is our Board of Directors, and like any good operating firm, we take our marching orders from the Board. We may propose, but the JCP disposes. So, if the pilot program is approved by the JCP, we would provide to depository libraries selected materials in microform based on their replies to our questionnaire. We have not yet determined the duration of the proposed pilot program, but if approved I would anticipate three to five months.

Then, thirdly; what do I see as the proper role of GPO in micrographics and micropublishing?

First, let me stress that we have no plans at the present time for developing an in-house capability for the production or conversion of our publications to microfiche. Over the years we have gradually increased our dependence on the private printing industry. Last year GPO procured more than 61 percent of its product from commercial sources, under contracts totaling about \$154 million. We expect this year to put about \$180 million worth of Government printing on the private market.

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# Fiche Header Area to Meet Proposed ANSI Standard

Librarians responding to the Superintendent of Documents microform/hardcopy preference survey questionnaire frequently asked specific questions on the proposed physical appearance of distribution film if conversion from hardcopy is authorized by the Joint Committee on Printing.

Current planning calls for most material to be converted to the standard 24:1 reduction ratio 98 frame microfiche format for distribution purposes.

The eye-readable bibliographic material contained in the header area of the distribution fiche would follow the proposed American National Standards Institute (ANSI) Z39 Committee, Sub-Committee 33 standard for the header area. That standard has been circulated in first draft and is now in Committee to resolve comment differences.

The upper left-hand corner of the microfiche header would be reserved for the Superintendent of Documents Classification Number as indicated in figure 1 on this page. Immediately below the classification number would appear the GPO stock number.

Title area of the fiche header would be the center portion providing for full publication title on two lines. The personal author, compiler, or editor will follow the complete title. If more than one author, only the first named is to be given. The corporate body responsible for the intellectual content of the original work shall be given.

The third line in the center portion of the header is reserved for such essential information as the edition, the geographic place of publication and the organization from which the microfiche is available.

Filming of periodicals and other serials will change the physical layout of the header area in that the center portion would provide for inclusive volume numbers or dates.

The upper right hand corner of the header area is reserved for the fiche number within a set, 1 of 3, 2 of 3, etc., with the recommended blow-back ratio directly below the fiche number.

It is expected some changes in the physical arrangement of the microfiche header area will be called for upon final draft and acceptance of

the proposed ANSI Standard. GPO distribution film will follow such a standard upon adoption and publication.

The opening frames of each fiche would contain the table of contents fully converted from page/chapter numbering to fiche/frame coordinates for ease of data retrieval. The index pages would also be converted to fiche/frame locators. The table of contents will be repeated in the opening frames of each fiche to assure that users do not have to remove a fiche from a reader to secure a second reference.

Every effort will be made to provide second generation negative distribution fiche for library use. Color backing will not be provided in the header area to assure that the generation of additional duplicate microfiche by librarians would contain the header information as it appears in the library film copy.

Plans call for inclusion of a post-card "notification of missing or defective film" in each shipment of material. The card will be addressed to the Superintendent of Documents and is a means of establishing additional quality control into the total program. Such cards also provide a formal means of monitoring the program and establishment of a dialogue with the library community.

It has also been planned that the Superintendent of Documents will provide service to the Depository Librarians in replacing lost or mutilated film. The original silver film is to be retained in an archival state by the Government Printing Office. This will provide the means for additional generation of distribution film, hardcopy material or short run projection printing plates. This means that the Government Printing Office will not be in an "out-of-print" condition on titles converted to the film format.

All planning for a possible microfilm project by the Superintendent of Documents rests upon approval of the Joint Committee on Printing. Should approval for a pilot test program be granted all plans for im-

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Figure (1)

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plementation will be placed before a four member Public Printer Microform Advisory Council for review and comments. The Council represents more than a hundred years of experience in microform systems planning, production, and use of film products. Their expertise is essential in providing a well planned film program within the Depository Library community.

Comments, suggestions or constructive criticism from the library community is welcomed by the Superintendent of Documents. Such input can only result in a more responsive, efficient, and effective Depository Library program.

## Approval Sought For GPO Pilot Microfilm Test

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Depository Libraries for interest/utility for specific categories of publications in microform." The request for approval to undertake the pilot test is another milestone in the broad plan laid before the Joint Committee last year.

The primary purpose of the pilot test would be to examine the adequacy of bibliographic controls, attempt to measure user response, examine the quality of film manufacture, packaging and distribution of the film. The test would provide for system refinement to assure the best possible product in the hands of the Depository Librarians.

The 4 month pilot test would result in an economic analysis and final recommendations which would be forwarded to the Joint Committee on Printing for their decision. Such a decision would not be expected before January 1975 should the pilot test be approved by the Joint Committee.

According to the Superintendent of Documents, Mr. W. H. Lewis, no decision or contact has been made with Depository Libraries as to participation in the pilot test. That determination will not be made until the Joint Committee on Printing reaches their decision.

## Document Librarian Workshop Scheduled

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Detailed Explanation; and Preparation of the Monthly Catalog," by Mr. Norman A. Barbee, Library Administrator.

Mr. LeRoy C. Schwarzkopf, Government Documents Librarian, University of Maryland, will present "How a Library Organizes Government Documents."

Mr. Earl Clement, Director, Documents Sales Service, will provide an address on "The Sale of Government Documents."

The afternoon session of the Workshop will include a presentation by Mrs. Virginia Saunders on "The Depository Library Law," and "Disposal of Depository Publications."

Mr. Barbee will address "Depository Distribution and Filling of Claims," while Mr. J. D. Livsey will speak on "Micropublishing."

Time has been set aside for both the morning and afternoon sessions to provide the designated Regional Depository Librarians an opportunity to develop the necessary dialogue to resolve specific questions.

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## Documents Librarians Indicate Strong Microform Preference

More than 920 responses to the microform/hardcopy survey questionnaire mailed to 1,139 Depository Librarians have been completed and returned according to an announcement made by the Superintendent of Documents on May 20.

The questionnaire was designed to give Depository Librarians an opportunity to indicate their preference for either a microform or a hardcopy edition of some 2,812 classes of material produced by the Government Printing Office.

Initial mailings of the machine readable OCR (Optical Character Recognition) survey questionnaire was completed the first week of March.

Original completion target date for the survey was set at 30 days after receipt by the Depository Librarians. Delays in completion required an extension of an additional 60 days. Other extensions requested by individual librarians were granted by the Superintendent of Documents.

The Documents Department announcement added that on May 31 the survey form machine scan will be started to generate final reports.

In mid-May 100% sampling of the 31 Regional Depository Library survey questionnaires was received and a 10% sampling of Selected Library responses was ordered to determine early preferences.

The samplings revealed 83% of all responses received indicated a preference for a microform in at

least one or more classes of publication shipped to Depository Libraries by the Government Printing Office. The Regional Libraries indicated 25.4% of all material is preferred in microform while the Selected Libraries prefer 27.6% of their material in a microform.

Mr. W. H. Lewis, Superintendent of Documents, cautioned that as much as a 4 percent plus or minus error could be found in the manual samplings of survey forms. Complete and accurate reports will be provided after the machine scan has been completed.

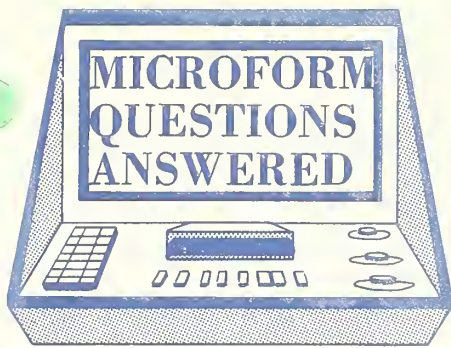
Documents Department representatives registered some surprise in the results of the preference sampling. It was originally expected such material as the Federal Register, Congressional Record and Weekly Compilation of Presidential Documents would lead in overall preference in a microform. The samplings indicate librarians prefer voluminous, infrequently referenced material in film. Trade Reports, Department of Defense material and bound volumes of all kinds lead in library microform preference.

A detailed listing is to be published in a future issue of HIGHLIGHTS after completion of the OCR scan and computer manipulation of the survey results.

Mr. Lewis expressed his appreciation for the effort the individual Documents Librarians put forth in completing the detailed survey questionnaire.







Approximately 80 letters were included in the survey questionnaire responses received by the Superintendent of Documents in the past two months. Some of the letters contained specific questions on what librarians could expect if the microform program is carried forward. In this column answers to some of the questions are provided. Identification of the library and the specific question is followed by the answer.

University of California, Los Angeles—"Will GPO provide microfiche viewers and viewer/printers to the libraries?" A. GPO will not provide film interface hardware. The micrographics specialist will provide information on the availability and cost of such equipment upon request.

Pennsylvania State University—"Is there any provision for the return of unsatisfactory fiche?" A. Each shipment of film will contain a postcard addressed to the Superintendent of Documents. The card will serve as a "Notification of Missing or Defective Fiche." Such film will be replaced on a service basis to the Depository Library by the Documents Department upon receipt of the pre-paid postcard.

University of California, Santa Cruz—"Will the fiche go "out-of-print" or have its "supply exhausted" as soon as the paper copy?" A. Retention of the original silver master by the Superintendent of Documents in an archival condition will assure there will never be an "out-of-print" condition. Additional film duplicates or hardcopy can be generated from that master as well as projection printing plates for short-run purposes.

Sacramento City-County Library—"Will the heading on the microfiche contain the SuDocs classification number?" A. The upper left hand corner of the eye-readable header area will contain the SuDocs classification number followed by the GPO stock number.

Oklahoma City University—"Will the publications on microfiche be available as quickly as paper copies?" A. In most cases film will be shipped before hardcopy editions are in distribution. To a great extent the speed of film production will depend upon the specific publication class being converted to film. Extensive conversion of index pages and tables of contents could delay the film a few days.

State University College at Potsdam—"Will microfiche be available for purchase if we select hardcopy for depository shipments?" A. If the Joint Committee on Printing approves the pilot test of film and if that test is successful it is anticipated the Committee would approve full implementation of the program as well as film sales.

Dartmouth College Library—"Will each microfiche contain only one document?" A. Yes. If additional microfiche are required to complete the conversion succeeding fiche would be marked appropriately in the upper right hand corner of the header area to identify a fiche number within a set.

The University of Utah—"Can the fiche be duplicated and/or copies (paper) made from them?" A. Yes. The distribution material will be second generation negative fiche which will not have colored header backing. This provides for third generation duplicate fiche production by the libraries as well as the opportunity to produce hardcopy positive prints on conventional microfiche printers.

Western Kentucky University—"Will the Monthly Catalog entry be marked to indicate availability in microfiche?" A. Yes. If the pilot test is approved both hardcopy and film will be issued during the test to

those libraries involved. If all phases of the test are successful those titles already converted during the test will appear in the Monthly Catalog appropriately marked as being available in film and a unit price appended.

DePauw University—"Will notice be given prior to specific items becoming available on microfiche?" A. Yes. The survey questionnaire was designed to determine librarian "preferences" only and do not commit to final selections. As titles are considered for conversion, contact will be made with librarians to determine their final choices.

Phoenix Public Library—"Is the microfiche going to be retroactive or just for new material?" A. As presently planned only new material will be converted to a microform for distribution to Depository Libraries.

The University of Texas at El Paso—"When will we be notified of the results from the survey?" A. Preliminary sampling results are contained in this issue of HIGHLIGHTS. OCR scan runs and detailed computer generated reports of the survey results are scheduled to be in the hands of the Superintendent of Documents on June 17. They will be published in a future issue of HIGHLIGHTS.

Denver Public Library—"How will series with color plates be handled?" A. Plans are not being made for the issuance of color microfiche. The problem of black line work combined with color illustrations is a technical problem which promises to be resolved in the near future by the film industry.

Emory University—"If a library selects an item in hardcopy can it then subscribe to that item in microfiche or will it be necessary to subscribe to all depository items on microfiche?" A. A library can be selective as to the categories desired on film and can also rescind that decision at a later date if desired.

Drury College—"Will looseleaf items be so designated? How will

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these be updated on microfiche?" A. Looseleaf items in a film format has not yet been addressed. Such material does lend itself to a microfiche format with change fiche issued as required to maintain file currency.

Joint University Libraries, Nashville—"Are all types of material currently being received capable of satisfactory reproduction in fiche?" A. No. Material generally selected for conversion to a microfiche format will be that which has the highest degree of preference as a result of the survey and that material most susceptible to the file conversion. Maps, color brochures and other such material are not prime candidates for conversion.

The questions cited above were most frequently asked by Depository Librarians in letters accompanying their survey responses. Additional information will be made available in future issues of **HIGHLIGHTS** as new developments occur.

## Public Printer Keynotes NMA Annual Conference

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As I indicated a moment ago, Government policy favors contracting for goods and services rather than providing them. We operate under the general guidelines of OMB (Office of Management and Budget) policy which directs that the Government generally rely on the private sector except (1) when use of a commercial source would delay or disrupt an agency program; (2) when the product in view is available from another Government agency; (3) when the product is not available on the open market; or (4) when commercial procurement would result in higher cost to the Government.

Our "make-or-buy" decisions, as you can see, are strongly weighted in favor of buying printing services from private sources, and the same policy will apply in our acquisition of materials in microform. I look forward, therefore, to associating with you at your next convention in a client-supplier relationship.

Secondly, in defining the appropriate GPO role, I would remind you that the Government Printing Office was never meant to act as a publisher, or a publishing specialist. Neither would we presume to be a micropublisher.

As you probably know, we turn out a staggering array of printed materials. Last year we sold 78 million copies of Government publications, with a retail value in excess of \$23 million, through the mail or across the counters of our bookstores. In addition, we distributed 95 million items for Congress. We stock 2,812 different categories of publications, and carry more than 25,000 individual titles in stock. The perennial favorite, incidentally, seems to be a pamphlet titled "Infant Care." Some 16 million copies have been distributed since it was first introduced.

Occasionally, of course, we have a "best seller" that strains even our rather copious production capacity. This past week, for example, we have had trouble keeping up with demand for the printed transcripts of President Nixon's tapes.

Incidentally, the capacity of micrographics to significantly shrink GPO storage space requirements is one of your industry's most compelling inducements.

A second incentive is the advantage microfilm gives us for responding quickly and less expensively to requests for materials out of print in hard cover.

And, a third benefit lies in the potential value of micrographics to relieve the paper shortage. By reducing the requirement for reserve stocks, we can make more paper available for immediate printing needs.

I believe these and many other advantages comprise an overwhelming justification for GPO's entry into micrographics on a competitive bid procurement basis. We are prepared to do that, just as soon as we demonstrate—through our pilot program and to the satisfaction of the Joint Committee—that there is a discernible public need micrographics can meet.

The Government Printing Office is neither a collector nor publisher of graffiti, but I was amused by a recent example reported by the Washington press. Scrawled on a wall, in apparent despair, was this question: "Is there intelligent life anywhere on earth?" And, just below, in a smaller, more precise hand, this reply: "Yes, but I'm just visiting."

At times, I am sure, the circumstances of life frustrate us to the point of desperation or dismay. Gratefully, on reflection, we take courage in the assurance that "intelligent life" is one of the great sustaining strengths of our society and that we, as communicators, contribute to the collection, compilation and circulation of knowledge. If, as we used to say at General Electric, "progress really is our most important product," then those in the microform and printing industries occupy positions of immense trust and vast challenge. The means are at hand to make available, in larger quantities and to more people, the informational materials that individuals, companies and organizations depend on for the instruments and decisions of progress.

This convention is clear evidence that the microfilm industry is well qualified by past accomplishments and present capabilities to meet future challenges. As the personnel manager of a small New England manufacturing plant reportedly replied when an efficiency expert asked him if he had any employees approaching retirement age, "Well," he said, "I don't have any going the other way."

It is true. We are not getting any younger. There is so much to do, to learn, and to appreciate. Happily our individual worlds of knowledge are getting larger because the world around us is getting smaller—thanks to the proliferation of the written and electronic word, and the dexterity of your industry in putting large parcels of information into small packages.

I am grateful for this chance to talk with you. I look forward to a long and mutually productive partnership between the Government Printing Office and the micrographics industry.

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