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## **Newspapers Acquisitions: Keynote Address.**

**Edmund King, Head of Newspaper Collections, British Library London, UK**

### **Introduction**

In addressing you today, I am conscious of how large this topic is. Newspapers continue to be produced in huge numbers, in all countries of the world. Libraries have played a key role in acquiring them, and in making them available to their users over a period of time which is invariably longer than originally intended by their publishers. Collecting policies exist for many libraries. Legal deposit laws have played a part in the development of many newspaper collections. Catalogues and other lists have played an important role in making collections of newspapers widely accessible. Awareness has been developing rapidly of the need to collect online publications, including newspapers, irrespective of whether national laws exist to support such work.

The production of newspapers in several different formats has become a reality, driven by rapid developments in computer technology. I shall briefly look at these production formats, as they all impact upon how library procedures have to adapt to ensure their successful acquisition, ensuring their availability to users. The formats are:

1. newspapers in hardcopy, printed on paper
2. newspapers copied from paper onto microfilm or microfiche
3. newspapers produced via the use of computer hardware and software only – processes at times referred to as “born digital”.

This last category further sub-divides, often as a result of commercial business decisions, into:

1. newspapers available as online files, now normally available via the agency of the Internet.
2. newspapers available on CD-ROMs

### **Legal Deposit**

In addition to physical format, collection policies are influenced in many countries by the legal deposit provisions. As the recipients of many printed publications, including newspapers, several

national libraries have published their policies on legal deposit, in the context of collection development. For example, the National Library of Australia has a full set of its documents available at its website.<sup>1</sup> Newspapers are included within the provisions for the legal deposit of printed publications, as included in section 201 of the Commonwealth *Copyright Act* 1968. From 1996, the Australian National Library commenced building a collection of Online Publications, within the context of the PANDORA project.<sup>2</sup> The digital archiving work is supported by web harvesting and management software developed in-house.<sup>3</sup>

The National Library of Canada has stated its collection policies. There is also a specific statement about its collection of newspapers.<sup>4</sup> Electronic publications are covered via a strategic directions paper for electronic publications.<sup>5</sup> The British Library has stated its overall collection strategy in its website.<sup>6</sup> Individual areas, such as Newspapers, also state present collecting practice.<sup>7</sup> Recent developments in the UK include activity within the Parliament to extend legal deposit to cover electronic publications.<sup>8</sup>

We have begun also to see aggregation of information about collection development via web gateways, such as Acqweb's *Directory of Collection Development Policies on the Web*.<sup>9</sup> This lists Polices for USA public libraries, college libraries, university and academic libraries, some school libraries, and a limited number of national and state libraries.

### **Newspaper Catalogues**

As newspaper collections grow as a result of legal deposit or by purchase, so catalogues are created to ensure accessibility of the results. A couple of examples illustrate how the Internet can now offer access to very many catalogues. The university of Queensland, Australia offers *National Library Catalogues Worldwide*, with dozens of countries being listed, including those of central and Eastern Europe.<sup>10</sup> The Zeitschriftendatenbank (ZBD) is a large database covering magazines and newspapers throughout Germany.<sup>11</sup> Of course, internet access is a means of parallel access to the many published catalogues of newspapers in many countries.

### **Newspapers produced on paper**

In recent years, improvements in production technology have resulted in yet greater numbers of newspapers being produced in many countries. More newspapers can be produced for the same, or less, cost. Using computers, most newspapers are now produced from files created using digital data creation and digital storage, with progressive stages from computer files to the finished paper production. In addition to increased numbers produced at less cost, the quality, variety of size, and the introduction of very good colour for photographs and for special sections

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<sup>1</sup> <http://www.nla.gov.au/policy/colldevt.html> (site visited 6.03.2003)

<sup>2</sup> Details at: <http://pandora.nla.gov.au>

<sup>3</sup> More details and recent developments are in: Pam Gatenby. *Legal deposit, electronic publications and digital archiving – the National Library of Australia's experience*. Details at: <http://www.ifla.org/TV/ifla68/papers/071-124e.pdf> (site visited 27.3.2003.)

<sup>4</sup> See: <http://www.nlc-bnc.ca/8/16/index-e.html> (site visited 27.03.2003)

<sup>5</sup> Details at: <http://www.nlc-bnc.ca/10/8/a8-1002-e.html#Collection,Preservation,Access> (site visited 27.3.2003)

<sup>6</sup> See: <http://www.bl.uk/about/strategic/planfor.html#fourteen> (site visited 27.03.2003)

<sup>7</sup> See: <http://www.bl.uk/collections/collect.html#cdp> (site visited 27.03.2003)

<sup>8</sup> See: <http://www.bl.uk/cgi-bin/news.cgi?story=1330> (site visited 27.02.2003); and see: <http://www.bl.uk/news/webcase.html> (site visited 27.03.2003)

<sup>9</sup> [http://acqweb.library.vanderbilt.edu/acqweb/cd\\_policy.html](http://acqweb.library.vanderbilt.edu/acqweb/cd_policy.html) (site visited 27.3.2003)

<sup>10</sup> See: <http://www.library.uq.edu.au/ssah/jeast/> (site visited 28.03.2003)

<sup>11</sup> See: <http://www.zeitschriftendatenbank.de/> (site visited 28.03.2003)

have added to the attraction of newspapers, and widened markets. Also, newspaper businesses still strive to maximise the number of readers, which in turn assists their drive to attract monies from companies and individuals who advertise themselves. It is also possible for a greater number of variant editions of newspapers to be published within a region, with on occasion only minor differences in the news content of a newspaper, which may have a different title, and different local news within its pages.

The numbers involved are vast: a brief search of the Internet earlier this year using a web browser found two sets of information. The first relates to the top 100 daily newspapers in the world in 1998. These 100 daily newspapers had a combined circulation, in hardcopy, of 159,181,728 copies. Eight of the top ten titles were published in China or in Japan. Five newspapers had a daily circulation of more than five million copies each; ten titles had daily circulation of between 2 and 5 million copies, with a further 34 having daily circulation of between one and two million copies per title.<sup>12</sup> For the United States, the combined daily circulation of the top 100 newspapers is 29,880,690 copies. Three newspapers have daily circulation of more than one million copies. Of the top ten titles, five are published in New York.<sup>13</sup> If we look at newspapers produced in Eastern Europe, 44 European countries between them produced 2,900 national, regional, and weekly/local newspapers in 2002. Of these, 17 Eastern European Countries produced 383 newspapers, or some 13.20% of total European output, excluding the UK.<sup>14</sup>

There are newspaper industry associations, such as the World Association on Newspapers (WAN). In promoting press freedom, assisting the development of newspaper publishing, and fostering co-operation between member organisations, WAN has a global outreach, and has a specific interest in helping newspapers in developing countries. It represents the newspaper industry at UNESCO, the United Nations, and the Council of Europe.<sup>15</sup>

All this activity means that libraries that acquire newspapers have had to respond by collecting newspapers in greater numbers, or to decide to be more selective in those newspapers that they acquire. If greater numbers of newspapers are being acquired, libraries also have to consider how to adjust their procedures to ensure good recording and cataloguing of what has arrived and is placed within a collection, and to ensure that security stamps, or other marks of ownership, are placed on newspapers. Increased storage space may have to be planned. Alternatively, if funds are limited, libraries may have to consider whether they can afford to keep all the newspapers that they receive.

Newspapers are of course only a part of the total acquisitions programme of most libraries. Often, newspapers are included within the serials acquisition activity of libraries. However, newspapers form a distinct category of material, because of their size, their numbers, and their frequency of publication, e.g. daily, weekly or each fortnight.

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<sup>12</sup> Source: Editor & Publisher's International Yearbook. See: <http://www.infoplease.com/ipea/A0004422.html> (site visited 10.3.2003.)

<sup>13</sup> Source: Editor & Publisher International Year Book 2002. Web: [www.editorandpublisher.com](http://www.editorandpublisher.com); also: <http://www.infoplease.com/ipea/A0004420.html> (site visited 10.3.2003)

<sup>14</sup> See: Willings Press Guide, 2003. Vol.2. Europe (excluding UK), pp.v1-vii.

<sup>15</sup> See: [http://www.wan-press.info/pages/article.php?id\\_article=390](http://www.wan-press.info/pages/article.php?id_article=390) (site visited 27.03.2003)

### **Newspapers reproduced in microform**

Reproducing newspapers via microfilm or microfiche has been taking place for upwards of fifty years now. Many of the world's major libraries and a number of commercial vendors have compiled large archives of newspapers whose contents are now copied onto film.<sup>16</sup> University libraries, particularly in the USA, often list newspapers held in microform on their websites.<sup>17</sup> *The Brazilian Newspapers Project*, a joint collaboration between the Library of Congress and the Brazilian National Library, films recently published Brazilian newspapers.<sup>18</sup> One of the largest commercial companies is UMI (now part of the Proquest Group). The *UMI Newspapers in Microform Catalog* has over 7,000 newspapers available for purchase.<sup>19</sup>

### **Newspapers on CD-ROM**

CD-ROM provides rapid access to many publications including newspapers. The BL Newspaper Library has issued a list of Newspaper Resources on CD-ROM. This relates mainly to UK materials.<sup>20</sup> A UK university, the University of East Anglia, has issued *Databases & CD-ROM Newspapers*, a useful list of sources.<sup>21</sup>

### **The Internet and “Born Digital” newspapers**

The expansion of the Internet has resulted in very many sites with data of news events being delivered to users via the world wide web. It has rapidly become normal for organisations to consider the creation of news content as a “Born Digital” activity only. Many internet sites now offer news content free at the point of access, attracting advertisements to be placed within their screens as a result of the numbers of users that visit the site to look at its contents. Other organisations continue to follow the model of the Online files, developed in the 1980s and 1990s, and users secure access to their data by subscription. The information relating to news events that is now available is probably already beyond the ability of any one individual to grasp. Recent developments include a sharpening of interest by newspaper publishers in converting their older files of printed newspapers into digital format.

Very great numbers of newspaper publishers all over the world offer versions of their newspapers via the Internet. Many have been careful to retain the “look and feel” of their newspapers published in hardcopy. Others have been more adventurous with design in relation to personal computer screen layouts. Many organisations offer themselves as portals, or gateways to each individual newspaper, whose titles can be sought by country, or by the title of the newspaper. Examples of these sites are numerous, as any search of the words: “newspapers, world” via an Internet search engine, such as Google, will show you.

As a result of this search, seven web sites were found in a matter of minutes. *Worldpress.com* offers access to 1392 daily newspapers, published in 192 countries.<sup>22</sup> *Newspapers from Around the World* provides links to 61 titles from 12 countries.<sup>23</sup> The site places emphasis in its screen

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<sup>16</sup> For example, see: <http://www.nlc-bnc.ca/8/18/index-e.html> (site visited 27.03.2003.)

<sup>17</sup> For example, see: [http://www.lib.virginia.edu/permic/us\\_hist\\_pap.html](http://www.lib.virginia.edu/permic/us_hist_pap.html) (site visited 27.03.2003)

<sup>18</sup> See: [http://www.loc.gov/acq/ovop/rio/micr\\_rio.html](http://www.loc.gov/acq/ovop/rio/micr_rio.html) (site visited 27.03.2003)

<sup>19</sup> See: <http://www.lib.umi.com/nim/entry> (site visited 27.03.2003)

<sup>20</sup> See : <http://www.bl.uk/collections/cdrom.html> (site visited 31.03.2003)

<sup>21</sup> See: <http://www.lib.uea.ac.uk/lib/liber/news.htm> (site visited 31.03.2003)

<sup>22</sup> <http://www.theworldpress.com> (site visited 11.03.2003)

<sup>23</sup> See: <http://refdesk.com/> (site visited 27.03.2003)

layout on users accessing newspapers by each of the 52 U.S.A. States; after this, access is offered via countries within a region of the world: Africa, etc. It also offers direct entry points via 68 USA titles, via National News Sites, and a further 27 Worldwide News Sites, together with 80 newspaper titles listed within Canada.<sup>24</sup> The site *Actualidad.com* has many titles too, which are searchable by continent, e.g. Asia.<sup>25</sup>

*Online newspapers.com* promises us: “Thousands of world newspapers at your fingertips”, searchable by title within a world region.<sup>26</sup> *News and Newspapers Online* proclaims itself to be: “A free service of the Walter Jackson Library at the University of North Carolina at Greenboro”.<sup>27</sup> Again, entry to individual newspaper title is by region, then country, then by title. Users have to decide whether they want to access news services or those sites which offer some of the “Look and Feel” of hardcopy newspapers.

### **Eastern Europe newspapers**

A search of the Internet using the term “Newspapers Eastern Europe” yields also a number of websites. *ABYZ News Links* offers a selection of titles from 10 Eastern European countries.<sup>28</sup> *NewsDirectory.com* gives the user searches via a number of countries in Europe as a whole.<sup>29</sup> *swnewsherald.com* has Eastern Europe/ Baltic newspapers listed separately.<sup>30</sup> *megamallandmall.com* has the same emphasis on newspapers of Central and Eastern Europe.<sup>31</sup> *Inkpot Newspaper Links* gives newspaper titles for 17 Eastern Europe countries.<sup>32</sup> *Integrum* has large quantities of data available; however access is by subscription.<sup>33</sup> The UK **COSEELIS** has put together a Union List of Slavonic and East European Newspapers in British Libraries.<sup>34</sup>

The above searches amply demonstrate how fast companies have adapted to the accessibility offered by the world wide web. The debate about the future survival of printed newspapers remains alive. A 1999 work by Patrick Hendriks entitled: *Newspapers: A Lost Cause* looks at the recent history of newspapers in the United State and the Netherlands, to evaluate the future prospects for printed newspapers.<sup>35</sup> It is likely that, provided both products generate profit, both printed and electronic versions of newspapers will co-exist for some years. We have to remember that the World wide web is simply unavailable in large parts of the world, so printed newspapers will still sell in such areas. Additionally, the content of printed newspapers varies from what is offered via the Internet.

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<sup>24</sup> See: <http://www.refdesk.com/paper.html> (site visited 1.4.2003)

<sup>25</sup> See: <http://www.actualidad.com/> (site visited 27.03.2003)

<sup>26</sup> See: <http://onlinenewspapers.com/> (site visited 27.03.2003)

<sup>27</sup> See: <http://library.uncg.edu/news/> (site visited 27.03.2003)

<sup>28</sup> See: <http://www.abyznewslinks.com/easeu.htm> (site visited 28.3.2003)

<sup>29</sup> See: <http://newsdirectory.com/news/press/eu/> (site visited 28.3.2003)

<sup>30</sup> See: [http://swnewsherald.com/links/for\\_pap\\_euro.html](http://swnewsherald.com/links/for_pap_euro.html) (site visited 28.3.2003)

<sup>31</sup> See: <http://www.megamallandmall.com/eenews.html> (site visited 28.3.2003)

<sup>32</sup> See: <http://inkpot.com/news/eeurope.html> (site visited 28.03.2003)

<sup>33</sup> See: <http://www.integrum.ru/english/about/achives.asp> (site visited 28.03.2003)

<sup>34</sup> See: <http://www.lib.gla.ac.uk/COSEELIS/unionlist/newspapers/magda.html> (site visited 31.3.2003)

<sup>35</sup> Patrick Hendriks, *Newspapers: A Lost Cause: Strategic Management of Newspaper Firms in the United States and The Netherlands* (Dordrecht and London: Kluwer Academic Publishers, 1999).

In the time available today, it has not been possible to dwell upon the matter of copying newspaper content from web sites, in order to ensure the preservation of the data. Various efforts are already being made in a number of countries capture portions of web sites, which may include newspaper content. Undoubtedly, this effort will grow and become more focused as our combined experience of doing this increases.

### **Conclusion**

Newspaper acquisition for library collections is certainly in a state of transition. This mainly because the existing print technologies and the “new” technologies continue to improve and develop, with ever greater numbers of products being the result. The worldwide production of printed newspapers huge; many countries collect as much as they can of these, in hardcopy or in microform. In the last fifteen years,, we have also witnessed a huge growth in electronic version of newspapers, often available in different formats (online, CDROM, etc.). The growth of the world wide web has shown libraries the need to collect files of data that originated in digital form only, i.e. the “newspaper” was never produced on paper.

Libraries may be compelled by lack of resources to be selective in what they collect. There may a need to collaborate to collect electronic copies, in order to share the benefits of common access to files of newspaper data, in a way that was not easily possible for newspapers printed on paper. Simply to be successful in collecting, sharing, and preserving electronic files is a great challenge to all of us, and one that needs to be grasped, as the passing of knowledge to our successors remains one of our most essential activities.

Edmund King  
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