



International Federation of Library Associations and Institutions

Fédération Internationale des Associations de Bibliothécaires et des Bibliothèques

Internationaler Verband der bibliothekarischen Vereine und Institutionen

Международная Федерация Библиотечных Ассоциаций и Учреждений

Federación Internacional de Asociaciones de Bibliotecarios y Bibliotecas

IFLA Publications 107

Newspapers in International Librarianship

Papers presented by
the Newspapers Section
at IFLA General Conferences

Edited by
Hartmut Walravens and Edmund King

K · G · Saur München 2003

IFLA Publications
edited by Sjoerd Koopman

Recommended catalogue entry:

Newspapers in International Librarianship

Papers presented by the Newspapers Section
at IFLA General Conferences

[International Federation of Library Associations and Institutions].

– München : Saur, 2003, 260 p. 21 cm

(IFLA publications ; 107)

ISBN 3-598-21837-0

Bibliographic information published by Die Deutsche Bibliothek

Die Deutsche Bibliothek lists this publication in the Deutsche Nationalbibliografie;

detailed bibliographic data is available in the Internet at

<http://dnb.ddb.de>.



Printed on acid-free paper

The paper used in this publication meets the minimum requirements of American National Standard for Information Sciences – Permanence of Paper for Printed Library Materials, ANSI Z39.48.1984.

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K. G. Saur Verlag GmbH, München 2003

Printed in the Federal Republic of Germany

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Printed / Bound by Strauss Offsetdruck, Mörlenbach

ISBN 3-598-21837-0

ISSN 0344-6891 (IFLA Publications)

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INTRODUCTION

The issue of this group of IFLA conference papers marks a real change for the former IFLA Round Table on Newspapers. In 2002, as part of wider structural changes within IFLA, the Round table on Newspapers secured Section status, becoming the IFLA Newspapers Section, at a resolution of the Standing Committee at the 68th IFLA General Conference, Glasgow, 2002.

For many years, the Round Table on Newspapers has been active in promoting:

- awareness of newspapers collected by libraries all over the world
- the need to provide access to collections of newspapers
- the future preservation of newspaper collections

Such work has been pursued through the regular contacts of librarians, businesses and technical experts. These efforts find a logical outcome in the organisation of seminars, of conferences, of workshops, and General Conference Open Sessions. The presentation of papers at these events forms an essential part of fulfilling the objectives of the Round Table. The Round Table organised conferences in 1987¹, in 1990², and in 2000³, and also in 2003⁴. This compilation of 35 available past papers, given at IFLA General Conferences, is intended to complement these previous events and the publication of the papers presented at them.

The papers show clearly the universality of the newspapers, together with the vast scale of newspaper production for over three hundred years. The organisation of newspapers within libraries, of securing access to them and ensuring that they are copied to guarantee the future availability of the texts has occupied the attention of many for a long time. Taken together, the papers bear witness to the varied activities in many countries to make access and preservation measures effective. Perhaps the best reason for printing these papers now is the rapid development of the Internet, and the great advances in sophisticated software, which together are fast changing the ways in which publications are created. Libraries will have to respond to rapid change in the near future, and promote alternative ways of providing access to information not only created in the digital environment, but also for printed publications.

The papers are presented as received. Only evident typing errors and inconsistencies have been eliminated and citations made more uniform. Titles of newspapers and other publications are italicized when first mentioned. Minor stylistic changes have been when necessary. Orthographic predilections of individual authors (e.g. the use of upper or lower case for certain terms and titles) have been kept, however. For the transliteration of Russian the

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- 1 Ian P. Gibb (Editor): *Newspaper Preservation and Access*. Proceedings of the Symposium held in London, August 12-15, 1987. 2 vols. München: K.G. Saur, 1988. (IFLA Publications 45-46.) ISBN 3-598-21775-7; 3-598-21776-5.
 - 2 Eve Johansson (Editor): *La Presse de la Liberté. Journée d'études, Paris, le 24 août 1989*. München: K.G. Saur, 1991. 122p. (IFLA Publications 58.) ISBN 3-598-21786-2.
 - 3 Jennifer Budd (Ed.): *Managing the Preservation of Periodicals and Newspapers / Gérer la conservation des périodiques et de la presse*. Proceedings of the IFLA Symposium/Actes du Symposium IFLA. 2002, 175 p. (EUR 58/IFLA Members EUR 43.50) ISBN 3-598-21833-8.
 - 4 *Newspapers of Central and Eastern Europe: Access and Preservation*. Post Conference Seminar, Berlin, 9-11 August 2003.

international transliteration system has been used, for Chinese Hanyü Pinyin. Some historical and dialect renderings (e.g. Ta Kung Pao) were not changed.

Several papers present titles of newspapers partly in English translation only. It was not possible to provide the original titles in time for the present publication, unfortunately.

An index of newspaper titles was added to facilitate access to the wealth of data; as most contributions deal with the press of geographical areas, or with other clearly defined subjects, a general index seemed dispensable.

The IFLA Newspaper Section is pleased to present the papers of many colleagues, given since 1990, which explore the challenges of recording and preserving the results of past newspaper production. This publication has been a collaborative effort, and thanks are due to Sandra Burrows, and Else Delaunay for their work in bringing the collection together.

Dr. Hartmut Walravens

Chairman

IFLA Newspapers Section

Berlin, Sept. 2003

NEWSPAPER PRODUCTION TECHNOLOGY TODAY AND IN THE 20 YEARS TO COME

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Abstract

Examines developments in newspaper production techniques in Scandinavia and Finland since the 1960s. Most newspapers in Scandinavia have now invested in web offset presses, which make possible improvements in quality of printing that are particularly a concern of advertisers. The level of investment is high and has to secure production for the next 15 to 20 years. Presses now being installed will produce newspapers for the early years of the 21st century. Main development trends foreseen are an increase in the use of colour and in the number of pages. Uses of page-facsimile technology, facsimile transmission to subscribers, insertions and electrostatic printing are considered.

When trying to get the picture of what is happening in the newspaper industry today, I think a short look backwards will be appropriate. I'm looking at the situation as it is in Scandinavia and Finland where, in the last decade, we have seen changes in the production techniques, maybe more than elsewhere in the world. Beginning in the early sixties newspapers in our countries began to move away from a typesetting technique that had been used for almost four hundred years. The conversion from the use of hot metal for moulding types to phototypesetting, or as we called it «coldset», was a great task for all the people involved.

Coldset technology made an instant improvement in the productivity and the flexibility of typesetting. It also gave the graphic workers a totally changed environment with much more of an office atmosphere than industrial one. Many people were concerned with fear about losing their jobs and of course the heaviest jobs like etching and moulding were not needed anymore. The vast increase in volume, however, demanded more people in other areas and no one was left without a job.

In the first period of the new era with phototypesetting and until today, the new technology was used just to replace the tools; there was no effort made to reorganise the workflow. All emphasis was put in learning how to use computers instead of lead in typesetting. In the last years the interest in a totally new organisation of the newspaper production process has been seen. At many newspapers today, editors and graphic typographers work side by side in a new organisation and the technical departments are being decentralised, which is essential if you aim to go to computerised full page make-up.

Newspapers throughout the years have been printed with letterpress machines, but in the last twenty years we have seen this old technology give way to the offset method. The reason for this change in technology is that offset is a much more flexible process. Platemaking and the changing of plates is easier, but foremost the printing quality is higher. The offset method makes it possible to print 4-colour with high quality and in good register.

Today most of the newspapers in Scandinavia have invested in web offset presses, but there is still a lot of work to do before we can say that the printing quality is at a level that advertisers can accept. Great efforts are today made to reach an optimum in quality, not the highest level of quality but to a level that is possible to maintain. The new offset technology offers possibilities for improvement in quality and these improvements are essential if newspapers want to stay on the advertising market in the future. If newspapers fail in this

work, advertisers will find other ways to get out their message and then we will probably have no newspapers.

Today

How will newspapers be produced in the next twenty years?

What is happening now will influence the technology for a very long time ahead. Today we see how newspapers are investing great sums in new technology, both in the pre-press areas and in presses – more than ever before. A large number of new presses are to be installed in a very short period of time. The orderbooks of the press manufacturers are filled and if a newspaper today wants to buy a new press, the time for delivery is very long, up to three years from the decision.

The reason for this is that the last newspapers in Scandinavia, still printing with old letter-presses, must change these to new offset presses for quality reasons and to be able to compete in the 4-colour market, and at the same time newspapers that bought new offset presses about 15-20 years ago now need new equipment. The quality and the capacity which the old presses have is not enough to meet the demands today.

Presses bought today are extremely flexible and many of them can print 4-colour on every page. They are also very expensive; the great request from the market has raised the prices but modern newspaper presses are also equipped with a great deal of sophisticated electronic systems, much more than in earlier days. A common figure in investment for a new press to a medium size newspaper is SEK 100-200 millions. For the bigger newspapers with demands in more pages and more 4-colour the price increases rapidly. To take an example, for *Svenska Dagbladet* and *Aftonbladet* the investment for their joint new printing plant outside Stockholm is about SEK 750 millions and *Dagens Nyheter* has calculated SEK 2300 millions for their new printing plant that is going to be built within the next three years.

The level of the investments is high and these investments are made to secure production for the next fifteen to twenty years. The decision of how to produce newspapers in the next twenty years is to be made today. Therefore a closer look at the kind of equipment purchased now gives you a hint of what the branch is expecting from the future.

You can see two main trends: An increase in the use of colours and also in the amount of pages. Newspapers in Scandinavia do not seem to count on significant changes in circulation.

From a technical point of view, it is much easier to meet demands in higher circulation than in more colour and pages. If circulation increases you simply print a few minutes longer, but if demands of more colour and more pages rise you have to rebuild your press or install a new one.

Page-Facsimile Technology

A consequence of the higher volumes of the newspapers is that the presses are getting bigger and very often the newspaper houses, situated in the city-centres, cannot give the space requested for the new press. So a new presshouse has to be built outside the town while the editorial and the prepress departments are kept in town. This very common situation calls for a solution for transferring pages from one place to another. Mostly the newspapers still use «taxi-fax»: You drive the pages in a car. But many newspapers also invest in telecommunications for transferring the pages to the printing plant.

Pagefax via earthbound telecommunication or via satellite is an area which has seen great improvement in the last years and it opens the possibility to print the paper in remote places. The technology, however, is very new and the greatest problem is that you have to use a network built for analogue transfer to do digital transmission.

Still the technology is used by a number of newspapers and today it takes about 1,5 minutes to transfer one page.

In connection with telecommunications, the question about sending the newspaper directly via pagefax to the reader has been aroused; but as things are we do not see how this is to be done technically to a great number of subscribers. Of course, with the proper equipment the technique today allows you to transmit and receive pages almost anywhere, but it is not possible to send to more than a handful receivers. As an extension of this technology it is of course possible for the receiver to print out just the pages he is interested of, but then you have lost the whole idea of a newspaper. All the information is there for you to see and you select what you will read. The rest is there and you can easily go back and find it. That is also why advertisers prefer newspapers to, for example, TV or direct mail. You reach your audience with an interesting mix of news and advertisements, not only the latter or as in TV a short glimpse that is gone after a few seconds. However, you can find several «prophets» who talk about the necessity of producing customized newspapers in a near future.

As I see it, taking into consideration the pace for extending the networks for telecommunications and the need for better telecommunications for the industry, there will be no possibilities to transfer newspapers computer-to-computer directly to the readers. It might be interesting to transfer papers to remote places, out of reach for a normal distribution within a reasonable time and tests are being carried out in this area at one newspaper in Finland.

Facsimile Newspaper

Research and tests are being done to examine the possibility of sending a newspaper to readers you otherwise cannot reach. The texts are made at *Turun Sanomat* in Finland. Turun Sanomat has made an agreement with a travel agency to transmit a fax newspaper to Finns abroad on holiday. The newspaper sends one newspaper specially made for this purpose, consisting of two pages in A4 size. The paper is transmitted by the common telefax to a receiver at the hotels, where it is then copied according to the need. The readers get a choice of news from home and it is very popular. The main problem with this project is finding the time for transmitting when there is low traffic in the telecommunications. It takes a rather long time to transmit although the format is only A4.

Inserting

Another way for newspapers to increase the capacity of the press is to preprint sections of the paper that can be done in advance and then insert the sections into the main newspaper when it is being printed. This is economical as you use the press at times when it is not normally in use. Most of the newspapers are printed within two hours and the press is idle most of the twenty-four hours and only costs money. Equipment for inserting has come on the market within the last five years and the technology allows you to insert not only products printed in your own press but also other products. For the reader it can be difficult to see what is in the newspaper and what is not and there is criticism against the use of the newspaper as «an envelope» for direct mail.

Electrostatic Printing

A totally new technology that is under development and that may change the newspaper production in the future is electrostatic printing. The idea would be that the editorial computer system is directly connected to the press. The printing cylinders are similar to the copiers we use today and the pages are electronically charged to the drum and can be altered theoretically for every turnaround. Until now, unknown possibilities to make special newspapers aimed at groups of readers have been opened up with this technology but it is not yet operational for newspapers and probably will not be within the next ten to fifteen years. And from that time the step to production is long.

Summary

The newspaper industry in Scandinavia is in the middle of heavy investments. Investments in both new technology, and in education of the staff in order to take full advantage of the new possibilities. It will take a long time before an optimal productivity and quality is achieved and the branch is unlikely to be able to alter the production technology again within the next twenty years. The period of time is too short and there doesn't seem to be the same need for changes in the future as is today. The old technology was around for almost 400 years, let's hope that the new technology will survive the next twenty.

DEVELOPMENT OF THE SWEDISH PRESS AND JOURNALISM SINCE THE THIRTY YEARS WAR UNTIL TODAY

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Abstract

The paper presents a concentrated account of the development of Swedish newspaper press and journalism from its beginning in 1645 until today.

During the epoch of royal autocracy in the 17th and 18th centuries there existed only one newspaper proper, the time-honoured *Ordinari Post Tijdender*, today the world's oldest existing periodical publication (under the name *Post- och Inrikes Tidningar*). Later in the 18th century several more newspapers appeared, and the press also began to play a part in the political debate. This trend was continued during the 19th century, and a great political breakthrough for the press was achieved by the liberal *Aftonbladet* (founded in 1830). During the last decades of the 19th century the decisive steps were taken towards mass distributed newspapers, especially with *Dagens Nyheter* (1864) and *Stockholms-Tidningen* (1889). In the beginning of the 20th century these and other leading newspapers were technically and journalistically modernized, mainly after American patterns.

The total circulation of the newspaper press has been in growth during the whole 20th century, but after the Second World War a large number of newspapers has disappeared, and the rising number of copies has been concentrated to a smaller number of newspapers. An end to newspaper death has, however, been put by a very extensive system of governmental support (from 1971) to newspapers that are in a competitively bad situation. A remarkable feature in the development of the latest decades is the successes for the popular tabloids, in particular *Expressen* (founded in 1944) and the older *Aftonbladet*. The newspapers today have a total circulation of around 4, 9 million copies for a population of barely 9 millions, which means that Sweden has one of the most frequent newspaper-reading populations in the world.

1. The Seventeenth and Eighteenth Centuries

The Swedish press is not the oldest in the world, but of all the newspapers there are in the world, the one with the longest uninterrupted length of life is Swedish. This newspaper is called *Post- och Inrikes Tidningar* and is today merely an organ for official announcements from the government. When it began to appear, it was a newspaper that brought news to the Swedes about the ongoing war on the Continent – the war that was to be called the Thirty Years War, and in which Sweden took part. The name was at the start *Ordinari Post Tijdender*, and the first copy was published in 1645. Since then it has been published, roughly speaking, with no interruptions, even if the name and the contents have changed during the years.

Ordinari Post Tijdender was the first regular periodic publication in Sweden but it had some forerunners. The earliest newspaper proper, being published once a week, appeared on the Continent around 1610. In Sweden a copy of a newspaper, bearing the name of *Hermes Gothicus* was published in 1624. Possibly, it was planned to appear regularly, but after the first copy it was not continued. In the 1620s and 1630s when the Swedes were involved in the wars on the Continent, king Gustavus II Adolphus and his advisors purposefully used the printing presses in order to spread propagandistic «relations» and leaflets about the war events. These items were not published periodically, only on special occasions, but they

show that there existed at an early stage awareness of the political significance of the printed word.

During the 17th century Sweden was governed by royal autocracy and, as other countries having a comparable political system, e.g. France, the press was placed under direct governmental control. *Ordinari Post Tijdender* was for many years the only newspaper permitted in the country. The government thus acquired monopoly on the news distribution, and the paper was edited by the postmaster of Stockholm. The contents were hardly more than foreign political and military news, but a few advertisements for, among other things, books also appeared even at this early stage. Towards the end of the 17th century the royal autocracy under king Charles XI got tougher, and after 1688 the country possessed a *Censor librorum* whose task it was to make a preliminary review of all prints, books as well as newspapers.

Beside *Ordinari Post Tijdender*, or *Posttidningen*, as it is often called, there existed for many years not more than one or two scientific journals, among others *Daedalus Hyperboreus* (1716-1718), a journal that accounted for technical experiments and inventions, and among whose contributors was the great Emanuel Swedenborg. A new, important stage in the history of the Swedish press was, however, begun when the first copy of the weekly publication *Then Swänska Argus* was published in 1732. *Argus* was a «moral» journal or essay-paper, based on the pattern of the famous British journals *The Tatler* and *The Spectator*. After 1720, the royal autocracy was succeeded by a more liberal political system, and it was now possible to conduct a somewhat more open discussion. *Argus*, which ceased in 1734, contained, however, mainly satirical essays on human virtues and failures, sometimes with political allusions. The journal was written in its entirety by one single man, Olof von Dalin, an innovative master of style. *Argus* was a primer to the evolution of the Swedish language.

During the following decades the news journals also began to grow in number. Until around 1750 *Posttidningen* was in reality the sole existing news medium, but after this year local news magazines by and by appeared in the greater cities, first in Stockholm, Gothenburg, Norrköping and Karlskrona. These newspapers had, however, for a long time rather meager contents, mainly commercial announcements and literary stuff. Foreign news were, as before, reserved for the governmental *Posttidningen*. Nevertheless, the contents of these new papers testify that there now existed a growing social and economic base for the press, and it is obvious that the newspapers were beginning to attain importance as service media for industry and commerce.

The need for local and domestic newspapers was realized even at the highest level and caused the editor of *Posttidningen*, the postmaster of Stockholm, to begin editing *Inrikes Tidningar*, whose task it was to convey domestic news as a complement to the foreign news in *Posttidningen*. These two journals were each published three days a week, a system that continued until 1821, when they were merged into one daily newspaper under the still used name *Post- och Inrikes Tidningar*.

The first daily newspaper in Sweden was, however, *Dagligt Allenhanda*, that appeared in 1769 in Stockholm. *Dagligt Allenhanda* became the dominant medium for the local news and advertisements in the capital. It might be worth mentioning that thus the Swedes got newspaper earlier than, for instance, France.

Politically, the decades around mid 18th century were marked by the fights between two party groups, the bureaucratic and mercantile «hattarna» (hats) and the middle class «mossorna» (caps). The debates between these two groups indicated the beginning of a parliamentary system and was important also for the press that during the 1750s and 1760s grew more political than ever before. Both «hats» and «caps» published journals where they

attacked their opponents, and it was now possible even to refer the parliamentary debates in the press.

The most important expression for this new climate was, all the same, the fact that Sweden in 1766 passed a Press Law, that was extraordinarily liberal for its time and in many ways laid the ground for the great freedom that the Swedish press has enjoyed. Behind the Press Law of 1766 lay ideas emanating from the Continental Enlightenment philosophers and from liberal England. Most important in the Press Law was the total abolition of censorship, meaning freedom for anybody to publish a newspaper without preliminary supervision but yet responsibility for the contents not offending the laws. A principle of public access to official records was also brought into practice, making it possible to scrutinize and publish documents emanating from various authorities.

The Press Law brought about a more intensive political debate in the press, but in 1772 king Gustavus III accomplished a coup d'état and during his reign and that of his successor, Gustavus IV Adolphus, the freedom of the press was confined in various ways. Every publisher had to apply for a personal charter on his newspaper, and detailed directions as to the contents of the newspaper were issued. These directions were, of course, particularly restrictive when it concerned political discussions and news. The Swedish newspapers were, for instance, forbidden to publish news about the French Revolution.

During these politically severe years the cultural and literary stuff flourished instead in the press. *Stockholms Posten* (1778-1833) that during the 1780s and 1790s was edited by the brilliant poet and critic Johan Henric Kellgren, became a superior cultural newspaper. Kellgren was perhaps the most important intermediary to Sweden of the modern ideas of the Enlightenment, and in *Stockholms Posten* he published not only many of his own poems but also many reviews and contributions to the cultural debate.

2. The Nineteenth Century

The dictatorial reign of Gustavus IV Adolphus was overturned in 1809, and a new, liberal Press Law (1810-1812) established the freedom of the newspapers to appear without censorship. The Press Law, however, made it possible for the authorities to withdraw the publishing licence if a newspaper was considered to contain matters contrary to the regulations. This «power of suspension» was used many times during the following years, but all the same the press began to act as a major force in society. The Press Law also brought about the start of many new journals, both newspapers and specialized publications on culture, science and popular reading. The editions were, however, still small. Most journals could only count on some hundred buyers, and the readers were limited to the highly educated and economically well off classes. Journalism was as yet no profession in its own right, but usually just a second occupation for literally inclined persons.

A big political breakthrough for the press was the start of *Aftonbladet* in 1830 by Lars Johan Hierta. *Aftonbladet* was the leader of the liberal middle class opposition against the conservative system and soon became the totally dominating journal. *Aftonbladet*, being both the leading political organ and the most forward newspaper, was spread all over the country and in 1840 reached the biggest circulation a Swedish newspaper hitherto had attained, around 8,000 copies. The authorities tried to stop the paper, but Hierta cleverly evaded them, and after some turbulent years the «power of suspension» was abolished. By this the freedom of the press, which has been maintained, roughly speaking, ever since, was established. *Aftonbladet* and Lars Johan Hierta thus played a very important role for the liberation of the political debate and for the development of a parliamentary and democratic system.

Outside Stockholm several journals, making the debate and the distribution of news more lively, were founded, too. Now, even in the distant northern parts of Sweden newspapers began to appear. Among the new liberal papers *Göteborgs Handels- och Sjöfartstidning*, in particular, made its mark. Later on, it became a leading political and cultural organ. The conservative papers, sometimes economically supported by the king and the government, could not measure up to this new liberal press, neither in circulation nor in influence.

Many new steps in modernizing the newspapers were taken from the 1860s and onwards. At this time better technical conditions for the production and the distribution had been created, e.g. the railway and the telegraph. The political democratization and the social equalization had caused a growing interest in reading newspapers, and the ability to read, that since old has been rather advanced in Sweden, was further improved after a decision in parliament to introduce a compulsory ground school.

A journalist who early realized the new possibilities was Rudolf Wall, who in 1864 started *Dagens Nyheter* in Stockholm. *Dagens Nyheter* was a popular and cheap morning paper, created after the patterns set by foreign mass journals like *Le Petit Journal* in Paris. It used effectively the modern communications for the gathering and distribution of news, it was politically radical and contained a lot of popular reading, for instance feuilleton novels in the French style. *Dagens Nyheter* soon became the biggest daily newspaper in the country and reached a circulation of around 25,000 copies during the 1880s.

The decisive step towards the mass distributed daily newspaper was, however, taken by *Stockholms-Tidningen*, which was founded in 1889 by Anders Jeurling. *Stockholms-Tidningen* used the same commercial and journalistic methods as *Dagens Nyheter* but to a greater extent: a low price, active selling methods, popular contents with a lot of concentrated news and popular reading. It was the first Swedish newspaper to reach a circulation of more than 100,000 copies, which it did even before 1900. *Stockholms-Tidningen* was in a high degree a journal for the lower middle class and succeeded early in acquiring the important market of Stockholm for small advertisements. In spite of its name, it was also widely spread outside the capital.

The last decades of the nineteenth century were marked by hardening conflicts between conservative and radical forces in Sweden. By this time industrialization had gathered momentum and the base was laid for a strong socialist labour movement and for a socialist press. In 1884 *Svenska Dagbladet* was founded and soon became the leading conservative organ. The first important daily paper within the labour movement were *Social Demokraten* in Stockholm (1885-1958) and *Arbetet* in Malmö, founded in 1887 and still the biggest social democratic morning paper. During the years following 1900 several other socialist newspapers were started in other regions of the country. Generally speaking, it has been hard for the socialist or social democratic press to stand up against the older liberal or conservative newspapers which have been stronger in the important fight for advertisements. The political domination of the Social Democratic Party for a great part of the twentieth century has thus not had a counterpart within the press.

Towards the end of the nineteenth century the Swedish newspapers began to reach readers other than the highly educated and well off. The country dwellers and the labourers and artisans in the towns now frequently bought and read newspapers. This development was facilitated by the current modernization of the press itself. The contents of the newspapers grew more popular, new journalistic methods (the reportage and the interview) were introduced, the distribution was speeded up, and the amount of popular reading was increased. The newspapers also became noticeably cheaper.

3. The Twentieth Century

The next step in the modernization was taken some years after the beginning of the twentieth century, when the biggest newspapers changed their editorial principles after American patterns. The size of the until now very big pages was diminished and the number of pages was increased, a change made possible by the use of modern rotation presses. Earlier the advertisements used to be printed on the front page but now the major news were gathered there. The first newspaper to use this method was *Dagens Nyheter* (1909) but the other daily newspapers in Stockholm soon followed suit. This development was stimulated by the intensive flow of news during the First World War. Sweden was not directly involved in this but the sensational news from the war caused a general breakthrough for a front page layout with big headings and photo illustrations.

Around 1920 Sweden had more general newspapers, about 235, than ever before. However, many of them were small and were not published all days of the week. Most of them had local competition but managed all the same to continue; they often were published every other day and many of them in the afternoon, as a complement to the morning papers. The dominating morning papers in Stockholm were at this time the liberal organs *Stockholms-Tidningen* and *Dagens Nyheter*, the conservative *Svenska Dagbladet*, and *Social-Demokraten* of the labour movement. The old evening paper *Aftonbladet* had receded both in circulation and in reputation. In the second biggest town, Gothenburg, the two dominating papers were *Göteborgs Handels- och Sjöfartstidning* and *Göteborgs-Posten* (founded in 1858). In Malmö, the third town, there were among other newspapers the social democratic *Arbetet* and the conservative *Sydsvenska Dagbladet Snällposten* (dating back to 1848).

During the 1920s, the Stockholm press became more and more and more involved in the transactions of great capital. *Dagens Nyheter* was bought by the big publishing concern Bonniers, to which it still belongs, while *Stockholms-Tidningen* and *Aftonbladet* were taken over by the tycoon Torsten Kreuger. At the beginning of the 1930s, he equipped *Aftonbladet* with presses for tabloid format, and the newspaper thereafter went through one of the most sensational changes in the history of the Swedish press. The paper, replete in traditions but dilapidated, was transformed into a modern evening paper with a fast and sensational news distribution with big headlines, many pictures, a lot of sport, cartoons and so on. At the end of the 1930s the circulation was nearly 200,000 copies, and this made *Aftonbladet*, for the second time, the biggest Swedish newspaper.

The Second World War meant important changes to the press. Neither this time was Sweden directly involved in the war but kept a neutral line that in the beginning, however, meant yielding rather much to demands from victorious Germany. Especially after the occupation of Denmark and Norway in 1940 by the Germans the Swedish government tried in different ways to influence the formation of opinions and distribution of news by the press in order to make it not too challenging. The Second World War therefore was in many ways a relapse into a more repressive press policy. Yet many newspapers followed a strict anti-nazi line during the whole war. Most conspicuous was *Göteborgs Handels- och Sjöfartstidning* under the guidance of Torgny Segerstedt, a controversial professor of theology who made a great contribution as publicist in the fight against Nazism.

The successful *Aftonbladet* showed, on the other hand, a pro-nazi attitude, which provoked countermeasures from other newspapers. Two new tabloids were launched in Stockholm, the social democratic *Afton-Tidningen* (1942-1956) and *Expressen* (1944), belonging to the Bonnier group. In a short time *Expressen* became a powerful competitor for *Aftonbladet*, and from the end of the 1950s *Expressen* is the biggest daily newspaper in Sweden.

Aftonbladet has, too, had great success, and the market for popular tabloids has in general been very favourable in Sweden during the latest decades. The two big Stockholm tabloids are nowadays distributed all over the country (partly also printed outside Stockholm) and are generally read as a complement to the local morning papers.

For the Swedish press in general the first few years after the Second World War were troublesome, due for instance to a dramatic inflation. Many newspapers had to close down, and in fact the 1950s and the beginning of the 1960s was a period when almost a third of the independent newspapers disappeared, usually those ones that could not stand up in the local competition. The absolute size of the circulation did not seem to mean so much. The total circulation of the press was, however, still rising – the total number of copies was thus concentrated to a smaller number of newspapers. Such trends of concentration became more apparent as to the ownership of the newspapers, too. A much debated business transaction took place in 1956, when Torsten Kreuger sold Stockholms-Tidningen and Aftonbladet to the LO, the central organization of the labour trade unions. Those two old liberal newspapers thus turned social democratic.

The newspaper death created a wide debate, and it was demanded that society should give economic support to the press. It was said that if the laws of market economy were to rule without restrictions within the newspaper branch, there would at the end exist only a few newspapers, and thereby the time honoured, many sided formation of political opinion in the Swedish press would be jeopardized. Others rejected the idea of governmental support to the press, fearing that such support would render the newspapers economically dependent on the politicians in power.

During the 1960s some newspapers were closed down in a remarkable way, among others Stockholms-Tidningen, the biggest social democratic morning paper. After this there was a parliamentary majority for an extended governmental support to the daily papers, perhaps the most extensive one in any country. The support was introduced in its present form in 1971 and has almost totally put an end to newspaper deaths. The most important part is the direct «production grant», which by certain rules is given to those newspapers that are in a competitively bad situation. The newspapers that dominate in their regions are, on the other hand, not given production grants. Neither do the big tabloids receive such grants, as they are sold mainly in single copies. The press support is expensive for the government, i.e. the Swedish tax-payers, and for that reason it sometimes causes discussion, even if nowadays hardly anybody suggests that the support really has made the press politically and economically dependent on the persons in power.

The contemporary Swedish newspapers have a total circulation of around 4.9 millions of copies for a population of barely 9 millions, which means that Sweden has one of the most frequent newspaper-reading populations in the world. The number of newspapers is approximately 170, but this figure also includes local papers that appear only once or twice a week. If you take into account only those newspapers that appear 4-6 times a week, the number is around 100. The biggest newspapers for the time being are as follows:

Expressen (popular tabloid, Stockholm), around 570,000 copies

Dagens Nyheter (morning paper, Stockholm), around 415,000 copies

Aftonbladet (popular tabloid, Stockholm), around 400,000 copies

Göteborgs-Posten (morning paper, Gothenburg), around 275,000 copies

Svenska Dagbladet (morning paper, Stockholm), around 225,000 copies

Idag (popular tabloid, Gothenburg/Malmö), around 200,000 copies

The biggest newspapers outside Stockholm, Gothenburg and Malmö are *Nya Wermlands-Tidningen* in Karlstad (around 72,000 copies) and *Nerikes Allehanda* in Örebro (around 70,000 copies).

The Swedes thus are in a high degree a newspaper-reading people, and usually they do not just read a local morning paper but also one of the tabloids *Expressen* or *Aftonbladet* (the similar *Idag* is limited to the southwestern part of the country). As already remarked, the increase for these tabloids during the latest decades is a remarkable feature in the development of the Swedish daily press. The tabloids have gained their successes by a very active, selective journalism, that is much more a complement to other mass media than a competitor. In particular, the tabloids have become a complement to television, and great parts of their contents are in different ways related to the TV programmes.

The Swedish newspaper press was earlier in a high degree a political party press, being mouthpiece for and often owned by the political party groups. Most daily newspapers take part in the political debate, but in most cases the party ties have been cut off, even the economical ones. Exception must be made for the so called A-press, which is a collective name for a group of social democratic papers, owned by the Social Democratic Party and the LO. The majority, and the biggest, of the newspapers can be marked as liberal or conservative. *Expressen*, *Dagens Nyheter* and *Göteborgs-Posten* are of a liberal colour, *Svenska Dagbladet* is conservative. The biggest social democratic paper is the popular tabloid *Aftonbladet*.

The last few years have been favourable for the Swedish newspaper press due to a good economic situation in society, which has meant high income from advertisements. However, it should be remembered that this income is unequally distributed and that several newspapers are heavily dependent on the governmental press support. Technically the newspapers are well advanced and possess, generally speaking, a very modern equipment for news gathering, printing and distribution. The change into modern computerized methods of production has, on the whole, passed without trade union conflicts, all in old Swedish tradition. Newspaper reading among the public is stable and new electronic mass media do not yet seem to threaten the printed media.

A negative factor is the heavy rise in costs during the last years, which has made it almost unsurmountably expensive to start new newspapers, and which can pose problems for those papers that soon will have to renew their technical equipment. As to the production there is now a clear trend towards co-operation between the newspapers, even if they politically belong to different camps. A significant example of this is the fact that the biggest social democratic newspaper, *Aftonbladet*, and the biggest conservative one, *Svenska Dagbladet*, only this year have begun to use a new, common printing house in Stockholm. Also this remarkably unprejudiced attitude contributes, in its way, to the strong position that the Swedish newspaper press must be said to possess on the threshold to the twenty-first century.

COLLECTION DEVELOPMENT AND MANAGEMENT PROBLEMS ASSOCIATED WITH RUSSIAN AND SLAVIC NEWSPAPERS: THE HOOVER INSTITUTION LIBRARY'S EXPERIENCE

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Abstract

A strong argument can be made for microfilming newspapers, from the perspectives of both preservation and collection development. Because budgets and space are limited, and because many retrospective newspapers are no longer available in original format, microfilm may be the only practical means of building collections, particularly in countries where political unrest may have led to loss of original materials. Conditions are now favourable for the acceleration of efforts to establish co-operative international microfilming projects. In addition to discussing the holdings and the preservation program of the Hoover Institution, this article suggests ways in which some practical obstacles to co-operative projects may be overcome through

1. providing needed equipment and supplies,
2. guidance related to technical standards,
3. off-site film processing, and
4. enhancement of bibliographic access and control.

The Hoover Institution on War, Revolution and Peace was founded in 1919 by Herbert Hoover in order to collect and preserve historical data on World War I. Since that time it has become a major international centre for documentation and advanced study on twentieth-century social, political, and economic change. Outstanding among its holdings are the Russian/Soviet and East European collections. The Russian Collection was begun in 1919 when contact was made with members of the Russian Political Conference delegation convened by tsarist and Provisional Government ambassadors in Paris. In succeeding decades this collection has been systematically expanded, and an active acquisitions program instituted for other East European countries as well. The Library and Archives today continue to gather and preserve all possible primary and secondary documentation on recent political, historical, and ideological developments in this part of the world, as well as on the international affairs and intrabloc relations of these countries.

The Library holds over 450,000 volumes in its Russian/Soviet/East European collection. There are also over 7,000 periodical titles and eight million archival documents related to this geographic area. In addition, the collection houses extensive newspaper files of over 2,200 newspaper titles, including a number of rare Russian and Soviet minority papers. The newspapers are highly valuable for research, frequently serving as primary sources for scholarly investigation, and especially so in research of a political or historical nature. In many instances, they represent the only available record dealing with specific events during times of political unrest or development.

In evidence of its commitment to making the Russian/Soviet/East European resources available to researchers of the present and the future, the Hoover Institution in recent years has undertaken several preservation projects related to these materials, covering such diverse areas as propaganda posters; original motion picture film; photographic prints and nega-

tives; the Okhrana archives collection; Russian/Soviet pamphlets; monographic material dealing with the Russian revolutions and the Russian Civil War; Soviet government documents; and the microfilming and cataloguing of 333 Russian/Soviet newspaper titles.

In all of our microfilming, we meet accepted preservation standards (ISO 4087) and exercise very careful quality control. In a number of cases, we do discard original issues after filming and cataloguing, a decision made foremost on the basis of space constraints but also because, given the inferior quality of newsprint and the cost for its conservation, we would not be able to treat most originals and therefore would not expect them to remain usable in future years. We do, however, retain at least one hard copy issue from each run so it will be available for exhibit purposes and for later examination of physical details. In addition, for those microfilmed titles which are considered rare in the Western world, we keep our entire series in original format.

Many of our newspaper runs, particularly for earlier dates, are incomplete. We make an effort to fill in gaps with issues held by other institutions in the United States, but in the majority of cases we are unsuccessful in this attempt since the titles we hold are often not available elsewhere within our country. Due to the difficulty of logistical arrangements and limited access to bibliographic databases of institutions in other countries, we do not ordinarily search for missing issue in Soviet/East European libraries. We do not duplicate work which has been done by another institution in the United States except in cases in which we have a significantly better run than has already been filmed elsewhere. The titles we microfilm are queued for filming on a national on-line facility (Research Libraries Information Network) as soon as a filming decision is made on them, in order to prevent duplication. The catalog record is updated following completion of filming with an indication that we hold the master negative as well as the positive. We thereby assume the responsibility for the proper care and environmental storage of the camera master, which will be used in the future only if the printing master is lost or destroyed. All positive copies are available to other institutions through interlibrary loan.

We find no unique problems in the preservation of newspapers printed in the languages of this geographic area; newsprint quality is universally bad. Though we usually have on our microfilming staff someone who speaks one or more of the relevant languages, this is not a requirement for filming these materials. Staff members quickly learn to recognise the names of the months of the year, which is really all that is needed, beyond routine microfilming expertise, for both filming and checking. All work for one reel (including retrieval, collation, minimal mending and flattening, target preparation, filming and checking), containing 600 newspaper pages, consumes on average 6.4 hours. The cost, then, for the production of two negatives and one positive reel of 600 pages is as follows (costs are given in US dollars, but the real purpose of these figures is not to indicate actual expenditures, but to provide a basis for comparative evaluation):

Labor for filming, including staff benefits	\$ 81.49
Film/processing	51.01
Boxes/collar	1.09
Shelf storage space, @ \$9.05/linear foot*	.26
Total	\$ 133.85

* This is the cost for a reel of microfilm stored in an individual box, and then placed in a six-pack box for shelving. The \$9.05 cost of space per linear foot is for the shelving unit only; it does not include the floor space it occupies.

In comparison, if we were to deacidify/strengthen a stack of 300 newspaper sheets (600 pages), the cost would be approximately \$45 (this estimate is based on the anticipated cost for mass deacidification, incorporating a strengthening process). This does not consider that further laboratory treatment might be needed for the newspaper, particularly if it continues to be served to researchers or if it is already brittle. The cost of oversized shelving, @ \$13.20/ linear foot, would be \$19.80 for a single stack of newspapers, for a total treatment and storage cost of \$64.80. The difference in shelving cost (\$19.54), however, would be incurred each year. In addition, retrieval/reshelving costs for microfilm are significantly lower than for newspaper hard copies. Assuming twelve researcher requests each year for our hypothetical 600 newspaper pages, one year's cost for serving the microfilm would be \$2.64, whereas the hard copy would cost \$25.08. This cost difference of \$22.44 would increase if the paper is brittle, thereby requiring more care in handling; it would also be incurred each year, assuming the paper continued to be requested. Adding the difference in shelving cost (\$19.54) to the difference in retrieval cost (\$22.44) for a total of \$41.98, it would be less than two years before a financial advantage would be realized by using microfilm instead of hard copy.

Aside from possible legal requirements for the retention of newspapers in original format, there are, of course, other factors to be considered when making a choice between microfilm and hard copy. The ideal situation would be to use both – to have microfilm as a security copy and for serving the majority of users and interlibrary borrowers, with originals made available for research requiring physical examination of the papers. But in those cases in which a decision must be made on whether to preserve original newspapers **or** to microfilm them, a strong argument can be made for the latter. This position is based not only on the financial reasons enumerated above, but also on a principle of broader service to the scholarly community.

As the world becomes smaller, as political barriers break down, accessibility and sharing of resources take on greater significance. We are increasingly aware, on the one hand, that it is the rare library which can serve the needs of every patron with the resources it houses. Budgets are limited, and space is at a premium; very often, collection development decisions must be made with a view to already established collecting strengths, and to the needs of the larger segment of an institution's clientele. Response to requests for materials beyond the ordinary collecting scope, therefore, requires accessibility through a system of interlibrary loan. It is uncommon for hard copies of newspapers to be provided by this means; microfilm, on the other hand, easily serves such a purpose, with the additional advantage of the assurance of a replacement if the loaned copy is lost or damaged. Microfilm thereby serves the global community and at the same time addresses local needs.

Another consideration is that so many of the world's retrospective newspaper holdings are simply no longer available, at any price. For newly established libraries, for libraries wishing to enhance their holdings, or for those libraries who have, in times of war or political unrest, lost significant portions of their countries papers, copies (in whatever form) of other institutions' collections may provide the only source for collection development. This solution does assume that co-operation in the area of collection development is a desirable goal, which may be a debatable point. There could, for instance, be a concern that an institution's unique character, as well as its scholarly reputation, might be weakened by dissemination of its holdings in this way. Countering this, however, is the advantage to be gained – through carefully considered and well co-ordinated co-operative programs or the exchange of already existing microfilm – in the enhancement of **each** collection, as well as improved service to researchers. The benefit to collection development, in fact, is a very strong justification for co-operative microfilming projects, second only to the fact that such projects

may result in preservation work which would not otherwise have taken place (preservation itself being a legitimate aspect of collection development). It is from this perspective of preservation and collection development, as compared to commercially-motivated projects, that I speak, with perhaps more relevance to retrospective filming than to current trends of co-active, governmentally sanctioned exchange between countries, I believe it would behoove us to strengthen our efforts to establish the foundation for co-operative preservation work. Microfilming is at present the most feasible means for doing this.

There are, of course, several practical questions to be addressed very soon after an agreement is reached on the theoretical advantages of co-operation. Can film, as compared to paper, be considered an acceptable medium of use? Does adequate equipment (e.g., cameras, readers, reader-printers) exist in all co-operating countries? What are the assurances that film processing will be carried out to archival standards? What method of bibliographic control is available?

The first question, microfilm versus paper, is not intended here to refer to legal obligations or to the need to preserve colour images, but to user resistance to microfilm on the grounds of other valid research needs, for aesthetic reasons, and on the issue of ease of use. For aspects of research requiring detailed examination of the newspaper as object, the Hoover Institution hopes that retention of one or several hard copies will be adequate. As for the latter two points, increased exposure to microfilm, along with the realisation that this medium may be able to provide resources not otherwise available, do much to alter user resistance. It is also essential that high-quality readers and reader-printers be provided for users in order to overcome their reluctance to work with microfilm.

In at least some co-operating institutions, there may in fact be a problem with the provision of adequate equipment, including cameras as well as readers and printers, a result both of prevailing economic conditions and deficient market supply. Since such circumstances are unlikely to improve dramatically within the next few years, and in fact may deteriorate further before ultimately becoming better, it is reasonable to suggest either that institutions in the Western world furnish equipment as a portion of their contribution to co-operative efforts, or that the actual filming take place in Western countries with up-to-date equipment. If the latter course is taken, the countries of origin may still need a contribution of the reader/printers necessary for using the microfilm. But even if these cannot be provided immediately, there is the considerable consolation of having the intellectual content of the papers preserved. The opening up of facilities which have been closed until recently will in all likelihood translate into increased usage of the newspapers in those libraries, thereby accelerating their rate of deterioration. Moreover, the volatility of political climates, carrying with it the potential that current favourable conditions may be rapidly altered, gives added impetus to the need to act as soon as possible.

The next question relates to archival standards in filming and processing. The use of proper targets, image orientation, reduction ratio, etc., is relatively straightforward and easily verified. Standards for processing may be more difficult to meet, and testing more complicated. If, in fact, it is not possible for a given institution to meet preservation standards with its existing equipment and methodology, and if there is no alternative to having the filming done on site, the film could be sent elsewhere for processing. (Film stock, by the way, could also be provided as part of the co-operative arrangement). A last resort would be to have non-archivally processed film duplicated in another country, producing a second «master negative» which meets preservation standards for physical quality. This is less desirable, of course, since this master would thereby be a generation removed from the camera master negative. Another possible option for smaller format materials which cannot leave their home institution would be to provide a photocopier to that institution as part of the ex-

change agreement and have the items photocopied on site and the copies sent to another institution to be microfilmed. This eliminates most problems of a more technical nature; the obvious disadvantage for newspapers has to do with the difficulty in photocopying issues of standard size.

A further requirement for effective co-operative work is bibliographic access and control, needed to set up projects and to prevent duplication of effort as well as to make film availability known to users on an international basis. Efforts are underway in this direction, both with a proposed commercial CD ROM preservation masterfile and plans for linking databases produced in the non-profit sector. Not only is there a professional obligation to provide readily accessible bibliographic records, but, pragmatically speaking, most granting agencies (in the United States, at least) require this as an integral component of funded projects. At this point, and into the immediate future, economic conditions in the Soviet Union and Eastern Europe may dictate that cataloguing be carried out in Western countries.

Expectations must be tailored to realities. It may be that we will never reach a goal of widespread international cooperation or universal adherence to preservation standards. It seems certain, also, that microfilm will be supplanted by an improved method of information preservation. These factors, however, should not prevent us from proceeding with activities which both serve our present needs **and** prepare us for options which may become available at some later date. I believe that preservation microfilming fills this role, and, in that regard, I would like to endorse the active and continuing involvement of the IFLA Round Table on Newspapers in the following efforts:

1. establishment of a mechanism for co-ordination of planning and implementing co-operative microfilming projects, including evaluation of the desirability of centralisation;
2. investigation of funding sources for co-operative filming projects;
3. encouragement of efforts devoted to the implementation of shared on-line bibliographic network and, in the interim, to standardisation of bibliographies, catalogues and union lists;
4. development and promulgation of relevant preservation standards;
5. reconciliation of international copyright restrictions with newspaper preservation goals; and
6. promotion of professional staff exchange arrangements which foster preservation training and co-operation, particularly in the area of microfilming.

In closing, I would like to read the words Mikhail Gorbachev used in a speech delivered at Stanford University of June 4, 1990, in another context, but which I believe apply equally to the goal of co-operative efforts in newspaper preservation and collection development: «To sum up, we are in favour of wide ranging co-operation of free and forceful minds who are aware of their responsibility for our common future and who are open to joint creative efforts and free and unimpeded exchange of their results».

