

Managing Newspaper Clippings in Print Media Libraries: A Study

Parveen Kumar^{1*} and Preeti Mahajan²

¹T.S. Central State Library, Sector 17, Chandigarh - 160017, India; parveencsl@yahoo.co.in

²Department of Library and Information Science, Panjab University, Sector 14, Chandigarh - 160014, India; ipreeti2001@yahoo.com

Abstract

This study is about the management of newspaper clippings in print media libraries of North India. The study includes data from twelve print media libraries from north India. The data was collected using the questionnaire method. The result shows that the print media libraries used traditional methods for storing newspaper clippings. Only 16.66% of the newspaper libraries used computerized indexing for managing their newspaper collection.

Keywords: Indexing, Newspaper Clippings, Newspaper Libraries, Print Media Libraries

1. Introduction

Newspaper libraries, earlier called morgues, are the repositories of newspaper clippings, photograph negatives, cuts (metal, engravings of photos) and hot metal galleys and additional material such as maps, dictionaries, and encyclopaedias. Today, the newspaper libraries and archives serve the daily needs of personnel working in the newspaper industry besides being an important source for researchers in History. The users of the newspaper libraries normally comprise the editorial staff, journalists, administrative staff, etc. who have different requirements of information depending upon their work.

The primary purpose of a newspaper library is to support journalists in reporting, editing and illustrating of news stories by making available information and graphic materials, both in print and electronic forms. The newspaper librarian usually acts as an intermediary between the journalists and the formal sources of information. Lot of information gets generated in a newspaper organization. It is the librarian who goes through the different news items, scrutinizes them, and classifies them for retrieval by the staff of the newspaper organizations. The newspaper librarian, therefore,

performs the roles of information gatekeeper, information intermediary, end-user coach, etc. In fact, newspaper libraries are invaluable for the press and the effectiveness of the press largely depends on the active and well-organized libraries in their organizations.

Today in the electronic world, most of the journalists use the internet for finding the background information. So, there is a need to explore whether the essential service of newspaper libraries, i.e., newspaper clipping is managed by the newspaper library professional or not. In this study, an attempt has been made to examine the present scenario of newspaper clippings in a few newspaper libraries in north India.

2. Review of Literature

Various studies have been carried out to analyze the management of newspaper libraries. American Newspapers Publishers Association (ANPA) (1966) surveyed 294 daily newspaper libraries in America and revealed that only 26 libraries used microfilm for their library record, 70% of the newspaper libraries clipped their newspaper, whereas 25% stored additional clips from other sources and 5% of the newspaper libraries did not

*Author for correspondence

have newspaper clipping files. No uniformity, however, was found in filing pictures, cuts, and negatives in the newspaper libraries. Ward, Hansen, and McLeod (1988) in their survey entitled “The News Library’s Contribution to News making” revealed 56% reporters and editors visit the library at least once a day and 26% prefer to get information on the telephone. The assistance given by the library staff included checking dates, spellings, statutes, biographical information, reference sources, newspaper clippings, conducting electronic database searches, identifying and selecting photographs, art or graphics, identifying potential interview sources, and retrieving material from other libraries. Joseph (1991) in his study entitled “Libraries of Newspaper Publishers in Kerala: a survey” noted that most of the newspaper libraries had shortage of staff as well as annual budget. Only six librarians possessed professional qualifications. Only 14 newspaper organizations had a separate area for the library. The study revealed that the services of the newspaper libraries in Kerala were far from satisfactory. Joseph (1994) in his study entitled “Development of Newspaper Libraries in India” revealed that the book collection of the newspaper libraries ranged between 50 and 54,300 and the periodicals ranged between 10 and 261. Only four libraries maintained an index, six libraries maintained the clippings in-box files, six libraries had file folders and six libraries used ordinary envelopes for storing

photographs. The study revealed that the newspaper libraries in India faced problems of insufficient reading material as well as staff. Jose, Panda and Rao (2005) in their study entitled “State of Automation in Major Newspaper Libraries in Delhi City: A Study” revealed that automation in majority of the newspaper libraries was in a state of infancy and suggested the formation of a local area network entitled “NPLIBCD” (News Paper Libraries Consortium of Delhi). Mahapatra (2007) in his study entitled “Newspaper libraries in Orissa” opined that the newspaper libraries should give greater importance to newspaper clippings and reference collection. All library services should be provided by the professional librarians.

3. Objectives of the Study

The objectives of the study is to study the existing state of newspaper clippings in print media libraries with emphasis on methods used for arranging and storing newspaper clippings.

4. Research Methodology

For the present study, the questionnaire method was used to collect the data from twelve newspaper libraries in north India.

5. Data Analysis

5.1 Profile of Newspaper Organisations and their Libraries

Table 1. Profile of Newspaper Organisations

State/ UT	Name of the newspaper organization	Year of establishment of the newspaper	Year of establish- ment of the library	Name of the Library	Language	URL
Chandi- garh	Dainik Bhaskar	2000	2000	-	Hindi	www.bhaskar.com
	Desh Sewak	1996	1996	-	Punjabi	www.deshsewak.com
	The Indian Express	1977	1991	-	English	www.expressindi.com
	The Tribune	1881	1957	-	English	www.tribuneindia.com
Delhi	Hindustan Times	1924	1956	HT Media Library	English	www.hindustantimes.com
	The Pioneer	1865	1991	-	English	www.dailypioneer.com
	The Statesman	1875	2000	Statesman Library	English	www.thestatesman.com
	The Times of India	1838	1950	Times Archives	English	www.timesofindia.com

Punjab	Ajj Di Awaaz	1985	2004	-	Punjabi	www.aajdiawaaz.com
	Ajit	1941	1955	Ajit Library	Punjabi	www.ajitjalandhar.com
	Amar Ujala	2000	2000	-	Hindi	www.amarujala.com
	Dainik Jagran	1942	1999	Jagran Library	Hindi	www.jagran.com

Table 1 depicts the general information related to the newspaper organizations and their libraries of Chandigarh, Delhi, and Punjab. The table shows that the newspaper library of 'The Times of India' is one of the oldest newspaper libraries under study established in 1950 followed by 'Ajit' in 1955, 'Hindustan Times' in

1956, 'The Tribune' in 1957, 'The Indian Express' in 1991 and 'The Pioneer' in 1991, 'Desh Sewak' in 1996, 'Dainik Jagran' in 1999, 'Dainik Bhaskar', 'The Statesman', 'Amar Ujala' in 2000 and 'Ajj Di Awaaz' in 2004 respectively. The table also provides the name of their libraries along with the website addresses of the newspaper organizations.

5.2 Indexing of Newspaper Clippings

Table 2. Indexing Clippings

Place	Name of the newspaper	Number of broad Subject headings used	Alphabetical order	Classified order	Their own scheme	Computerised
Chandigarh	Dainik Bhaskar	50	√	-	-	-
	Desh Sewak	-	-	-	-	-
	The Indian Express	750	-	-	√	-
	The Tribune	800	√	-	√	-
Delhi	Hindustan Times	145	√	-	-	-
	The Pioneer	450	-	√	-	-
	The Statesman	125	√	-	-	-
	The Times of India	1000	-	-	-	√
Punjab	Ajj Di Awaaz	-	-	-	-	-
	Ajit	600	-	√	-	-
	Amar Ujala	250	-	-	√	-
	Dainik Jagran	300	√	-	-	-

Table 2 indicates the number of subject headings used. Times of India has maximum number of subject headings (i.e., 1000) whereas 'Dainik Bhaskar' has grouped all clippings under 50 subject headings. Two libraries did not provide the data.

Table also shows that the newspaper libraries of Dainik Bhaskar, The Tribune, Hindustan Times, The Statesman and Dainik Jagran have arranged the newspaper clippings

in alphabetical order. Daily Pioneer, The Times of India and Ajit have arranged the same in classified order. The libraries of The Indian Express and Amar Ujala are arranging clippings according to numerical order with a separate index. Two newspaper libraries, i.e., Desh Sewak and Ajj Di Awaaz responded that they did not use any method to arrange the newspaper clippings in their collection.

5.3 Newspaper Clippings of Other Newspapers in the Newspaper Libraries

Table 3. Clippings of Other Newspapers

State/UT	Name of the newspaper	Newspaper Clippings from Other Newspapers	
		Yes	No
Chandigarh	Dainik Bhaskar	-	√
	Desh Sewak	-	√
	The Indian Express	√	-
	The Tribune	√	-
Delhi	Hindustan Times	√	-
	The Pioneer	√	-
	The Statesman	-	√
	The Times of India	-	√
Punjab	Ajj Di Awaaz	-	√
	Ajit	√	-
	Amar Ujala	-	√
	Dainik Jagran	√	-

Table 3 depicts the storage of newspaper clippings from other newspapers. Table shows that 50% of the newspaper libraries keep newspaper clippings of other newspapers.

5.5 Indexing Procedure

Table 5. Indexing Procedure

State/UT	Name of the newspaper	On Cards	Long Sheet of Paper	Any Other	Do Not index
Chandigarh	Dainik Bhaskar	-	-	-	√
	Desh Sewak	-	-	-	√
	The Indian Express	-	-	Computerized Indexing	-
	The Tribune	-	-	-	√
Delhi	Hindustan Times	-	-	-	√
	The Pioneer	-	-	-	√
	The Statesman	-	-	-	√
	The Times of India	-	-	Computerized Indexing	-

5.4 Method of Storing Newspaper Clippings

Table 4. Storage Methods

State/UT	Name of the newspaper	File System	Envelops	Clip Board Folder
Chandigarh	Dainik Bhaskar	-	-	√
	Desh Sewak	-	-	-
	The Indian Express	-	-	√
	The Tribune	-	√	-
Delhi	Hindustan Times	-	-	√
	The Pioneer	-	-	√
	The Statesman	√	-	-
	The Times of India	-	-	-
Punjab	Ajj Di Awaaz	-	-	-
	Ajit	√	-	-
	Amar Ujala	√	-	-
	Dainik Jagran	√	-	-

Table 4 shows that only a third of the newspaper libraries are using the file system and another one third are using clip board folders; one library is using envelopes to file newspaper clippings; 25% of the libraries did not respond.

Punjab	Ajj Di Awaaz	-	-	-	√
	Ajit	-	-	-	√
	Amar Ujala	-	-	-	√
	Dainik Jagran	-	-	-	√

Ten out of the 12 libraries do not index their newspapers at all; Times of India and the Indian Express have computerized index in place. This conforms to the findings of the study by Joseph (1994) (Table 5).

5.6 Use of Online Databases by the Newspaper Libraries

Table 6. Use of Online Databases

State/UT	Name of the newspaper	Yes	Name of the Database
Chandigarh	Dainik Bhaskar	-	-
	Desh Sewak	√	UNI, PTI
	The Indian Express	-	-
	The Tribune	-	-
Delhi	Hindustan Times	-	-
	The Pioneer	-	-
	The Statesman	-	-
	The Times of India	√	Emerald, PTI
Punjab	Ajj Di Awaaz	-	-
	Ajit	√	AP, PTI, UNI
	Amar Ujala	√	EPW
	Dainik Jagran	-	-

Only a third of newspapers make use of online databases. PTI (Press Trust of India) and UNI (United News of India) databases are among the databases used (Table 6).

6. Conclusion

The study provides insight into the management of newspaper clippings in the newspaper libraries in north India. The study clearly suggests that most libraries continue to use traditional methods for collecting, storing, arranging and dissemination of newspaper clippings. It

is important that newspaper libraries modernize their methods by adopting appropriate methods and tools such as the software developed by the National Informatics Centre, New Delhi for the newspaper clippings.

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