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European Special Librarian of the
Year 2001

“From Librarian to Web Producer via
Investigative Journalism”



“New Media: New Markets: An
Evolving Role.....”



Introduction

- BBC News video
- BBC News online & current affairs
- my current role
- career path & observations
- media librarianship: new challenges
- BBC Information & Archives
- new roles: the future



BBC News

- provides 70% of all networked news in the UK
- worlds largest newsgathering operation
- 50 bureaux world-wide, 250 correspondents, 2000 journalists
- mission - “to be the world most trusted broadcaster”
- serving communities not advertisers - due to the unique way we are funded £2.3bn from all UK households



BBC News

- BBC world service radio reaches 153m listeners in 43 different languages
- BBC news is found on 14 services across TV, radio and online UK and abroad
- new challenges and markets include:
- new devices and platforms,
- growth of 24/7 demand for news
- reversioning for multiple digital channels



Core BBC values include..

- impartiality
- accuracy
- straight dealing
- editorial independence
- respect for privacy
- respect for taste and decency
- safeguarding children
- avoiding imitation of antisocial behaviour
- fairness to interviewees
- respect for diverse audiences
- independence for commercial interests



BBC Current Affairs

- behind the headlines. Journalism of ideas
- tell audience why it matters
- investigative journalism takes bravery, time & money to take on difficult subjects
- programmes like Panorama analyse, reveal prompt Government or courts into action
- lift lid on significant public issues



www.bbc.co.uk/news

- most used news web site in Europe
- 4th most used news site in USA
- 6m total page views across the whole site per weekday
- publish 300 new stories updated continually 24 hrs a day
- every story with audio and video clips kept in the archive (nov 97 launch)
- same editorial values as all BBC services



Current Affairs Web Producer.

Where do I fit in?

- manage all online activities from BBC current affairs dept - editorial role
- work closely with BBC Online / press office
- showcase, publicise BBC in-depth journalism online through....



Interactivity

- online news stories (angles) generated from our documentaries and films.
- web sites,
- fact sheets,
- live chats,
- webcasts,
- message boards
- competitions



Career Turning Points

- move out of BBC library onto Panorama team. '96
- first invitation to speak in public (ASLIB)
- wired Journalist demo - led to dual role as librarian and journalist
- SLA annual conference '98 - more openings to train and speak.



Turning Points cont'd

- create Intranet site for Panorama
- chair AUKML '99
- take BBC Panorama online as their first Web producer '99
- BBC Library Intranet portal successful. 2000
- attachment to IT dept - sideways move - evaluate
- return to current affairs in more senior role 2000
- European Special Librarian 2001



“It is not the strongest of species that survive nor the most intelligent but the ones most responsive to change”
- Darwin

- 75% confidence
- 25% focus and flexibility,
- continuous learning (incl networking),
- skill



Keeping Ahead of the Pack

- get involved take the first step
- be ready for the next “big thing”
- continuous learning and networking
- know not only your own strengths and weaknesses but those of the pack
- what drives you?
- build on your previous success
- anchor your confidence



Publicity

- picture yourself working *really* hard. How does it make you feel?
- I thought of that. I could have done that.
- blow own trumpet to movers and shakers. - email invaluable
- success breeds success
- not always *what* you do but language you use to express it to other people



Transferable Information Skills

- editorial judgement came quickly.
- understand editorial *and* technical propositions for web sites
- evaluative, organisational, visualisation
- librarians collaborative style often leads to good negotiation skills (win /win)



Media Librarianship - Trends

- many of my experiences not unique
- ex BBC librarians now in other areas.
- impact of new media and convergence
- more desktop delivery and facilitating
- computer assisted reporting
- move from library out to newsroom, editorial floors.



BBC Libraries

- I&A employ 500 library & support staff
- film & vt collection - largest in Western World
- 24m press cuttings /microfiche 1930 -
- books
- stills & photos
- sheet music
- CD, 78's Vinyl



Information & Archives

- costs £16m to run archive preservation logistics (funded centrally)
- remaining £9m is funded by traded research with programme makers-(internal market)
- but
- as desktop delivery improves, paying for mediated research is diminishing

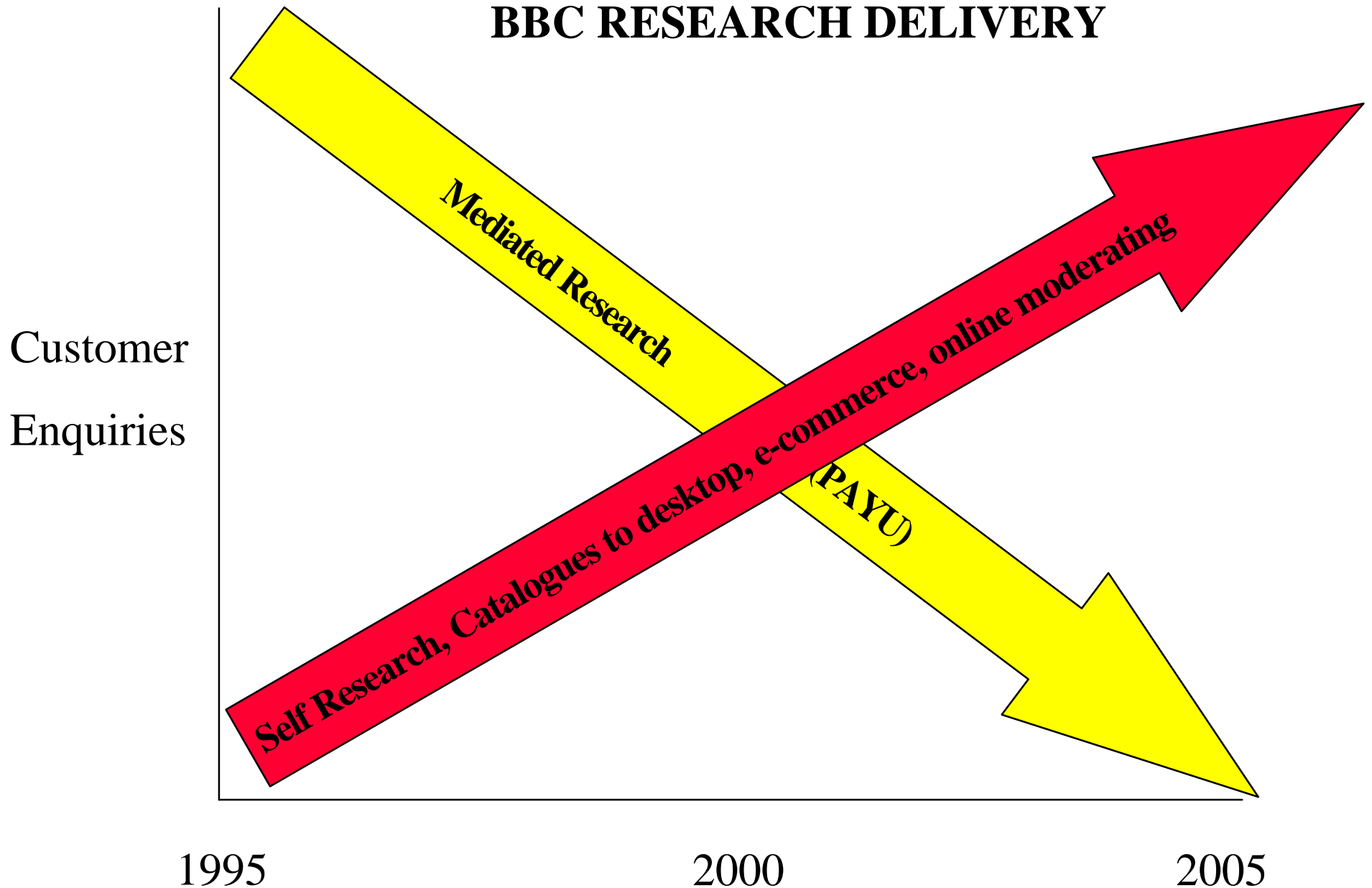


Library Intranet

- online press cuttings
- book catalogue
- film video & sound databases
- pronunciation database (with sound)
- stills /photo database
- 800+ categorised and evaluated web sites
- external brokered databases ie electoral role



BBC RESEARCH DELIVERY



I&A Reshaping Research Project.

- major three year project
- stripping out pure research function
- large scale re-skilling of research staff
- reductions in some areas
- move to growth in new areas such as..
- asset management
- consultancy and commercial division
- electronic and online specialists

Carpe Diem

- librarians *themselves* must seize initiative
- golden information age
- acquire skills of a publicist to “pitch” your skills in the right way
- easier for ex librarians to be ambassadors from outside the “traditional” profession.
- professional naval gazing? Just do it - digital revolution waits for nobody



Summary

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Web sites

- **BBC News Online** www.bbc.co.uk/news
- **BBC Online** www.bbc.co.uk
- **BBC World** www.bbcworld.com
- **BBC World Service** www.bbc.co.uk/worldservice
- **BBC America** www.bbcamerica.com
- **Beeb** www.beeb.com
- **aukml** www.aukml.org.uk

