



*Graham Coult, our featured AGM speaker this year, has permitted ICLG News to publish his presentation for all of you who didn't make it to the AGM, and in particular for anyone who has just become an Editor.*

## Magazines and Newsletters for Positive Change

*The emphasis in this article is primarily on the writing and communication aspects of producing a good magazine. Many of the principles can be applied to producing a newsletter too, and an aim of this piece is to encourage readers to produce their own articles for ICLG News, or a newsletter for their own workplace, or another area of their lives such as a hobby or charitable activity.*

### Understanding the reader and clear objectives

A well produced magazine or newsletter offers a good experience to readers, meets organisational objectives, and should also make a positive difference. Above all, a good magazine or newsletter, certainly in the professional context, serves the reader; it helps them do a better job. This is done by understanding the readers and their needs, and having a clear statement of what the publication will achieve.

### Impact: creating mood and getting a reaction

It may seem like a statement of the blindingly obvious, but a magazine or newsletter is about communication through the written word.

Use of language (including puns, presentation and imagery), play an important role. The most carefully crafted prose in the world is useless if it doesn't attract people to start, and finish, reading it. The language used should reflect the tastes of the reader.

Headlines must be eye-catching, and the first line must seduce the reader into reading more. Pace, line and paragraph length, as well as language, carefully used, maintain the readers' attention right to the end, without them feeling as though they are making a big effort. A good experience for the reader, vibrance and energy in the publication are very important.

Humour and a sense of fun can make a big contribution. Readers will often join in, which adds to the enjoyment for readers and the editorial team alike. One April, we ran an article in Managing Information about a country we made up, giving a summary of history, culture, and of course the literary tradition. A number of readers joined in telling us of visits there, and offering opinions on the literature.

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## People

### A New Editorial Team for ICLG News

Amid wild rejoicing - well certainly from the interim emergency Ed. who is thankfully retiring into a minimal advisory role - Committee & Events Team member Alison Thorne has taken on the green eyeshade and inky fingers of the editorship, with Paula Murdoch as her able deputy.

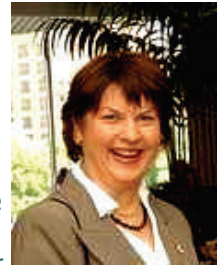


Alison [←] is Information Manager for the Society of Motor Manufacturers and Traders in Belgravia.

Paula, based in Loughborough is an Account Manager with the Tribal Group's library services arm, while simultaneously studying for an information and library studies degree. Great things are expected of the new team, who are taking the ICLG News forward, so keep watching this space!



**Marie-Madeleine Salmon, Head of Information Center, Publicis, France**



Winner of the SLA Europe Information Professional Award (SLA Europe IP) for 2006.

Marie-Madeleine received the award in Baltimore, at the annual SLA



### Coming in our next issue...



The observant amongst you may have noticed a new name, Rob Begnett, on the Committee list (page 8). We will carry a profile of Rob and - we're promised - a picture, in issue 157 due in September.

ICLG News is published bi-monthly. Current & back issues are available on our website [www.iclg.org.uk](http://www.iclg.org.uk)

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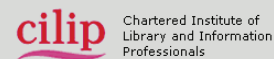
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### New Ed's musings....

*This is the first issue from your new editorial team. We have news, events, items for discussion and opportunities for you to share your points of view. There is a reprint of Graham Coult.'s AGM presentation (for those of you who were otherwise engaged on 17 May); Bert Washington (ICLG V-C) shares what it takes to be a top-notch IP; and the new editorial team have their mugshots on display. As always ICLG News wants to hear from you. If you have a comment to make, or a view to put forward, or you see an issue of professional importance on the horizon, use ICLG News as the place to be heard and to share your views with other members..*

### CILIP Matters



The newly constituted Governance Task Force has held its first meeting to consider the whole question of CILIP governance and representation. Chaired by Professor Derek Law of Strathclyde, the Task Force is expected to produce a report and recommendations by the beginning of December, so clearly there is a great deal of work ahead of us. However, an excellent start has been made, and an undertaking given to keep both Council and the CILIP membership informed of progress throughout the process, by means of press releases to *Gazette* and *Update*. ICLG News will also of course keep its members informed as well.

## Interview with ICLG's Vice-Chair

**ICLG News talked to Bert Washington about his professional life & work. In a later issue we'll discuss some of his passions (below)**



### **How did you become an information professional?**

I had recently finished a computer training course near Durham in 1986, and saw an ad for Ealing Library School. The course started in ten days, and I was living 280 miles away. So I hitched to London and there contacted the college. After graduating I temped in a variety of posts for 18 months, in libraries and information environments and completed a Masters Degree! I became a Chartered Member of the LA in 1996, their Centenary year.

### **Where do you work and how long have you been in your present post?**

Since January 2005 I've worked for Eco Animal Health, a pharmaceutical company.

### **What is a typical day like?**

As I work as a solo IP my day is varied. The job is part librarian, part database manager, part systems administrator....

### **What are the really interesting aspects of the job?**

Having total control of an information environment is great. I organise my own workload. As the company is relatively small what I do can have an immediate impact on others. I have a lot of scope to help improve information flows. Seeing others benefit from what I've done or introduced is really satisfying.

### **Any aspects of the job that aren't so great?**

Occasionally a Director will try and insist that I work in a way I don't agree with. It can be hard arguing your case 'on the hoof' without any evidence to hand to support your argument. But I usually manage to resolve it.

### **What about career progression?**

Being the only IP in the organisation means there isn't any scope for career progression.

### **What skills does a top-notch information professional need?**

- \* Develop **technical competence** in as many areas as possible.
- \* Recognise that **adaptability is vital** to working in different environments.
- \* Pay **attention to detail**: it really can make a difference.
- \* Be willing to **accommodate** everyone as much as possible.
- \* Practice your **interpersonal skills**: they will help you survive.
- \* Learn to **market yourself and your service**: then you will thrive.

### **Do you have a mentor, or a person you really admire who has helped you in your professional life?**

There were a few lecturers who inspired me, with their subject knowledge and superb communication skills, but I most admire Rosemary Moon - my line manager in 1990 at City of London Polytechnic. She was so supportive of her staff and good at her job that I have probably been more influenced by her than anyone else.

### **Five tips for your fellow professionals?**

- \* Find a way to enjoy organising/administering information; your workload will become easier to deal with and you'll be better at what you do.
- \* Remember that information is context-dependent: understand the context you work in, your organisation's information needs and uses, what it does, its market, competitors etc. This will help you to work strategically.
- \* Have a passion for and a belief in what you do - the secret to being happy to go to work each day and to getting job satisfaction.
- \* Take pride in your achievements; this will build self-esteem and make you feel good about who you are.
- \* Don't underestimate the importance of tenacity: this can enable you to get the job done no matter what.

## Magazines & Newsletters for Positive Change

*...continued from cover page*

Perhaps we were a little too convincing. One rather earnest reader wrote to alert us to a 'grave error' in the April issue – that a particular picture did not depict the Palace of Fine Arts in St Macarius, but Amsterdam Central railway station...

### **If it's good, it's Popular..**

If a magazine or newsletter is good, then everyone will feel it is theirs, and they will have strong opinions on how it should be. There will also be a lot of people who want you to serve their agenda. This is part and parcel of being successful, but you need to be aware of it, and manage it successfully.

### **News and Analysis**

News doesn't necessarily need lots of analysis. An attention grabbing title which also indicates what the story is about, introductory paragraph which says what the piece of news is, next 2 or 3 paragraphs expanding on the first, perhaps a quote, then a summary to conclude, along with contact information for further details does the job. A good press release can be published with very little modification. Unfortunately, many are not very good, full of jargon, cliché, vague aspirational statements and awash with lengthy quotes from the senior vice president of this-that-and-the-other. Chop it all out, or if it is really bad, don't publish it! It's a good idea to have specific sections for analytical pieces, separate from news and with a memorable title, then people know what to expect.

Newspapers frequently have a political bias, but in the professional context, at least in my view; it is better to make sure there is a diversity of points of view, the aim being to offer an intellectual melting pot to stimulate the readers' own thinking.

### **Editor as a non-controversial figurehead**

Although an objective of a professional magazine, and a newsletter, is to bring about positive change and serve the best interests of the reader, the editor often has a strong ambassadorial role. If you offend or antagonise too much, you may lose the ear of those you are trying to influence, so it is important to have

a clear vision of what the magazine is setting out to achieve, and the editor's role within that overall objective. Contributors can be independently controversial and forthright however.

### **Getting ideas**

Brainstorming with colleagues can be very productive. It is also helpful to keep a small notebook with you, then as ideas, quotes, ways of phrasing things etc come to you, they can be jotted down so they are not forgotten and so that you do not have to sit down and deliberately 'think' (which often is when ideas simply won't come!).

### **Dull but important 1: Style & the style sheet**

A style sheet is a tool for consistency on matters such as: website, web site, Web Site; knowledge management, Knowledge Management; etc. Establish and record rules as you go along, and if in doubt, find out what The Times does.

### **Dull but important 2: Proof-reading**

We tend to see what we think should be there, and the eye tends to 'read' several words at a time, so a fresh pair of eyes is important for proof-reading. The editor will look at an article judging it for interest, accuracy, readability, and anything which if published might leave the publisher open to legal action.

To proof-read accurately, it is best to read the article forwards twice, and then read it backwards, so that you look at each individual word. The Concise Oxford English Dictionary has a list of proof-reading symbols towards the back, if you want to use these to indicate corrections.

### **In conclusion: it's not rocket science!**

Producing a magazine or newsletter is not rocket science. Take the plunge (JFDI – Just Flipping Do It!). Remember you are communicating effectively to bring about positive change. Keep in mind what the needs of the reader are. Enjoy yourself, and make it an enjoyable experience for readers.

Graham Coult  
Editor, *Managing Information* Magazine  
Email: [gcoult@aslib.com](mailto:gcoult@aslib.com)

## News & Press Releases



### Consultation on the Draft Code of Practice for the Investigation of Protected Electronic Information - Part III of the Regulation of Investigatory Powers Act 2000

The Home Office has issued a consultation on the law enabling the police to require people to disclose their encrypted data in an intelligible form or to disclose their keys to the data is Part III of the Regulation of Investigatory Powers Act 2000. If you're involved as an ICT professional in criminal justice IT, or work with the Police & this could effect you, then get involved in the consultation and comment on the proposals. The consultation closes on 30 August 2006.

[www.homeoffice.gov.uk](http://www.homeoffice.gov.uk)



### Office of PUBLIC SECTOR INFORMATION

The National Archives and The Office of Public Sector Information are to merge

The National Archives and The Office of Public Sector Information (OPSI) are to merge, it has been announced. The merger will create a stronger centre for information management in the public sector enabling a more responsive approach to the challenges of new technology.



[www.opsi.gov.uk](http://www.opsi.gov.uk)



### New Scopus "Author Identifier" Wows Users

Author Search Efficiency Dramatically Increased With Powerful New Algorithms

Scopus, the world's largest abstract and citation database of research information and quality Web sources, announces that its new Author Identifier has received an enthusiastic reception from customers. The Scopus Author Identifier automatically distinguishes between authors with the same name and matches variations of author names. Using advanced algorithms Scopus is the first to "disambiguate" author names over such a comprehensive body of data. The new Scopus Author Identifier feature was profiled at the recent Special Libraries Association meeting in Baltimore, USA.

[www.info.scopus.com](http://www.info.scopus.com)

*Scopus is a registered trademark of Elsevier BV*

### SAGE Publications Acquires Hodder Arnold's Journals

The acquisition by SAGE Publications of Hodder Arnold's journals list, incorporating 33 titles has been announced. The Arnold list complements SAGE's existing portfolio of over 400 academic and professional journals and enhances significantly its offering in the medical market. SAGE will continue to publish all journals with their existing editors with immediate effect. "We are delighted to have acquired such a robust list of journals from Hodder Arnold which enables us to grow our already significant



content in social sciences but crucially, contributes to our plans to build our portfolio of titles in STM journal publishing, and medical journals in particular." SAGE Publications is already a global player in social sciences publishing with over 350 social science journals and a burgeoning books programme. Track the latest research in your subject with journal content alerts. See [www.online.sagepub.com](http://www.online.sagepub.com) and for information about books, journals and special offers [www.sagepub.co.uk](http://www.sagepub.co.uk)

**Do you have any news you'd like to share? Any information on new products or initiatives other ICLG members should know about?. A vacancy that needs filling? If yes, contact the editorial team, and we'll put it in our next issue**

**Forthcoming Events — 1**



in association with



**Knowledge management**

**an essential ingredient for the Information & Library Professional  
From theory to practice and business benefit  
Tuesday 19<sup>th</sup> September 2006**

**Speaker:** Simon Levene, PricewaterhouseCoopers

Simon Levene is Global Head of Knowledge Management within PricewaterhouseCoopers Performance Improvement Practice. His former roles include Chief Knowledge Officer and Chief Information Officer. Simon was co-author of the British Standards Institute 'Good Practice Guide to Knowledge Management' (PAS 2001).

**Venue:** PricewaterhouseCoopers, Embankment Place, Villiers Street (between Embankment and Charing Cross Station)

**Time:** 11am – 2pm (includes lunch)

**Cost:** Free \* (booking required)

**Outline of seminar:**

**Knowledge Management**

- What does it mean to our people and our business
- How does it improve our service to our clients

**Practical demonstration of Knowledge Management systems in action**

- map - a 'knowledge centric work environment'
- PeopleFind - a graphical people identification tool
- PwC Portal - integrating knowledge across the firm

**Discussion/Questions**

**Buffet lunch** – An opportunity to network and share knowledge and experience.

**\*Due to the popularity of this event, early booking is essential (by email, fax or post)**



I wish to book a place on the ADLG Knowledge Management event 19th September 2006

Name.....  
 Job Title.....  
 Organisation.....  
 Address.....  
 Telephone..... E-mail.....  
 Any special dietary requirements.....

Please return slip to: Ben Chan, Information Services, G-B-57, Ministry of Defence, Whitehall, London, SW1A 2HB Tel: 020 721 81492 Fax: 020 721 85430 E-mail: [ben.chan362@mod.uk](mailto:ben.chan362@mod.uk)

## Forthcoming Events - 2



### Legal Reference Materials Course

Date: 3 August 2006  
Venue: London (tba)  
Cost: BIALl members: £117.50 (£100.00 + VAT)  
Non-BIALl members: £64.50  
- includes a buffet lunch.

*The course, through a mixture of presentations and practical exercises, provides practical guidance on researching case law and legislation to those who are relatively new to law librarianship.*

Contact: Dunstan Speight  
Email: [dunstan.speight@blplaw.com](mailto:dunstan.speight@blplaw.com)

### Advance Diary Dates

City Information Group



### AGM Event

**Tuesday 16 September 2006**



### Knowledge Management: the next generation

Friday 22nd September 2006, 9.30 – 16.30 at CILIP Headquarters

Chris Collison, Author of "Learning to Fly", provides an interactive course, designed to explore ways in which we can help knowledge management to mature in our organizations. Chris will take a rounded view of knowledge management, exploring such topics as structuring captured knowledge, tools and processes for learning, communities of practice, leadership behaviours and embedding knowledge management into company processes. These tools and processes will be illustrated using colourful examples, videos, mini case-studies and group discussion.

UKeIG members £130 + VAT (£152.75); others £160 + VAT (£188.00) includes lunch & refreshments

**For a booking form, go to [www.ukeig.org.uk/training](http://www.ukeig.org.uk/training)**



### Association of UK Media Librarians

**22ND-24TH SEPTEMBER 2006**

### THE 2006 AUKML CONFERENCE THE 21ST CENTURY INFORMATION PROFESSIONAL

**Point Hotel, Edinburgh  
34 Bread Street, Edinburgh, EH3 9AF**

Early bird discounts are available - full details from the AUKML website  
[www.aukml.org.uk](http://www.aukml.org.uk)

## Contacts & Notices

### ICLG Officers & Committee 2006 - 2007

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#### Imagine...

.....your office is located on a tropical island with an electrical power source and a M&S food store! What software (and I don't mean the MS Suite!) couldn't you do without? What books could make it all..... perfect.....?



*Would be most interested to know. Can't talk now, iced tea has arrived... Ed*

#### Library & Information Show

In Issue 155 we reported on ICLG's shared stand at the LiS in April. We said nobody from the Special Libraries in the Midlands group had appeared. Margaret Brittin from SLIM corrects us, as apparently there were people from the group about at NEC though not actually 'resident' on the stand. So we undertook to make this clear, and Margaret will write a little profile of SLIM for a future issue of the News.



#### IMPORTANT MESSAGE FOR ALL CILIP + ICLG MEMBERS

We have just received the latest ICLG membership spreadsheet from CILIP. This is the only record we have of ICLG members, which we use to e-mail you notices, information on events, occasional communications, and — most important — the electronic-only newsletters we send out three times a year. A large number of you (even some major information luminaries!) have NO E-MAIL ADDRESS on your CILIP records. Please go into your membership file on the CILIP website and add this information: without it we will be unable to send you anything.

[www.cilip.org.uk/aboutcilip/welcome/](http://www.cilip.org.uk/aboutcilip/welcome/)



a special interest group of

