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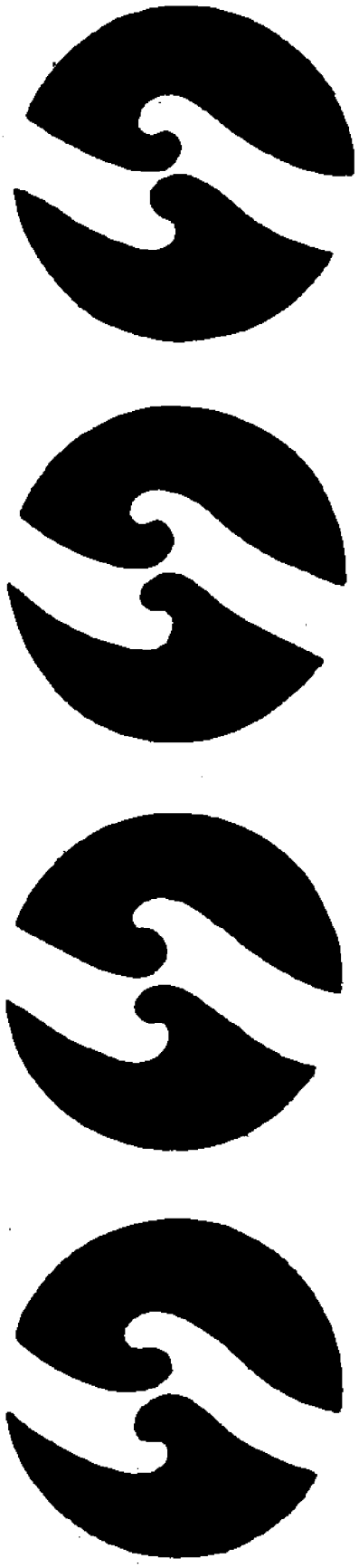

PUBLISHING SEA GRANT

a report on the National Sea Grant Publications Workshop

The National Sea Grant Publications Workshop was held at the University of Rhode Island May 9-11, 1972. This report was written by James J. Napoli, marine affairs writer for the URI Marine Advisory Service, sponsor of the workshop.

Kingston, Rhode Island - July 1972

The national Sea Grant Publications Workshop began just as the 500th Sea Grant publication had been issued, noted Dr. Robert B. Abel, director of the National Sea Grant Program.

"Some of those publications have been purposeful and some are 'slop.' Some have been read and some have been thrown in the waste basket." The Sea Grant director said that publications should do more than "just lay facts on the table. Passive publications just reflect programs of equal passivity."

In his opening address, Dr. Abel encouraged the workshop participants to "look on publications as necessary to enhance the value of the science and engineering by packaging reports that will project to the readers."

He added: "One hopes that a result of this meeting will be publications that feed back to influence the direction of the Sea Grant program. If they are to represent worthwhile feedback, publications should be increasingly geared to consumers' needs. Don't take your eye off the consumer for a minute."

Appropriate to Dr. Abel's injunction to make publications meet consumer needs was the subject of the first workshop session: "Did the Publication Hit the Target?"

DID THE PUBLICATION HIT THE TARGET?

Determining whether or not a publication hits the target is a complex question that requires, first of all, deciding what the target is, said Leatha F. Miloy, head and editor of Marine Resources Information at Texas A&M University. Ms. Miloy asserted that the Sea Grant audience has unique characteristics. The first is that its environment is along the coastal zone, which implies that the audience is in a complex urban area. Second, the Sea Grant audience is more highly educated than the general public. "These people are constantly bombarded with engineered messages. They are accustomed to instant information, and Sea Grant must compete for their attention," Ms. Miloy said. Conducting a survey to determine the effect of any single publication on the audience may have a "very poor" predictive value in determining the effect of any other publication. Any such survey is immediately faced with three problems: How do you find the audience? Once found, how do you determine if the audience has been reached? And what is the impact of the publication on the audience? Ms. Miloy said that a readership survey had been conducted by her office, and that the preliminary results are available for interested parties.

Johnson and Della Bitta: The NEMRIP Survey

Eugene M. Johnson and Albert J. Della Bitta described a project they have undertaken to evaluate the effectiveness of publications from the New England Marine Resources Information Program (NEMRIP), a program funded by Sea Grant and based at URI. Dr. Della Bitta is assistant professor of management science at URI, and Dr. Johnson is assistant dean of the URI College of Business Administration.

Dr. Johnson pointed out that although NEMRIP is not a profit-making enterprise, it lends itself to marketing analysis because it has two features in common with business: a product, which is information, and customers, including businesses, education and research institutions, libraries and the general public.

Returning to the question of what is the target, Dr. Johnson said that "in order to provide the best possible 'product,' an organization must know everything it can about its customers." And one of the functions of market research is to provide information about an organization's customers, he said.

All market research, he explained, involves preparing a "research design." The first requirement for a research design is to define the problem. In the case of Sea Grant publications, the problem is determining how they are used--their impact. This entails both a quantitative aspect, a description of who gets the publications and how many are distributed, and a qualitative aspect, the "hows and whys" of the publications uses. The second requirement of the research design is to establish objectives; that is, a manageable goal must be established for the project. In this case, the objective is partly to gather information about NEMRIP's customers and how they use the publications and partly to develop a procedure for other agencies to use in evaluating their publications. Third, exploratory research needs to be done. This entails an analysis of requests--a quantitative census of requests and requesters--an essential initial step in the development of a mathematical matrix. Interviews of "experts" and people who have similar problems are also being conducted to gather ideas on how to best evaluate publications. Relevant published data and opinions gathered from interviews with Sea Grant editors are also being used to generate ideas on the kinds of information the survey should produce. The fourth stage in the survey is designing the questionnaire. This is the analytical, qualitative aspect, aimed at devising a method to determine why people request publications and how they use them.

A number of pitfalls must be avoided in the survey. These are sampling errors, which arise when the sampling is not representative; non-response errors, which occur when individuals are included in the sample, but are not reached by the survey; and response errors, which result when the responses of the people surveyed differ from their actual behavior.

Dr. Della Bitta elaborated on the outline of the project provided by Dr. Johnson. Using information provided on the NEMRIP request forms, the researchers began their study by taking a census of all requests for NEMRIP

publications received in 1971. The census involved categorizing the type of user, or requester, of each publication, as well as the general location of each requester (New England, other areas of the U.S. and areas outside the U.S.). Information on general location is useful in attempts to assess the degree of regionalization of a publication. The researchers also compiled the number of requesters in each category, as well as the number of requests. A "rather simple" computer routine has been developed to analyze the data contained in the tabulations for each publication matrix. All of the resulting information--the total number of requests for the publication from each area, the percentage of requests in the various requester categories, the percentage of total NEMRIP publication requests for 1971 represented by the particular publication--is stored in a computer data bank for each publication. "It would appear that this information would be useful in the study of the impact of publications: Did the publication hit the market the way the author or editors expected it to? For example, if the publication was written for business, it might be considered successful if most of the requests came from business. Or did we get a lot of personal requests?" Dr. Della Bitta asked. The computer treats every publication matrix as one page of a larger matrix for the analysis of the entire NEMRIP publications program, he added. An immediate benefit of the categorization is to help determine the size of the sample to draw from the various categories in order to ask pertinent questions on the usefulness and impact of the publications.

Brand: 'Human and Intuitive Evaluations'

Jean Brand, extension education specialist for Information Services in the U.S. Department of Agriculture, veered away from the topic of scientific surveys of publication impact, and made a plea for "human and intuitive evaluations." Ms. Brand insisted that she was not trying to disparage the usefulness of the surveys. "I'm all for surveys. They're necessary for Bob Abel, as they are for my own administrators, and for deans, to get appropriations." But, she said, surveys sometimes reach people "who didn't request our publications, and don't want our message." Even when dealing with scientists, she added, "you often meet audiences who don't care, and who will fib a little on a survey."

Ms. Brand said that "what it all boils down to is to know your reader. One of the best forms of evaluation is pre-evaluation of the readers' need for the publication before you begin to write it." She advised the writers and editors to focus on one audience at a time, and to present one idea at a time. Determining who the audience is and focusing on it involve many considerations: the age group, sex group, income level, area of residence (urban or rural), the kind of language use most appropriate. In isolating the idea, it is necessary to first state the problem you think the reader has to solve. "And does he think it is a problem?" she asked. The writer of the publication must decide what he wants the reader to take with him from the publication. He should make clear for the reader "what's in it for him." Other considerations include the way the publication will get to the audience, how the information should be packaged, including the proper size for the publication, and the number and kind of illustrations, and even planning the proper season for its dissemination.

IS IT WORTH PRINTING?

Daniel A. Panshin, program director for advisory services at the Office of Sea Grant, discussed the apparatus for reviewing manuscripts submitted for publication by Sea Grant at Oregon State University, where he served on the publications committee. The committee reviews both solicited and unsolicited manuscripts, determining first who the ultimate user of the publication would be. Besides the regular four-man committee, each manuscript is reviewed by a person with expertise in the general subject matter of the manuscript and a person representing the audience for whom the manuscript is intended.

Dr. Panshin described the process by which a manuscript is determined worth publishing in a series of questions the committee asks itself: Is there a need for the publication? Would it help establish the scope and breadth of the Sea Grant Program at OSU? Who is the audience, and does the manuscript address itself to that audience? What priority, considering the finiteness of money and personnel, should the publication have? Is the manuscript local, regional, national or international in scope? Is it suitable as a publication of a marine advisory program; that is, is it essentially linked to marine education? If it is decided to publish it, should it go to a publishing house or to the OSU press? And who will provide the coordination?

Taylor: 'Did I Like The Book?'

Roger C. Taylor, president of the International Marine Publishing Company in Camden, Maine, noted the main difference between the review process at OSU and that of his own company is that "we have to sell marine books. The feedback is therefore very quick." Mr. Taylor said he believes that the first test a manuscript must pass is his own subjective interest in the book. "People can get too scientific and objective in trying to make a decision about a manuscript. I ask myself first whether I liked it. And I try to think of what the reactions to the book from other people I know would be," he said. Mr. Taylor added that some other considerations are the effect the publication would have on his company's reputation, the author's qualifications, and the uniqueness of the book. "But it all comes back to the inherent worth of the book. Does it cry out for publishing?" One of the variables affecting the decision, he said, is the accuracy of the manuscript. The worst judge for accuracy is an expert in the same field of study; he might be motivated by jealousy or a sense of rivalry. The quality of the writing is also a factor, since massive editing requires time and money. In determining the potential market for the book, Mr. Taylor said the fact that something has already been written on the same general subject matter does not disqualify a book from publication. In his experience, he said, if a manuscript deals with a subject about which other books have been written and successfully marketed in the past, the chances that the manuscript will be published are increased. The cost of producing the book, including any unusual promotional needs, must also be considered: "Does it deserve the resources that would need to be expended upon it?" The list price, which is usually about four times the manufacturing cost, must also be kept in mind, he said.

Brown: No Prior Censorship

One of the most provocative talks at the conference was delivered by George A. Brown, a URI professor of mechanical and ocean engineering. Dr. Brown said the very question "Is It Worth Printing?" involves a presupposition that should be qualified. Dr. Brown maintained that no publications office or review board should have the power to decide whether a technical report, produced as a result of a project funded by Sea Grant, is published. "Some of the work supported by Sea Grant is bound to be controversial, and I don't believe I would wish to be subjected to a review board that could reject my findings or refuse to publish my report," Dr. Brown declared. He added that he was not saying a review board would, in fact, suppress opinions, but only that the potential for suppression was there. Based on the experience of the researcher at writing technical reports, and his relationship with a publications office, Dr. Brown said a researcher should be able to deliver a fully edited technical report, ready for publication, without involving a publications staff. However, he did say that if a Sea Grant publications office proposed a monograph series, he would have no objection to its deciding whether the report goes into the series. But such an office should have no say in whether or not it is published. The cost of the publication, he maintained, should be built into the grant.

Meredith: 'The Curious Journalistic Creature'

Dennis L. Meredith, science editor for the URI Public Information Office, addressed himself to a perennial problem for Sea Grant editors and writers: translating and interpreting scientific papers for the lay public. "The scientist," observed Mr. Meredith, "is a very curious journalistic creature." Unlike the journalist, who writes about a wide range of topics, the scientist usually spends his entire life writing about one topic. "Consequently, he may be quite parochial, journalistically speaking," he said. The scientist also feels that his topic is extremely important, not only to him, but to everybody else, and that words written about his topic will be carefully scrutinized. The scientist would, if he could, demand that headlines be highly accurate, even though making them so might make them read like the title of a scientific paper. The scientist also differs from the journalist in that in his writing career, he has had only one audience. This narrowness spills over in his attempts at writing, or being written about, for the general public. "Though there are 200,999,999 people in the country who see a picture taken to illustrate a story and say, "Gee, that looks interesting," there will be a fellow in Pittsburgh, a scientist, who looks at the picture, calls the other scientist up and says, 'You fool, what have you got your hand on that knob in the picture for; that blows the apparatus up.' The fellow in Pittsburgh is the only audience the scientist has any real concern about reaching, much of the time," Mr. Meredith said. Unlike the journalist, furthermore, the scientist has never had to give any thought to holding an audience's interest. He writes according to the straight formula of abstract, introduction, methods, results and conclusion. "A recent quote I read said, 'If a physicist were to write a detective story, it would begin with a chapter on the origin of law, proceed through police

practice and administration of justice, and the corpse would be discovered in the final chapter,'" he said.

For these and other reasons, scientists have been responsible for some of the most turgid, unreadable prose on record, second only to that of government bureaucrats, according to Meredith. Some of the problems in the clash between "scientificese" and good, interesting science writing for the lay public are the following:

Scientists worship the "God of the Intransitive Verb." To illustrate: "Scientists never *do* anything to apparatus; something is always *done* to apparatus," Mr. Meredith said. Scientists are highly sensitive to word meanings, which could offer a good example to journalists. But the result is often bad because scientists may want to use an exact word, even at the expense of being understood. "At one time or another," said Mr. Meredith, "scientists have told me they were sure that everyone knew the meaning of the following words, and they saw no harm in putting them in popular manuscripts: pelagic, renal dialysis, operations research, *Busycon canicultatum.*" Scientists hate personalization or humanization, even though it is sometimes useful to make a science story more interesting. "No matter what they may say, scientists have a lot of fun doing science, but they balk at communicating that fun by describing the actual circumstances of an experiment, or the kind of man doing it." Further, scientists love qualifiers, and sprinkle them over their writing: could, may, might, it is conceivable, it seems to follow that, probable, possible, the results seem to indicate, one theory might be that. "Qualifiers do have their place," Mr. Meredith admitted, "but they should be used carefully. Also, laymen tend to overlook qualifiers, so when they are used, they should be used prominently, and the reasons for the qualifications given." Mr. Meredith said he is also a subscriber to the "useful lie" in explaining scientific theory to laymen. "If there is a complex theory in which all sorts of complicated forces come into play, and if it is of no use to the reader to be mired in the complications, just indicate that there are complications, but that A gives rise to B."

When a writer receives a manuscript to consider popularizing, Mr. Meredith said the first thing he should do is look up the meanings of all the words in the title. Sometimes scientific work that seems untranslatable at first sight can be significant and can be made interesting to the general public. Before going to interview the scientists, do some preliminary background reading in related articles and book. "The reason you should investigate before seeing him is that the scientist cannot be counted on to give all the ramifications of his research. He is too deeply involved, and perhaps too narrow in his thinking. He may not even have an overall view of his own field," Mr. Meredith concluded.

Smith: NMFS Publications Wanted

An addition to the agenda for this session was a talk by J. Gary Smith, deputy chief of the extension division of the National Marine Fisheries Service. Mr. Smith said the fisheries service is presently assessing its public service role, and it realizes the need to develop a series of extension

publications that "people will recognize, so they will know where to go for information." Mr. Smith said that publications of the Bureau of Commercial Fisheries (now NMFS) and new manuscripts on fisheries topics will be reviewed to check both scientific and technical accuracy, and their relevance to the goals of fisheries extension, for possible inclusion in the new series. He asked the participants in the workshop to let him know which of the old publications they have found especially useful and think should be reissued. And, he noted, NMFS is accepting outside manuscripts. The fisheries service has the budget for publications, and the new series could be used as a vehicle by Sea Grant editors who have a fisheries manuscript that they think should receive widespread national distribution.

PRINTING--HOW TO GET THE MOST FOR YOUR MONEY

Since this was a "how-to" session, it was also one of the most technical. The session was moderated by Mary Matzinger, director of publications at URI.

Laurence M. Hagar, president of Rapid Service Press in Boston, discussed the changing technology of the printing business. According to Mr. Hagar, "typesetting is where the action is right now. The offset process has come of age." Mr. Hagar maintained that the linotype is no longer much used. Replacing the old hot-type method is cold type, including the IBM strike-on system and photo-type. In reviewing the advantages and disadvantages of the strike-on system, Mr. Hagar said it is the "simplest and most economic." An IBM Selectric typewriter is all that is needed for the method; magnetic tapes can be used to integrate corrections in the copy. The disadvantages include lack in quality, and awkward letter and word spacing. The more sophisticated method is photo-typesetting, which lends itself to computerization for automatic corrections, pagination and even to allow space for pictures.

Raymond H. Christopher, Jr., treasurer of the E.A. Johnson Company in East Providence, Rhode Island, advised the participants that "it is very important to get to know all the capabilities of your printers," even if it means interviewing them personally to do so. Some suggestions for cost-saving included making sure the copy is neat and double-spaced; ordering in enough quantity the *first* time; and becoming familiar with how to put the publication in signature form. Understanding the latter point can save color costs. The quality of the paper chosen should be determined by such considerations as "whether you are trying to 'sell' the publication or whether you are just providing legible reading material." Another factor in deciding the kind of paper to be used is whether some special use is planned for the printed piece, such as a return form to be completed. Maps, which would be folded and refolded, would also require a special quality of paper.

The director of publications for the University of Massachusetts, Kenneth Walker, emphasized some of the obvious ways to save printed costs, including doing as many in-house printing jobs as possible, doing fewer outside printing jobs and editing down copy. He discussed methods for preparing

camera-ready typed copy to be reduced proportionately, as well as methods for scaling and preparing copy for the printer. He also recommended that, when possible, printing should be bought on an annual or semi-annual basis, especially for a publications series. This might be done by estimating the quantity of each run and the number of pages of a certain format of printing for a time period, and then asking for a per-page price.

DESIGNING AN IMAGE AND USING PICTURES

Turning from the mundane problem of saving money, this session was concerned with the aesthetics of publications. According to Robert J. Izzo, University photographer at URI, the basic problem facing photographers trying to obtain good photographs to illustrate a publication is one of communications between himself and the editor. "If you want the best out of your photographer, you have to give him a basic understanding of what you're looking for. Problems stem from the photographer's not understanding what's needed," he said. Mr. Izzo went on to break photographic assignments down to three general areas: photography used to report, to editorialize and to illustrate. He also showed the group a series of slides of photographs to accompany his discussion of photographic principles.

Gwil O. Evans, director of extension information at Oregon State University, also used slides to present examples of what he considered well designed and poorly designed publications. "To me, good design is good because it works; it does the job if it's logical, if it makes sense," he said. Mr. Evans said it is first necessary to have an understanding of the subject, and then to plan the publication according to that understanding. The publication should have a unity of purpose that integrates all the elements of space, photography, art and type, he said. Mr. Evans noted that the Sea Grant image is influenced by the appearance of its publications. The *only* image many people have of Sea Grant is derived from its publications.

Indicative of the diversity of opinion that can exist on the subject of design, the next speaker, W. Tyler Smith of Creamer, Trowbridge, Case & Basford, a Providence advertising agency, said that he considered many of the publications Mr. Evans used as examples of well designed publications to be poorly designed, and what Mr. Evans considered poorly designed, to be well designed. Mr. Smith said one of the primary rules of design is to be consistent throughout the publication; an initial decision on the use of a type face or margins should be maintained from one end of the publication to the other. He also discussed the potential of using a symbol or logo as a way to bring unity to publications and to communicate a consistent, memorable image of a program or institution.

THE BATTLE WITH PRINT

Emily P. Flint, the vivacious editor for the Peabody Museum of Harvard University, head of Creative Editing, Inc., and former managing editor of the *Atlantic Monthly*, discussed the skirmishes with proofreading, authors and copy editing involved in the editor's battle with print.

One of the traps of proofreading, she said, is that the eye reads what it expects to read, often failing to catch a mistake in a word if the word is plausible: it may overlook, for example, that the word "views" has been mistakenly replaced by the word "wives." Ms. Flint said that one method used to train proofreaders at the *Atlantic Monthly* was to have them read proofs from the bottom of a galley to the top. The method trained them to "see" each word, so that typographical errors were not overlooked by the copy editor's inclination to see words correctly in context. Other errors can get by when the original copy is not compared with the proofs.

In the editor's relationship with the author, Ms. Flint said that the editor should explain that he is editing for clarity, not for meaning. The copy should be "crystal clear;" the job is to edit out all ambiguity, she said. "Don't ever let them think you don't feel you're an expert at what you're doing. Don't play yourself up as a dope. You can shake an author a bit if you're stubborn enough," Ms. Flint told the publications people. "Remember," she added, "the editor is an extension and a protector of the author. You've got to protect him from the 'dubs' who might not understand what he has written." Ms. Flint also noted that editing has to be more careful for a book "because it lasts forever," but for a magazine, it has to be "more punchy."

Ms. Flint also listed what she said were some basic principles of copy editing. One principle is to change the passive mood into the active, always accenting the positive. Others are to delete padding, to vary sentence structures and to subordinate grammatical elements logically. Using some of the publications produced at the Peabody Museum as examples, Ms. Flint also discussed the "marriage of graphics and text," which is "an art in itself."

DISTRIBUTION AND MAILING

Returning to the mechanics of publications, William A. Bivona, manager of the NEMRIP (New England Marine Resources Information Program) Information Center at URI, discussed the methods he uses to facilitate the distribution and mailing of publications. Mr. Bivona said the current NEMRIP mailing list consists of about 15,000 addresses, controlling the circulation of five publications: *INFORMATION*, published monthly by NEMRIP, goes to 13,000 subscribers; the *Marine Advisory Service Memorandum Series*, a monthly newsletter, goes to 900 people; the *URI Commercial Fisheries Newsletter*, published bi-monthly by the advisory service, goes to 500; *Maritimes*, quarterly publication of the URI Graduate School of Oceanography, goes to 5,000; and *Sea Grant '70's*, the national Sea Grant newsletter published monthly at Texas A&M, is distributed to about 250 local addresses by NEMRIP. Each name on the master mailing list is coded to receive the appropriate publications; the major interests of the subscriber are also coded so that special lists can be retrieved to announce NEMRIP and advisory service workshops, conferences and other events.

Mr. Bivona said the NEMRIP mailing list was created from other existing distribution lists, directories, association membership lists, conference

attendance lists and direct requests. The primary difficulties encountered in developing the original list were the occurrence of duplicate names, dead addresses, incomplete or faulty address information and non-target addresses and a lack of sufficient information for coding, he said. However, he added that "these difficulties were overcome by establishing a manual card file for duplicate address checking, verifying addresses in telephone directories, checking ZIP codes, and stamping outgoing mail with the legend, ADDRESS CORRECTION REQUESTED."

Mr. Bivona said he was able to save on mailing costs by applying for the lowest postal rates to which NEMRIP is entitled. He explained that non-serial publications are sent at the non-profit bulk rate of 1.7 cents per piece, when 200 or more pieces weighing less than two ounces each are sent. Copies of *INFORMATION* are sent at non-profit, second-class rates (1.1 cent for copies sent locally, and 0.2 cents for all others). Newly printed newsletters and computer-printed Cheshire labels are sent to a bulk mail advertising house in Providence, where labels are applied, and newsletters are sorted, tied and posted at a rate of $12 per thousand (not including postage). Other mail preparation services are performed by the Rhode Island Home Work Program for the Blind. "This latter activity costs us about half the usual commercial rate and serves a real social need," he said.

To make use of lower postal rates, pieces must be sorted by ZIP code and tied in bundles of six or more going to the same ZIP, city or state. Special legends must be printed to indicate third class bulk mail permit, first class business reply permit, or second class permit. The pieces must conform with postal regulations in design, format, content, periodicity, weight and special markings. But, Mr. Bivona assured the group, "these regulations are easily met."

Weedman: The Sea Grant Depository

Parmula K. Weedman, librarian for the Sea Grant Depository at the URI Pell Marine Science Library, discussed the depository's operation and services. "The original and primary effort" is still to collect, make available and make people aware of information produced by Sea Grant. She reminded the group of the requirement to send three copies of every publication to the depository. She emphasized that it is particularly important to send copies of annual reports, theses abstracts, and miscellaneous papers, not just reprints and preprints or bound reports. "And be sure that items are well wrapped for mailing," she said.

Reviewing Sea Grant publications guidelines, Ms. Weedman said that publications should include the following information: grant numbers and availability, complete citations of reprints and preprints, and dates. If it is a thesis abstract, it should contain an indication of whether it was for a master's or doctoral degree; if it is a whole journal issue or a newsletter, it should indicate whether it was totally or partially supported by Sea Grant. If only selected articles in a journal were on projects supported by Sea Grant, those articles should be specified. When the

three publications are received by the depository, one is put in the archives and the other two are put into circulation.

Ms. Weedman also discussed the index of Sea Grant publications compiled by the depository. She said that more copies will be published of the index currently being compiled; a copy will be sent to both the Sea Grant director and the library of each institution. For schools with institutional support or coherent area support, additional copies are available for departmental libraries. "Please let us know the number needed and to whom to send them for distribution. We will try to send all asked for, but if the number of requests exceeds the number of available copies, they will be prorated and more copies will be printed in the next contract period," she said.

The next index, she said, will be published in three volumes: newsletters, main document listings and main indexes. In the list of documents, the symbols that had been used as "field tags" will have been replaced with letters, except in additional report numbers. Additional report numbers are being abbreviated and a list of abbreviations included, and availability of the publications is being coded and a list of codes included. Cross-references have been added to the KWIC (Key Word In Context) index in the newsletter volume of the new index. Ms. Weedman also reviewed some changes in the author index and the corporate index for the forthcoming index and some changes planned in future indexes, as well as future services. The depository is now able to make indexes for individual institutions of their own publications, as they have already done for the Universities of Wisconsin and Miami. The depository can also cooperate in compiling other bibliographies, such as the Narragansett Bay Bibliography done by NEMRIP. Sea Granters and non-Sea Granters are encouraged to utilize the interlibrary loan: "If you need a copy of a report from another institution, ask us. Or if you get non-Sea Grant requests for reports, send them to us," said Ms. Weedman. Although the depository does have available Q and D (quick and dirty) indexes on all fields, "we are not staffed to provide extensive reference service or to do literature searches."

Ms. Weedman emphasized that she would like to receive some feedback concerning the index: Is the grant number index useful? How about the newsletter index? Are there other fields that should be indexed? What other services could the depository provide? "Keep those publications coming," she said, "and we'll get them into the index."

The final presentation of the conference was made by Robert R. Freeman, chief of the Technical Information Division of the Environmental Science Information Center in the National Oceanic and Atmospheric Administration. Mr. Freeman's talk consisted of an informal explanation of the Sea Grant publications guidelines and answers to participants' questions.

SUMMING UP - A POST-CONFERENCE EVALUATION
by Walter Gray, director, URI Marine Advisory Service

I felt the meeting achieved these objectives: (1) it brought Sea Grant publications people together to discuss mutual problems; (2) it pointed up

the need for all of us to justify publication decisions; (3) it established rather firmly that the people in OSG worry about some of our output being off-target, and (4) it suggested the desirability of more get-togethers to consider various topics in a great deal more detail.

Since there are good summaries of the various speakers' remarks earlier in this report, I'll avoid covering the same ground. There are some issues that came up in the informal get-togethers and on the boat trip that are worth mentioning.

Newsletters

There's a feeling that too many get circulated to too many people. I read them all because I'm in advisory work but a lot of administrators and investigators look upon them as a waste of money. Those newsletters that are personalized (e.g., who's pregnant this week?) should never be allowed off the originating campus. Another question concerned the need for a newsletter for each program effort, i.e. coastal management, commercial fisheries, marine education and so on. The visibility business gets expensive in terms of time and money expended. Newsletters already circulating among user groups can be utilized effectively.

Nondescript literature

That label is attributed to Art Alexiou in his letter circulated at the meeting. I'm looking at a couple of examples in our publications rack while I type this. As a part of the New England Marine Resources Information Program (NEMRIP) info service, we generate some materials as automated responses to school teachers, students, itinerents. Some of these nondescript materials have found their way to OSG. My advice to you is don't send this kind of stuff to OSG. Everything printed on paper doesn't have to be called a publication and five copies sent to OSG plus 50 to NOAA.

Another aspect of Art's nondescript thesis is worth considering. Pedestrian proceedings, speeches, and the like frequently are more useful to our programs if they are hidden rather than published and distributed. However, this should be local option. If it is, think a bit more about keeping the publication out of the national pipeline where its usefulness could easily be disputed.

Hindsight vs. foresight

In the beginning was the word, and we printed it--complete with Sea Grant logo. Four years ago, when the research projects were just commencing, we were developing advisory publications based on information from anybody, anywhere. In our eagerness for recognition, I think some of us overdid it. At URI, we've been slow to move from advisory-type publications to the translation-of-research ones. We need to do more with the

research reports that are being printed in the scientific literature; more than just acquiring the reprints and making them available in that form.

Where to from here?

There was consensus at the meeting that we all need to do more to define our specific audiences and present them with specific information. Recall that Roger Taylor said his firm sells marine books on that basis. Jean Brand said pre-evaluation of the readers' need for the publication before it is written is essential. We also need to learn more about how well the publications are received by readers and how they have contributed to those tangible and intangible purposes to which advisory services address themselves.

A display of publications in our offices is one thing. A display of publications that have meant something in terms of the understanding, management, utilization and development of marine resources is something else.

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