1993 Conference News
Tina Miller, Prevention Research Center

By now you should all have received the Call for Papers for this year’s conference. Although we plan to feature information on HIV and tobacco, it is not our intention to limit the program to these issues only. If you would like to present a paper on another topic related to substance abuse prevention, that’s fine! Please return your application form by June 1st so we can consider you for the program.

The conference planning committee has grown a bit since Nashville. We have added four new members to the original three: myself, Nancy Humphreys, and Andrea Mitchell. New members are Leonore Burts (CDC National AIDS Clearinghouse), Alice De Vierno (CDC Office on Smoking & Health), Susan Hillyard (Tobacco Education Clearinghouse of California), and Valerie Mead (New Jersey Alcohol/Drug Resource Center at Rutgers University).

A special thanks goes to Dana Wilson of the Greater Dallas Council on Alcohol and Drug Abuse. Dana has courageously volunteered to handle conference publicity!

Just a reminder: the conference will be held October 3rd - 6th at the Miyako Hotel in San Francisco. The hotel is giving us a special rate of $89 (plus 11% tax) for a single or double room. Some people will want to share room to keep the cost down, and we have promised to help people find roommates. Look for more information about this in the next SALIS News.

A note of explanation about my address and phone. I work at the Prevention Research Center in Berkeley. The SALIS Home office is also located in Berkeley, but it is not PRC. Since my office will be moving sometime this year, I thought it would be a good idea to use the SALIS Home address to avoid confusion when we move. However, my telephone and FAX numbers are NOT the same as the SALIS Home numbers. So - if you want to reach me, please call (510) 486-1111 or fax (510) 644-0594. If you want to reach the SALIS Home office, call (510) 642-5208 or fax (510) 642-7175.

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SALIS Members 1993 -
The 1993 membership list is on pages 8 - 10. If you have not yet paid your dues your name will be missing. Reminder: the membership gives you a discount rate at the conference in San Francisco, mailings from NCADI, SALIS News, and much much more.

A Video Questionnaire is attached to front of News! Please take 5 minutes to fill out and send back. Thank you.

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"MARC"'ing Time - Part I

Ira Bray
California Dept. of Alcohol and Drug Programs

The MARC (MAchine Readable Cataloging) format has been critical to the success of libraries throughout the world in providing access to their collections. Of course college and university libraries as well as large public systems come to mind in such a statement, but the success of your library or information center is also dependent on the MARC format.

Well, you say, I've managed to live without it and it's complex and confusing rules so far, why should I consider it as a factor in my operations now?

Here's some points I hope you'll ponder:

1. The burden of cataloging and the expectations of your users will only grow. You could say that as the expectations grow the burden grows proportionately. You, and your users, know it is technically feasible to store large amounts of information in a computer and access it quickly in any number of ways quickly. Your users are becoming more knowledgeable about databases and will expect you to provide better access to the information under your control. What they may not understand is the amount of work it takes to describe a bibliographic item sufficiently to provide a high level of access.

2. User interfaces are becoming more sophisticated yet easier to use. This trend is apparent in the on-line public access catalogs(OPAC) used in large libraries and in CD-ROM search software. With the implementation of a standard for searching library catalogs(ANSI Z39.50) the same search software used in on-line public access can be used across different libraries and even on CD-ROMS that adhere to the standard. These OPACS are designed for the MARC record format.

3. Use of the MARC record format is being made easier by friendly cataloging software(an oxymoron you say) such as Midinet Marc. Downloading MARC records from CD-ROMs is growing as it becomes more cost effective and less complicated than using a bibliographic utility. Almost all special library cataloging software provides for input from MARC records. It's easier to create MARC records and easier to copy from them.

(See "MARC"'ing Time - Part I, page 7)

Stories From ALCNews

Nancy Humphreys, Marin Institute

(Editor's Note: In the last issue of News there was an announcement about ALCNews. In this issue Nancy Humphreys of the Marin Institute, gives information on how this database has been used by activists in the field.)

Librarians and other information providers often do not get to see the end results of our labor. Information or directions for finding information are given to a patron, and we may never know if our answer was useful. On the other hand, when patrons share their stories of how they used our information, the results can be quite exciting.

ALCNews is a database that puts information into the hands of activists as well as students and researchers. ALCNews, a product of the Marin Institute for Prevention of Alcohol and Other Drug Problems created with support from the Center for Substance Abuse Prevention (CSAP), contains two components: one is the Daily News Summaries; the other is Alcohol Industry materials. The news summaries come from five major daily newspapers. The industry materials is a bibliographic database of abstracted articles from advertising, marketing, and alcohol beverage industry magazines and newsletters. The following are some examples of prevention and media campaigns that came about as a consequence of advocates reading both components of the ALCNews database.

Daily News Summaries

* Bacardi Breezers

Shortly after the news summaries began, an entry in April 1991 alerted advocates to the rising popularity of Bacardi's new product, Bacardi Breezers, which occupied third place in overall sales of distilled spirits products. The story described the product's large Latino following and reported that Bacardi Breezers would be sponsoring Gloria Estefan's summer tour, noting that Estefan also had a large Latino following. An abstract from the industry materials database alerted activists to the fact that Bacardi spent $18 million to promote the breezers. As the date of Estefan's tour neared, community interest grew, and protests at the San Diego, Oakland, Seattle and Los Angeles concerts generated news stories about industry targeting of Latinos in a variety of local and national media.

(See Stories From ALCNews, page 7)
NEWS FROM CANADA
Sheila Lacroix
Addiction Research Foundation

Now that Spring has arrived and reference activity at the ARF library is finally beginning to slow down, it is time to concentrate on my neglected SALIS duties which include reporting Canadian events, issues or initiatives which may be of interest to the broad spectrum of SALIS members. In this issue, I will report on a recent national workshop held in Toronto last March cosponsored by ARF and Health and Welfare Canada entitled LINK. As I prepare this, I can glance at the very effective, stark yet compelling poster, which I wish you all could see, that was prepared for this conference.


The LINK conference was organized by Judith Groeneveld, an ARF researcher who has been studying the relationship between family violence and drug use for years. She is concerned that, traditionally, the two problems have been treated separately. Even when the link is recognized, the tools to facilitate action are lacking. The main purpose of the workshop was to bring together the two service provider groups to provide a forum for awareness, education, networking and planning and to develop a national strategy for implementing appropriate services. This involves individual provincial implementation strategies as well.

The meeting was part conference, part symposium and part workshop. Presentations were made by both family violence and addictions experts such as Sue Evans, a guest from the United States, who specializes in child sexual abuse and Barbara Ball, a specialist on adult survivors of abuse. Workshops provided the participants with educational materials and a chance to network. There will be no published proceedings, but educational materials prepared will receive a post conference revision by a national planning committee. Ultimately, a training kit will be available for purchase.

With LINK, the coexistence of family violence and drug abuse has been addressed and a means to promote an ongoing coordinated approach to treating the problem has been provided.

This is the good news from Canada!

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Video ReViews
Valerie Mead
Rutgers Center of Alcohol Studies

I believe that consumers of educational videos CAN affect their pricing. And buyers of substance use/abuse videos are in a particularly interesting position these days. Public awareness about alcohol/drug issues has opened up the previously limited market for alcohol and drug tapes. There remains, however, enough of a special focus to facilitate buyers to organize a collective, cohesive voice about the cost, content, and style of alcohol/drug videos. As ever, I strongly encourage discussion and offer this column as a means of expression and networking.

The article below is reprinted with permission from GUIDELINES (Vol. 3, Issue 1, 1993), the newsletter put out by ABC-CLIO’s Video Rating Guide for Libraries.

PRICING IN THE HOME VIDEO INDUSTRY: An Independent Producer’s Perspective, by Dan Jones, Site Productions

At one time I was in the antique business. From that experience, I quickly learned that there is no objective reason for the price of anything. Price is determined by what you think you can get someone to pay for whatever you are selling. If that sales price is greater than what the product cost you, you have a business.

I mention this experience because it has a lot to do with the pricing of special-interest videotapes for libraries. Right now, video prices are all over the lot, and the average audiovisual librarian has a hard time making sense of it all. And, like the antiques market, these days people selling videos are pricing by what they think they can get for their product.

The state of affairs shouldn’t be too surprising since we are all going through the transition from the educational "film" marketplace to the special interest "video" market.

In the old education film market, part of the pricing issue was obvious. A half-hour copy of a 16 mm film cost more than $100 to duplicate after the initial production costs and before consideration of any distribution costs. Since the only market for these programs consisted of public institutions like schools and libraries, the economics of scale mandated prices in the $400 range.

(Video ReViews continues next page)
(Video ReViews continues)

But that was before the ubiquitous VCR. Producing special interest programs for the burgeoning home video market has created a new economy of media and has changed the price equation irrevocably. For starters, a copy of a special interest video probably costs much less than $7 to duplicate to VHS. What’s more, the market for videotapes has widened exponentially.

Yet, every AV librarian still receives a deluge of catalogs listing special interest video titles for $300 and $400. Others list titles that are just as interesting and valuable for $30 to $70. How is the librarian to make sense of this?

Part of the answer is cynical. Because you are used to paying $400 for a title, many distributors keep pricing to that level. But that’s only part of the answer.

In reality, the structure of the media industry is changing. In order to understand this new structure, book publishing offers a better analogy than movie producing.

In book publishing, price is not usually an issue unless the title is meant for an extremely narrow audience. Most trade books are priced within a few dollars of each other in the hardcover editions. Their price is maintained under the assumption that they will repay their original costs through sufficient sales volume to justify their publishing cost. The cost of production for the book is relatively fixed.

Surprisingly, the cost of video production is becoming relatively fixed. And it is much lower than it was ten years ago. When I first started producing tapes, it easily cost me $40,000 or more for the technical services needed to produce a simple 25-minute informational tape. But times and equipment have changed. What cost me $40,000 eight years ago may only cost $25,000 today. And I am not alone. Every producer can produce for much less today.

This means that much of the cost of the end product is now determined by other issues. These other factors include: The scope of the market available and uses within the market; The expectation of reasonable yearly sales volume; The cost of marketing or distribution deals; The life cycle of the title; The profit desired by the producer/distributor. Let’s look at these factors to get an idea of what librarians pay for in the end product.

For the librarian, the huge volume of video produced brings up pertinent questions. There are now almost as many videos being produced as there are books being published. Does this mean that the video librarian should look at comparable pricing of books to justify purchases? Is price a valid quality determinant for librarians choosing among titles in the same subject area? (I would suggest in times of tight budgets, price must be a decisive factor.) All of these are new questions for a market that was originally established with few titles and a fairly narrow audience to serve, but they should help to define the context in which to view the issue.

☆ EXPECTATION OF YEARLY SALES VOLUME

Because there are now so many video productions for so many possible uses, the analogy to book pricing must be looked at further.

When an educational producer releases a title for only the school and library market, he or she can expect to sell only about 1,000 copies. The tape many have taken a year to produce at a cost of about $50,000. The producer’s time may have been worth another $50,000. Therefore the company needs to make back $100,000 simply to be able to go on making more films. When the costs of duplication and marketing are thrown in, it turns out that the distributor must charge about $150 per copy with a sales expectation of 1,000 units. At that price, the producer will only cover costs! And let me tell you, it takes a lot of marketing to sell 1,000 copies to schools and libraries.

On the other hand, if a title is produced with the assumption that the producers are going to sell it in a broader marketplace to consumers who have an interest in the subject, they can price it differently. For instance, if I have determined my distribution strategy so that I know that I can sell 6,000 copies of my title to video stores, mail order, etc., then I can afford to sell the same title for $30 retail to make the same return as selling 1,000 copies at $150 each.

Now, at $30 a copy, the pricing looks a lot more like a book than a video. It is therefore obvious that those titles you see coming in at under $50 are assuming some other market besides schools and libraries.

☆ COSTS OF MARKETING AND DISTRIBUTION

A producer is not finished with a production after the tape is edited and mastered. He or she still needs to get it to market. The producer has to buy ads, do mailings, and work the market in an effort to achieve the projected sales volume needed to make a profit. For the do-it-yourself producer, these marketing costs can add up to nearly half the cost of producing the program in the first place.

Out of basic fear of marketing, many producers assign their titles to the catalogs of distributors of educational videos. It is these distributors who keep the librarian’s mail

☆ MARKET SCOPE AND USES

At some point producers have to ask themselves what they are trying to do with the videos they make. In other words, what is the scope of our market? Is the video aimed at a broad market, or is this title aimed at a middling audience? It might even be possible that the tape is aimed at a very narrow market: for instance, educational film libraries. A lot of titles are still produced for this market, which are often quite good, but have such a narrow focus that they won’t find an audience anywhere else.
slot full. They maintain mailing lists, print catalogs and flyers, and set the prices on the tapes. This is where the big boost in cost to the librarian comes in.

I have found that the standard distribution deal between a catalog educational distributor and a producer provides the creative side with about 25 to 30 percent of the sales price. In simple terms, that means that if you buy a videotape for $400 out of a catalog, the producer is getting only about $100. I guess the educational distributors have very high mailing costs.

THE VIDEO LIFE CYCLE

The issue of life cycle of videos is really the corollary of the volume of sales issue. Does the producer expect to sell our hypothetical 6,000 copies of a title immediately or over a mulituser life of the title? If the return is expected to be rather immediate, the producer can afford to price lower than for a title that will achieve a sales goal out over several years. What this means is that to some degree, the higher the price, the longer the producer expects to go before seeing his or her money back.

THE PRODUCER'S PROFIT

Somebody must be making a profit in producing special interest videos. (Other than the big distributors, I haven't figured out who this might be.) Still, the issue of profit is always there. And the issue of profit is really a major part of the consideration listed above.

Everybody in the chain that is attempting to sell the tape to libraries expects to make a profit. So, on top of everything else in the equation of video pricing, you have to add some profit for all of the parties involved in the sale. In the movie industry, profits are the highest concern.

But most of us aren't making films and videos for the glitzy theatrical market. We are writers, producers, and technicians who enjoy our art and craft. But we have to learn a lot more about pricing in the new video world. Our confusion on this issue must certainly lead to confusion among media librarians. But, until the competition forces standards in our emerging video industry, the prices you pay will continue to be all over the lot. My best advice for new is to start shopping for the best combination of price and quality, and make sure you are getting something pretty special if you are paying more than $200 a copy for any video program.

*****

Government Documents/
Fugitive Literature


Contact: American Indian Health Care Association, 245 East Sixth Street, Suite 499, Saint Paul, Minnesota 55101. Tel: (612) 293-0233. Fax: (612) 293-9048.


Contact: Diane Miller, NIAAA Rm. 16C-14, 5600 Fishers Lane, Rockville, MD 20857. Tel: (301) 443-3860


This is one of a series of reports describing the results of Canada's National Alcohol and Other Drugs Survey(1980). This report focuses on the consumption of alcohol and other drugs by Canadians 55 years of age and older, related behaviour and consequences. Also issued in French.

"Dual Disorders: Alcoholism, Drug Dependence and Mental Health." Edited by Diane Riley. Ottawa: Canadian Centre on Substance Abuse, 1993. 59pp. $15.00.

A collection of five papers that were delivered in a symposium sponsored by the CCSA at the Congress of the World Association for Psychosocial Rehabilitation in October 1991. Contributors are Judith Blackwell, John E. Helzer & Thomas R. Pryzbeck, Juan C. Negrete, N. el-Guebaly, and Frederick B. Glaser, with foreword by Diane Riley.


*****
What’s New in Reference Sources

Directory

Drug, Alcohol, and Other Addictions: A Directory of Treatment Centers and Prevention Programs

Based initially on the NDATUS survey, this directory lists nearly 12,000 facilities and programs. Entries may include the average daily census of facilities; the average duration of stay for residential and inpatient settings; specific addictions treated; treatment methods; payment options; specialized programs for specific groups (African Americans, Hispanics, Native Americans, veterans, the elderly, pregnant women, children, and more); crisis hotline numbers; addresses and phone numbers of parent organizations; and special accommodations for evening and/or weekend hours, child care, and wheelchair accessibility.

Although much of this data is available free from the clearinghouse publication, National Directory of Drug Abuse and Alcoholism Treatment and Prevention Programs, the ORYX Directory is more current, and provides more information on more programs.

Useful as a referral tool for health professionals and as a basic reference source in libraries. To order: Send $195.00 ORYX Press at 4041 N. Central, Phoenix, Arizona 85012-3397. Call toll free 1-800-279-6799 or (602) 265-2651; fax toll free 1-800-279-4663 or (602) 265-6250.

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("MARC"ing Time - Part 1 continues)

(4) Unless more efficient processes are used for cataloging, more documents and less resources means less access.

Well, what do you think? Is dealing with MARC format records a factor in your library? There are more issues, but I’m going to save them for next time. Please contact me if you have comments or experiences you’d like to share. I’m RADAR #3057, otherwise: ADP Resource Center Library, 1700 K St., Sacramento CA 95814 (916)324-5439.

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Periodical News

A new abstracting service is in the works! Carfax will be publishing Addiction Abstracts, a quarterly, beginning 1994. No news on the price as yet. Watch this column for more information.

Journal of Substance Abuse Treatment becomes a bimonthly beginning with 1993 issues.

Acquire: Alcohol Concern’s Quarterly Information and Research Bulletin, Vol. 1 No. 1 Summer 1992 has just come across my desk. Apparently, two issues have been published to date, with news of alcohol-related statistics, current research, updates on events from Parliament, conference reports, etc.

Subscription: (20 pounds Sterling)
Alcohol Concern
275 Grays Inn Road, London WC1X 8QF
Tel: (071) 833-3471

An advertisement for Substance Abuse Funding News has just arrived from CD Publications. Call 1-800-666-6380 for a ample issue. Subscription rate is reduced at this offer to $179 for 24 twice-monthly issues. Covers funding opportunities from Federal Government foundations and private organizations. Contact:
Marketing Director Keith Brody
CD Publications
8204 Fenton Street
Silver Spring, MD 20910-4571

*****

Thesaurus News

The NIAAA/CSAP Thesaurus project convened a meeting with the advisory group in early April, to present the newest version of the thesaurus. Plans are underway to make this revision available to the public in early summer. A workshop training is being organized by Dianne Welsh and Kathleen Mullen of CSR for presentation at the upcoming SALIS conference in October. This will be a hands-on training for using the thesaurus in searching the ETOH Database. If any of you would like to suggest ideas for this training, contact Diane Welsh at (202)842-7600.

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New Books


Missing Journals - HELP!

The Center of Alcohol Studies Library at Rutgers University is missing volume 5 of Alcoholism Treatment Quarterly (yes, the entire volume). If anyone has extra issues they can spare, please contact Penny Page at the Center of Alcohol Studies, Smithers Hall, Allison Rd., Piscataway, NJ 08855-0969. Phone: (908) 932-4442. We've had a lot of requests for material from this volume and would like to replace it as soon as possible. Thanks for any help that you can provide.

(Stories From ALCNews continues)

► PowerMaster

Also in 1991, a news summary of a Wall Street Journal article titled, "Potent, New Heileman Malt is Brewing Fierce Industry and Social Criticism" set off a campaign to stop production of PowerMaster. PowerMaster was a malt liquor with 7.4% alcohol content (by volume) targeted at African American men. As a result of protests by many groups, the Bureau of Alcohol Tobacco and Firearms eventually revoked label approval for this product. Industry Materials

► Pride Beer

This year, as a result of periodic searches on ALCNews' Alcohol Industry Materials Database, Pamela Rahn, the Prevention Coordinator for Stepping Stone, a gay and lesbian advocacy group in San Diego, has used alcohol beverage industry articles discussing the potential link between alcohol use with AIDS and HIV to initiate debates in the media around the problematic nature of marketing alcohol to the gay and lesbian market. Most recently, as a result of an article which appears in the ALCNews database, Rahn has undertaken a campaign against Pride Beer, a product brewed and developed by gay marketers which purportedly seeks to contribute revenue and a sense of "pride" to the gay community. As a result of Rahn's efforts, other advocacy groups like the Scott Newman Center have joined to try to educate the marketers of Pride around alcohol related problems in gay and general populations. Work around this issue still continues.

► HIV and AIDS Conference

Also in 1993, media advocates used information from the industry materials database for alcohol and AIDS media advocacy action scheduled for April 22nd in San Diego. In particular, it was important to them to see that the alcohol beverage industry is worried about the links between alcohol, HIV and AIDS - this motivated prevention workers to move on the issue quickly. They held both a demonstration and a press conference at the opening of the University of California at San Diego's first national conference on HIV and Alcohol.

ALCNews is now available to RADAR members on 5.25 or 3.5 inch computer disk. To order your copy call 1-800-729-6686 and request inventory number CR31-ALCNews on disk. The cost of the disk is $20.00. Online subscriptions are also available to anyone who is interested. The cost is $35.00 per year plus 40 cents a minute connect time. To subscribe, contact Knowledge Systems, Inc., Dept. MI, 4124-M Walney Road, Chantilly, VA 22021; phone number (703)631-8622.
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SALIS Directory Updates

Please note the following additions and/or changes to the "Associations, Foundations, Societies, Councils, Self-Help Groups, Networks and Other Organizations Concerned About Substance Abuse" section of the SALIS Directory 1991, pages 103 - 126 and/or to main entries.
Information listed in **BOLD** is new.

**ADD**
Aghast (Action Groups to Halt Advertising and Sponsorship by Tobacco)
IOCU Regional Office for Asia and the Pacific
P.O. Box 1045
Penang, Malaysia 10830
Tel: (+60 4) 371396
Fax: (+60 4) 366506

**UPDATE**
National Safety Council
1121 Springlake Drive
Itasca, IL 60143-3201
Tel: (708) 285-1121
Fax: (708) 285-0797

**New Entry:**

South Africa

South African National Council on Alcoholism and Drug Dependence Library(SANCA)
P.O. Box 10134
Johannesburg, 2000
South Africa
011-7255810

**FAX:** 011-7252722

**Telex:**

**Type:**
research/academic; resource/information; reference; fee based system

**Parent Organization:**
SANCA

**Date Established:**
1980

**Contact Person:**
Judith Shipley
Head of Library & Information Services

**Network Address(es):**

**Size of Collection:**
700 books; 35 journal titles; 20 newsletter titles; 62 videos; 18 audio tapes; 3 curricula; 450 other materials

**Open to Public:**
YES

**Lend to Public:**
YES

**Automated Access:**
YES

**Automated System:**
Microsine integrated library system for smaller collections

**Online Searches:**
NO

**Outside Searches:**
NO

**Systems/Vendors Used:**
SANCA Forum

**Database Searched:**

**Periodicals Published:**
SANCA Forum

**Other Publications:**
phampletes; curricula; information booklets

**Collection Description:**
prevention; EAP; women; conferences(SA); Blacks; DACGA; MANDRAX; South Africa; research(SA); FAS, COA; nitrous oxide; inhalants; self-help groups;

**Subject Strengths:**
video; pamphlets/posters; exhibition material; selection of overseas material; education manuals; statistics(SA); monographs; SANCA life threatening diseases policy; Quest/Lions program; SANCA biannual reports dating back to 1966

**Audience:**
students of all levels; teachers; health care providers; researchers; prevention workers; parents; public; ministers & students of religion; authors(fiction/non-fiction); police

**Services:**
acquisitions lists; bibliographies; library newsletters

**Provided for:**
own organization; national office staff

**Memberships:**
SLIS(Special Libraries & Information Services Group); SASIG(South African Serials Interest Group); MEDLIG(Medical Librarian Interest Group; South African Interlending Interest Group

$0.20 per page(SA currency)

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