

In This Issue

ISSN 1460-7239

1 Editorial

2 My Favourite Tipples

from Celeste Smith

4 Jobs

Information Manager
Serials Librarian
Information Scientist

5 Bookshelf

"Developing Online Content: The Principles of Writing and Editing for the Web"

Reviewed by Jonathan Hewett

6 Feature Article

"News Agencies on the Web"

By Sam Vaknin

Fact, Events and Gold Forthcoming Articles

4 Contact Information

Online Version with Activated Hyperlinks

<<http://www.freepint.com/issues/250702.htm>>

Adobe Acrobat Version

<<http://www.freepint.com/issues/250702.pdf>>

Choose a free report from MarketResearch.com

Now through August 30th, MarketResearch.com is offering a free MarketLooks report (\$599 value) to Free Pint readers who purchase \$1000 or more in research. MarketLooks are a perfect snapshot of key data and market trends covering market size and composition, growth, retail dynamics, and consumer profiles. For more information on this limited time offer and a listing of report titles, click here. <http://eletters.marketresearch.com/marketlooks.html>

Editorial

We've had a great time running the Free Pint Exchange workshops here over the last few weeks. The feedback was so positive that we've been busy arranging a new series for the Autumn. Sessions will be looking at gathering and using competitive intelligence, data protection and privacy, and copyright issues for Web sites and intranets. Places are strictly first-come-first-served, so find out more and book early <<http://www.freepint.com/exchange>>.

Our Summer Sale starts today, with 'buy one get one free' on newsletter and banner advertising. Also, listings in Free Pint Jobs are half price. The offers last until the end of August, but of course there's limited availability <<http://www.freepint.com/shop>>.

I don't know why it's taken us so long, but we've finally launched an HTML version of the Bar Digest. If you already receive the Digest (and nine thousand of you do, three times a week) then you'll know that you can't currently click on items in the Table of Contents. Well, all that's changed. Links are now activated in the HTML version, including those in the Table of Contents and in postings. It is certainly much easier to use. To receive the HTML version, visit <<http://www.freepint.com/member>> or email <subs@freepint.com>.

Whilst you're modifying your account, you might opt to receive the fully formatted version of this newsletter. It comes by email as an Adobe Acrobat file, and is much easier to read and print out. You can see it online at <<http://www.freepint.com/issues/250702.pdf>>.

I hope you enjoy today's Free Pint. Please give us your feedback by email or at the Bar, and do pass the newsletter to your colleagues.

Best regards
William Hann <william@freepint.com>

William Hann BSc(Hons) MCLIP
Founder and Managing Editor
Email: <william@freepint.com>
Tel: +44 (0)1784 420044
Free Pint is a Registered Trademark of Free Pint Limited (R) 1997-2002

About Free Pint

Free Pint is an online community of information researchers. Members receive this free newsletter every two weeks packed with tips on finding quality and reliable business information on the Internet.

Joining is free at <<http://www.freepint.com/>> and provides access to the substantial archive of articles, book reviews, jobs, industry news & events, with answers to your research questions and networking at the Free Pint Bar.

Please circulate this newsletter which is best read when printed out. To receive the Adobe Acrobat version as an attachment or a brief notification when it's online, visit <<http://www.freepint.com/member>>.

Free Pint Summer Sale

Making a rare appearance, the Free Pint Sale is back:

- Buy one newsletter advert, get one free
- Buy 50,000 banner exposures, get 50,000 free
- Advertise a job vacancy for half price

Offers are first-come-first-served, and end 31st August 2002.

Don't delay, and visit <<http://www.freepint.com/shop>>

Free Pint Gold

Information Architecture and web usability are still hot topics even after a year. Hal P Kirkwood takes a look at courses, meta-sites, companies and individuals. Oon a completely different note (sorry), Zena Woodley promotes the enjoyment of bell ringing.

- Free Pint No.92, 19th July 2001. "Information Architecture and Web Usability Resources" and "Summoned by Bells" <<http://www.freepint.com/issues/190701.htm>>

Two years ago Carey McIlvenny provided some very useful puppetry and animation sites which will inevitably take you back to your childhood and keep update you on the latest developments. Ian Tilsed tempted us with the latest Personal Digital Assistants on the market.

- Free Pint No.67, 20th July 2000. "Puppetry and Animation Sources on the Web" and "Web resources for handheld computers" <<http://www.freepint.com/issues/200700.htm>>

In 1999 Hal was back with a "powerful collection of technology and business-related publications with a significant amount of full-text and interactive options". Also Jonathan Eaton looked at the 'timely' arrival of the Internet Tool kit.

- Free Pint No.43, 22nd July 1999. "Full Text Online?" and "Intranet 'Toolkits' for Integrating Online Services - a world of possibilities" <<http://www.freepint.com/issues/220799.htm>>

Four years ago Matt Moore helped you with your holiday plans, listing sites on weather, money, maps, guides, bookings and timetables. Ed Burt told how to get your Web site indexed by a search engine's robot.

- Free Pint No.19, 23rd July 1998. "Wish You Were Here ... Travel and Tourism Resources on the Web" and "First Amongst Equals" <<http://www.freepint.com/issues/230798.htm>>

Need access to industry specific information?

Esmerk Ltd offers access to same-day abstracted information from hundreds of sources including 497 newspapers in 22 languages from 85 different countries and delivered daily to you in English. For more information on how you can keep abreast in your industry contact us at <<http://www.esmerk.com>>

Esmerk... We are here to keep you ahead!

Free Pint Competitive Intelligence Exchange

A workshop looking at ways of finding information on competitors, what to look for and how to communicate it to decision makers.

Thursday 19th September 2002, West London, UK
<<http://www.freepint.com/exchange/ci190902.htm>>

My Favourite Tipples from Celeste Smith

- Electronic Journal Miner <<http://ejournal.coalliance.org/>> - This web page provides a series of indexes (e.g. title and Library of Congress Subject Heading) to provide easy access to different electronic serials. The Electronic Journal Miner is updated on an almost daily basis.
- Gold Rush <<http://goldrush.coalliance.org/>> - Gold Rush is a tool to help you find the best databases to search for information on a specific topic or from a specific journal. Similar to Full Text Sources online.
- Cyberatlas <<http://www.cyberatlas.com>> - A great free source for Internet related statistics and market information.

- The Business Strategy Search Specialist <<http://www.sookoo.com/>> - A great site for Business Strategy information including articles, case studies, etc.
- One Across <<http://oneacross.com/>> - A must for all crossword fanatics, this site includes links to various free crosswords as well as an answer finder.

Celeste is a Manager at META Group <<http://www.metagroup.com>> Her specialization is information technology research. Her free time is spent with trying to keep up with her one year old son.

Email your top five favourite Web sites to <penny@freepint.com> or see the guidelines at <<http://www.freepint.com/author.htm>>.

Free Pint Data Protection Exchange

Thursday 26th September 2002, West London, UK
<<http://www.freepint.com/exchange/dp260902.htm>>

This workshop will look at setting up data protection and privacy statements, tracking users, securing and processing client data.

"Paul Pedley is an excellent speaker. Very knowledgeable. Would definitely come to another event. Price was reasonable as well."

Factiva And The Special Libraries Association Announce Annual Award Recipients

Factiva and the SLA announced the recipients of two annual awards at the conference in Los Angeles. Tom Fearon, Library Director, Lehman Brothers Inc has been selected to receive the Factiva Leadership Award and Margareta Nelke, Technology Intelligence Director, Tetra Pak in Sweden was awarded the European Special Librarian of the Year. Congratulations to them on their outstanding accomplishments in the information field.

Free Pint Jobs

<<http://www.freepint.com/jobs>>

SUMMER SALE: All job listings placed before the end of August are half price. Find out more at <<http://www.freepint.com/shop/>>.

As well as the selected listings below, check out the weekly Bar postings which list the latest additions to Free Pint Jobs. This week's can be found at <<http://www.freepint.com/go/b18898>> and last week's at <<http://www.freepint.com/go/b18725>>.

Here are some of the latest featured jobs:

Information Manager

<<http://www.freepint.com/go/j1875>>
Cultural Enterprise is recruiting an Information Manager to manage all aspects of our Information Unit.
Recruiter: Cultural Enterprise

Serials Librarian

<<http://www.freepint.com/go/j1907>>
Serials Librarian / Researcher / Library Management.
New position for proactive qualified candidate for top Law Practice. 21 - 23,000.
Recruiter: Glen Recruitment

Information Scientist (Maternity Cover)

<<http://www.freepint.com/go/j1909>>
Use your scientific background or knowledge of relevant online sources to work for this well know consumer goods firm for 6 months.
Recruiter: Sue Hill Recruitment

[The above jobs are paid listings]

Job seekers can search the database for free, and set up a profile to be notified weekly of relevant new vacancies.

Recruiters will receive significant publicity for listed vacancies, and jobs will be matched against the 600+ stored job seeker profiles.

Find out more today at <<http://www.freepint.com/jobs>>

Ready to do Ecommerce?

<http://www.globalgold.co.uk/Ecommerce/>

For trusted Ecommerce-based hosting solutions contact Global Gold TODAY! You'll get a voice on the line, great Customer Service and fair prices! Call 0870 0044444 NOW to work with one of Europe's most forward thinking hosting providers, we make things simple.
<http://www.globalgold.co.uk/Hosting/>

Events

<<http://www.freepint.com/events>>

Glasgow is the place to be this summer. The International Federation of Library Associations (IFLA) are running their "68th IFLA General Conference and Council" <<http://www.freepint.com/go/e105>> with lectures, workshops, library visits and poster sessions.

Alongside is "Using market research to improve customer satisfaction" <<http://www.freepint.com/go/e151>> which teaches how to improve the quality and effectiveness of your library and information service.

Arlis also have an event, for art and design librarians and information professionals entitled "e-magine: gateways to the changing landscape of art information" <<http://www.freepint.com/go/e150>>.

Submit details of your event today for free promotion. Simply complete the form at <<http://www.freepint.com/events>>.

Free Pint Bar In Association with Factiva a Dow Jones & Reuters Company

If you have a tricky research question or can help other Free Pinters then do post a message at the Bar <<http://www.freepint.com/bar>> or the Student Bar <<http://www.freepint.com/student>>.

To have the latest Bar postings sent to you every other day, log in to your account online at <<http://www.freepint.com/member>>.

Contact Information

Address:

Free Pint Limited
4-6 Station Approach
Ashford, Middlesex
TW15 2QN, United Kingdom

Tel: +44 (0)1784 420044
Fax: +44 (0)1784 420033

Directions and maps:

<<http://www.freepint.com/contact.htm>>

Key contacts:

William Hann, Founder and Managing Editor
<william@freepint.com>

Penny, Administrator <penny@freepint.com>

Web <<http://www.freepint.com>>
Subscriptions <subs@freepint.com>
Letters & Comments <feedback@freepint.com>
Authors <<http://www.freepint.com/author.htm>>
Latest Issue Autoresponder
<auto@freepint.com>
Advertising
<<http://www.freepint.com/advert.htm>>

Free Pint Bookshelf

<<http://www.freepint.com/bookshelf>>

"Developing Online Content: The Principles of Writing and Editing for the Web"

Written by Irene Hammerich and Claire Harrison

Reviewed by Jonathan Hewett

In line with its aims, this book's title outlines its territory clearly. It delves into theories underlying sound writing and editing for the web, as well as their practical application. The writers seek to fill the large gap left by the wealth of material that concentrates on online news and e-zines but ignores the mass of other content. Effective structure and presentation make it appropriately easy to 'navigate'.

Anyone involved in publishing material on the web, including knowledge or content managers/librarians, will find useful material. It will also be valuable to professional writers/editors relatively new to web content, and designers and producers who want to understand more about working with text.

The authors cover an impressive range. After an introduction on the importance of viewing content through users' eyes, they deal with techniques for organising sites and what they call "e-rhetoric: a new form of persuasion". This chapter focuses on the crucial role of high-quality content and presentation, examining factors such as coherence (all parts of the text connecting together clearly and logically) and online credibility (trusting what you see).

Another section - helpful for non-designers - deals thoroughly with "visual rhetoric". The remainder of the book tackles: linking; how to think about web pages and screens; different technologies for delivering content (with a brief look at what's on

the horizon); content management; and working as a web writer/editor.

The forays into the thinking behind some of the principles can seem daunting. Fortunately the book's clear presentation enables readers to skip Gestalt and the psychology of art or "the economics of human attention-structures", and turn quickly to succinct advice in tables and bullet points. Similarly, the authors sometimes fall into the kind of jargon they wisely advise against. "A Parasocial Interaction Web Site Scale" was my favourite. But such terms are explained carefully, and the user-friendly layout and headings help steer casual readers to relevant introductions.

The book draws on diverse research, from ubiquitous usability guru Jakob Nielsen and human-computer interface experts, to linguistics professors, psychologists and philosophers. I particularly liked the pithy panels in which an expert gives his or her view on topics such as "Presenting a Complex Argument on the Web" and "Predicting Text". The examples of poor and good practice are another strength.

There are a few gaps in what is generally a comprehensive volume. I would have liked more on font/text styles, copyright, and English for people who don't have it as their first language, for example. And while the law varies around the globe, it is prudent for editors and writers to know the essentials of libel (often unintended) and its dangers. Sadly the publisher has neglected the opportunity to provide linked examples on its website; indeed, two of the links to figures from the book failed. Or was that an ironic comment?

Jonathan Hewett is a freelance editor, communications consultant and trainer. He has been involved in many online projects and print publications, working with businesses, government agencies and not-for-profit organisations. Frustration with poorly presented web content, and clients who struggled to find editors with the necessary skills, encouraged him to move into editing and writing for the web. Jonathan has been consulting editor at EUbusiness.com <<http://www.eubusiness.com>>, a sub-editor at Nature <<http://www.nature.com>>, and editor of The Week in Europe

Free Pint Electronic Copyright Exchange

Copyright issues in the electronic environment and their implications for Web sites and intranets will be examined in this workshop. Topics include licences, deep linking, copyright law and new directives.

Thursday 17th October 2002,
West London, UK
<<http://www.freepint.com/exchange/ec171002.htm>>

<<http://www.cec.org.uk/press/we/la test.htm>>. He edits material for the Environment Agency <<http://www.environment-agency.gov.uk>>, the magazine of the London Cycling Campaign <<http://www.lcc.org.uk>> and the IPA <<http://www.ipa-involve.com>>. He also works as a journalism trainer, and can be contacted at <jh_editorial@yahoo.co.uk>.

Related Free Pint links:

- Find out more about this book online at the Free Pint Bookshelf <<http://www.freepint.com/bookshelf/devcontent.htm>>
- Read customer comments and buy this book at Amazon.co.uk <<http://www.amazon.co.uk/exec/obidos/ASIN/0471146110/freepint0c>> or Amazon.com <<http://www.amazon.com/exec/obidos/ASIN/0471146110/freepint00>>
- "Developing Online Content: The Principles of Writing and Editing for the Web" ISBN 0471146110 published by John Wiley & Sons written by Irene Hammerich and Claire Harrison
- Search for and purchase any book from Amazon via the Free Pint Bookshelf at <<http://www.freepint.com/bookshelf>>
- Read about other Internet Marketing books on the Free Pint Bookshelf <<http://www.freepint.com/bookshelf/marketing.htm>>

To propose an information-related book for review, send details to <bookshelf@freepint.com>.

Recruit Information Professionals For 50% Less

Until the end of August, listings in Free Pint Jobs are half their usual price. This might therefore be the time to advertise your vacancy to the largest community of information professionals anywhere.

<<http://www.freepint.com/shop>>

Feature Article<http://www.freepint.com/issues/250702.htm#feature>**" News Agencies on the Web "**
By Sam Vaknin

In the pre-Internet days, news agencies, or, as they are known today, newswires, used to dominate the gathering and dissemination of news. As news budgets and newsrooms shriveled and as the Internet mushroomed, newswires came to be considered redundant, expensive white elephants, at a disadvantage compared to nimble news hunter-gatherers across the globe, equipped with webcams and laptops.

Yet, they mostly succeeded to adapt to the new, demanding, environment by assimilating it. They adopted and adapted - methods, technologies, attitude, whole networks of cheap freelancers. They became either more globally ubiquitous, or more niche-orientated.

The behemoth of the trade by far is Associated Press (AP) <http://www.ap.org/>. Like all the others, it offers products tailored to print and broadcast media, notably a daily wire with thousands of new stories a week. Its Television News <http://aptn.com/> allows broadcasters to outsource news coverage in every corner of the globe to dedicated APTN camera crews, replete with editing, and a satellite uplink.

AP's wire Web site <http://wire.ap.org/> presents a map of the USA with links, in drop down menus, to hundreds of media outlets. Clicking on any of the links provides access to both the specific medium chosen and to its selection from the daily wire. Links to international media are also provided.

Reuters, whose specialty is financial news and international affairs, is more direct in providing access to its wares, straight on its home page <http://www.reuters.com/>. News is classified by topic or by country. Business and financial news dominates. There is breaking financial news and even company snapshots. Both AP and Reuters host extensive photo galleries. Reuters Inform is the online equivalent of the auld ticker (real time streaming news, prices, charts, weather) regarding commodities and energy products. A free trial is available at <http://www.reutersinform.com/>.

The third member of the historical Big Three, established in 1907, is United Press International (UPI), owned by the Washington Times group. Its new Web site is at <http://www.upi.com/>. The site offers access to full text archives dating back for months, compared to one day or less made available by other newswires. Photos, articles, analyses are arranged in six desks, and UPI offers an advanced search facility on site.

A goggle of hitherto national newswires has been surging ahead lately. Leading the peck is Agence France Presse (AFP) <http://www.afp.com/>. It was established in France by Charles-Louis Havas in 1835. Almost half its workforce is international. It produces not only text and photos but also animation and graphics. Its AFP Direct <http://www.afp-direct.com/> aggregates content with emphases on social issues, international affairs, current affairs, and diplomacy. It also offers news by e-mail in 6 languages.

AFX News is a joint venture between AFP and the Financial Times <http://www.afxnews.com/>. It specializes in providing breaking news about European and Asian

Free Pint Bar Digest in HTML Format

Isn't life easier when you can click on links in the table of contents? The HTML version of the Bar Digest activates all links, making it quicker to read items of interest.

Sign up today at <http://www.freepint.com/member> or email subs@freepint.com

equities. It collaborates with local newsfeeds in several languages and offers an e-commerce Internet feed of its own.

The German news agency DPA is the German equivalent of AFP, though it is far less international in its coverage <http://www.dpa.de/en/unternehmenswelt/index.html>. Australia sports its own embryonic newswire <http://aap.com.au/>. These news agencies are half way between global and national.

But the Internet is flooded with the Web sites of newswires which offer strictly national fare. Iran's IRNA <http://www.irna.com/>, Russia's veteran (though much revamped and privatized) ITAR-TASS http://www.itar-tass.com/default_eng.asp and Interfax <http://www.interfax.ru/?lang=EN&>, Japan's Kyodo News Web <http://home.kyodo.co.jp/>, Britain's 2dayUK (an agglomeration of 10 regional agencies) <http://www.2dayuk.com/new/index.shtml> and numerous others.

Some newswires are regional or cater to specialty markets, such as ethnic groups. Hard Edge Media is Scottish <http://www.hemedia.co.uk/>, Hyde Park Media, despite its name, is from Chicago <http://www.hydeparkmedia.com/>, Noticias Wire is geared to the Hispanic market <http://www.noticiaswire.com/>, and RosBalt News Agency serves the sizable Russian minorities in the Baltic countries <http://www.rosbalt.com/>.

The Internet gave rise to at least two new phenomena.

Some content aggregators and syndicators specialize in news - ClarisNews <http://www.clarinet.com/>, NewsNowDirect <http://www.newsnowdirect.com/>, Moreover <http://w.moreover.com/>, WorldNews <http://www.worldnews.com/>, Syndicated News <http://syndicatednews.com/>, BCE Emergis <http://www.ewsservices.com/en/index.html>, AlterNet <http://www.alternet.org/> which collects content from alternative media, Feature Story News <http://www.fsntv.com/> which does TV and radio content, and Gemini News Service <http://www.gemininewsservice.com/> and others.

Some news aggregators accept any content from any Web site, usually provided it is in the RSS format: Aggie <http://bitworking.org/Aggie.html>, Amphetadesk <http://www.disobey.com/amphetadesk/>, HeadlineAddict <http://headlineaddict.com/exec/headline>, InboxRobot <http://www.inboxrobot.com/>, NewIndex <http://www.newsindex.com/delivered.html>, NewsIsFree <http://www.newsisfree.com/>, NewzCrawler <http://www.newzcrawler.com/>, NewzPrint <http://www.newzprint.com/>, Syndic8 <http://www.syndic8.com/>, 1stHeadlines <http://www.1stheadlines.com/>, and many others.

These, strictly, are not newswires or news agencies in that they do not produce the content. They only repackage it and distribute it. Still, repackaging and distribution are the core competencies of newswires and, thus, these newcomers constitute a growing threat to more established players in the field.

The second phenomenon involves aggregators and distributors of press releases. The volume and quality of their output is such that they often compete with the business desks of established newswires. US Newswire <<http://www.usnewswire.com/>>, PR Web <<http://www.prweb.com/>>, Software Wire <<http://www.softwarewire.com/>>, Internet Wire <<http://www.internetwire.com/>>, PR Newswire <<http://biz.yahoo.com/prnews/>>, and Webwire <<http://www.webwire.com/>>.

Finally, most major media companies run a wire service dedicated exclusively to their content. The famous BBC World Service business newswire <<http://www.bbc.co.uk/worldservice/business/index.shtml>>, for instance, carries only business news written by the BBC's reporters around the globe. ABC has its Business Index <<http://www.abcnews.go.com/sections/business/index.html>>, Bloomberg maintains a browseable online archive dating back to 1995 <<http://quote.bloomberg.com/newsarchive/>>, CBS Marketwatch <<http://cbs.marketwatch.com/news/newsroom.htm>>, CNBC Market and News <<http://www.cnbc.com/news/index.html>>, and the Dow Jones Newswires <<http://www.dowjones.com/newswires/djna.html>>.

Sam Vaknin is the author of "Malignant Self Love - Narcissism Revisited" and "After the Rain - How the West Lost the East". He is a columnist for Central Europe Review and eBookWeb, a United Press International (UPI) Senior Business Correspondent, and the editor of mental health and Central East Europe categories in The Open Directory and Suite101. Until recently, he served as the Economic Advisor to the Government of Macedonia. Visit <<http://samvak.tripod.com>>.

Related Free Pint links:

- "Newspapers and Magazines" resources in the Free Pint Portal <<http://www.freepint.com/go/p95>>
- Post a message to the author, Sam Vaknin, or suggest further resources at the Free Pint Bar <<http://www.freepint.com/bar>>
- Read this article online, with activated hyperlinks <<http://www.freepint.com/issues/250702.htm#feature>>
- Access the entire archive of Free Pint content <<http://www.freepint.com/portal/content/>>

Many thanks for reading today's Free Pint. Don't forget to check out the forthcoming Exchange events <<http://www.freepint.com/exchange>> or the Summer Sale <<http://www.freepint.com/shop/>>.

See you in two weeks!

William Hann, Managing Editor
<william@freepint.com>

© Free Pint Limited 1997-2002
<<http://www.freepint.com/>>

Free Pint Forthcoming Articles

[Provisional]

- * Business Rankings * Venezuela * Web Performance *
- * Government Information * Offshore Funds *
- * Site Evaluation * Balkan Economies *
- * Redundancy and Employment *
- * Copyleft * Vendors * Alternative Search Strategies *

If you have a suggestion for an article topic or would like to write for Free Pint then please contact <william@freepint.com> or sign up for the Author Update at <<http://www.freepint.com/author.htm>>.

Free Pint is a registered trademark of Free Pint Limited (c) 1997-2002

To subscribe, unsubscribe, change your subscriptions or password, visit <<http://www.freepint.com/member>> or email <subs@freepint.com>. For details about contributing, advertising or to see past issues, please visit the Web site at <<http://www.freepint.com/>> or email <info@freepint.com>.

Please note: Free Pint (ISSN 1460-7239) is a registered trademark of, and published by, Free Pint Limited. The publishers will NEVER make the subscriber list available to any other company or organisation.

The opinions, advice, products and services offered herein are the sole responsibility of the contributors. Whilst all reasonable care has been taken to ensure the accuracy of the publication, the publishers cannot accept responsibility for any errors or omissions.

This publication may be freely copied and/or distributed in its entirety. However, individual sections MAY NOT be copied and/or distributed without the prior written agreement of the publishers. Write to William Hann <william@freepint.com> for more details. Product names used in Free Pint are for identification purposes only, and may be trademarks of their respective owners. Free Pint disclaims any and all rights in those marks. All rights reserved.