

CAS Information Services Newsletter

Spring 2014
March

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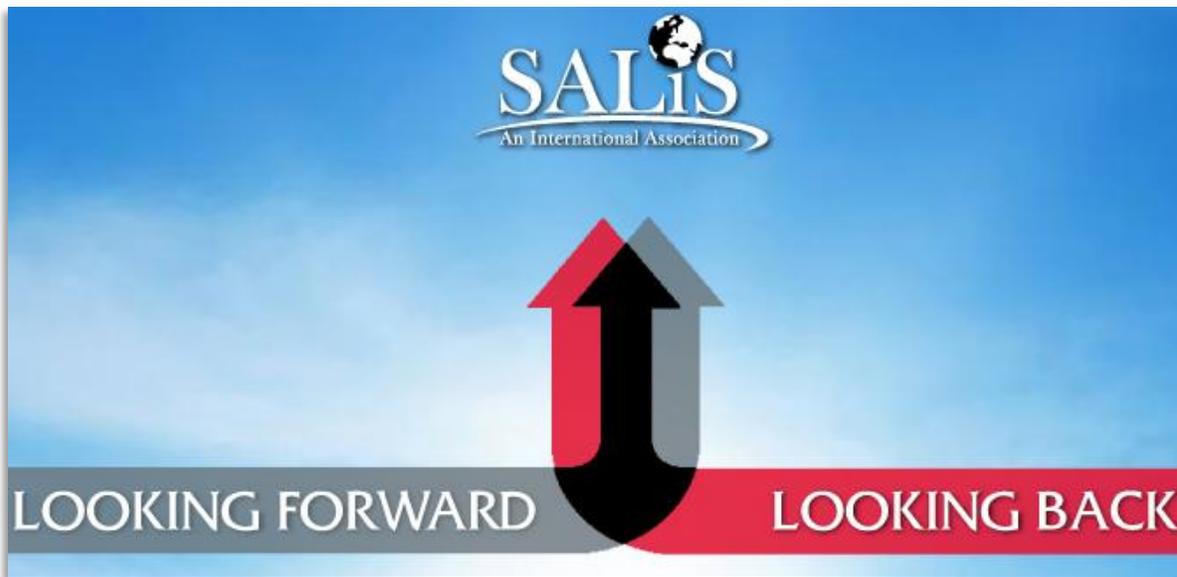
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1. SALIS 36th Annual Conference

This year's Substance Abuse Librarians and Information Specialists (SALIS) Conference is just around the corner! The conference is hosted by CAS, and will take place on April 29 through May 2 right here at the Heldrich Hotel in New Brunswick.

SALIS members last gathered in New Brunswick for this conference back in 1985. Now, 29 years later, SALIS members and other interested information professionals will have the opportunity to share professional practices as well as tour our Center and participate in the CAS 75th Anniversary Celebration taking part on Tuesday, April 30th.

The conference theme this year, ***Looking Forward, Looking Back: Reflections on the Past and Planning for the Future***, aims to review past successes and best practices in documenting and disseminating addiction research, as well as to explore opportunities to translate them into our information age.



CAS Library News

We have an exciting program of three full days with presentations and posters on the most current and perennial topics, including many presenters from the Center and Rutgers.

Presentations include:

- **Michael Lesk, PhD:** *From Descriptions to Duplicates to Data: How Digital Tools Change Scholarly Research*
- **Gail Milgram, ED:** *The Summer School of Alcohol Studies: The Rutgers Experience*
- **Andrea Mitchell, MLS:** *Looking Back to Look Forward: Memories and Milestones of 36 Years*
- **Robert Pandina, PhD:** *Of Chickens and Eggs: How a Journal Built a Center and a Field*
- **Helene Raskin White, PhD:** *Transitions in Substance Use, Transitions in Publication*

You will also learn about:

- “...a new public bibliographic database, which aims to help fill a gap”
- “...what’s been happening in Colorado and Washington”
- “...how tailored services can increase the contribution made by librarians to the field”
- “...the digitisation of over 190,000 records of the Addicts Index files”

Poster sessions:

- **Watch out for the Potholes:** *The Bumpy Road of Digitizing a Historical Collection*
- **When Opportunity Knocks:** *Engineering a DAM System for Digital Collections*
- **Saving the Spirit:** *Digitizing the Inventory of the Summer School of Alcohol Studies*
- **The Devil's Mouthwash:** *America's Complicated Relationship with Alcohol*

Panels:

- **Mystery and Speculation:** *Piecing Together E.M. Jellinek's Redemption*
- **Open Access** (*at what cost?*)

2. A closer look at this year's SALIS poster presentations

The CAS Library's collections and the ALCVault digital archive project will be featured prominently at this year's SALIS conference. Students in Dr. Ward's Digital Libraries Technology course will be presenting a poster highlighting the evolution of the United States' public views on alcohol from the 18th Century to the present, and our current graduate students will be presenting posters describing the process of preserving and making accessible the many rare materials our library holds that uniquely serve to illuminate this significant period in history. Finished posters will be featured in our next newsletter!

- **When Opportunity Knocks: Engineering a DAM System for Digital Collections**
Deborah Fanslow, MLIS

This poster presents the issues that CAS staff has encountered in customizing MaxxVault, a document management system (DMS), to serve as a digital asset management (DAM) system in order to digitize, preserve, and make accessible materials contained within ALCVault, our new digital archive.



There are a multitude of benefits and challenges in choosing to build your own digital asset management (DAM) system instead of using “out-of-the-box” software. Working directly with software engineers provides the opportunity to customize an application to support our specific needs with regard to complex metadata for diverse media, multiple workflows, controlled vocabularies, rights management, advanced search capabilities, and a user-friendly interface.

The core functionalities between DM systems and DAM systems are similar—both include a repository, metadata index, search engine, access/rights system, and a workflow engine. By building upon a document management system instead of starting from scratch, we can take advantage of the strengths of document management software, including full/zonal OCR, text-specific search features, text processing integration, and document manipulation. In order to meet all of our needs, additional features must be added to the current system in order to provide the functionality of a true digital asset management system—including support for a variety of multimedia objects, advanced metadata schemas, complex digital rights management, thesaurus integration, image transformation, and a front end interface capable of being integrated into the library’s new and forthcoming Drupal-based website.

Customizing a content management system is always a complex endeavor; in our case, each collection we are working with has its own issues and challenges on top of the basic needs discussed above. Library staff is working closely with MaxxVault engineers to meet the challenge!

- **Watch out for the Potholes: The Bumpy Road of Digitizing a Historical Collection**
Tony Chu, PhD

The digitization project of the library archives consists of two parallel tasks. The first task is testing the content management software MaxxVault in an effort to upgrade our digital repository system. The other is digitizing the historical collection. This case study specifically refers to the Ralph G. Connor Alcohol Research Reference Files (CARRF). How the project can be accomplished is analyzed in an effort to lay out an implementation plan. The possible issues that arise are discussed.

When building a digital library, the digitization of a historical collection can be done by (1) digitizing and indexing each of the print documents one-by-one, (2) digitizing all the print documents, importing them into the new system, and then indexing each of them, or (3) digitizing all the print documents, importing the existing metadata from the old system, and matching the two parts in the new system. The third option is often considered because the metadata is typically available as an

Online Public Access Catalog (OPAC). For efficiency, this option is also preferred by reducing the operational time.

Issues could arise with the third option. Using the digitization of our library's historical collection as a case study, we documented two such issues. First, our staff had included the archive ID and title of each document as part of the filename, which helped with general identification, but did so with a lack of delimiters necessary to parse the information with data mining and statistical software such as Statistical Package for the Social Sciences (SPSS). This caused problems when attempting to separate the file ID number from the document title.

The second problem was about matching the digitized content with the metadata. Our research found that the metadata from our existing database system had not been updated to cover the entire collection. Furthermore, a physical archive folder may contain several documents which all link to the same metadata record in the old system. In other words, the existing metadata are not granular enough to specify and describe all the documents of the historical collection.

The preliminary steps of linking the file names of the digitized documents and the metadata in the existing system have been taken. The linking IDs are manually read and separated from the file names. For a simple one-to-one merger, a decision was made to only link the file names of the digitized surveys with the metadata. This merged table is being loaded into the new content management system and eventually will be linked with the digital objects of the surveys.

- **Saving the Spirit:** Digitizing the Inventory of the Summer School of Alcohol Studies
Danny Geary, MA

RU

RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY
Education and Training Division, Center of Alcohol Studies
605 Union Street
Alcoholism, New Jersey 08854
Phone: (732) 445-4117 Fax: (732) 445-3500
***** PERMANENT DATA RECORD CARD *****

LAST NAME: _____ FIRST NAME: _____ MIDDLE: _____
Home Address: _____ Home Phone: _____
City: _____ State: _____ Zip: _____ SS Number: _____
Employer: _____ Your Position: _____

Business Address: _____
City: _____ State: _____ Zip: _____ Business Phone: _____

For Office Use Only			
Final Grade	Course Hours	CEU/CPE Earned	Certificate Issued and Date
P	24		YES [initials]
P	11		

8:00 am - 12:15 pm, Course Number: 005
Understanding the Dynamics and Content of
14 of pm - 2:45 pm, Course Number: 007
Group Techniques for the Addicted Population

City of Class Meeting: C.A.C. New Brunswick, NJ
School Alcoholism Institute of Alcohol and Drug Studies
School Dates: July 11, 2004 - July 16, 2004
Emergency Phone Number: _____
Emergency Contact: _____
Signature of Student: _____

For the past few months, CAS Library has been working with MaxxVault to try to digitize pieces of its collection. One sub-section is the collection of Summer School materials. These include: lectures, Alumni News, photos, rosters, brochures, flyers, and registration cards, with some items dating back to Jellinek's first Summer School session in 1943. We predict that MaxxVault will be a great fit for the collection due to zonal OCR and access permissions abilities.

Zonal OCR allows the scanner to choose a particular area to scan and then automatically translate to text and index. While the default is using a rectangular selector, the program can even use the surrounding pixels, such as a title, as points of reference to make the scan more accurate. Our first attempt at zonal OCR used registration cards, which we have for all of the educational opportunities the Center has ever offered dated back to 1943. These have the names of alumni in the top left corner. If we can

use zonal OCR accurately, then we will be able to top-load a stack of registration cards in the copy machine and let the computer do the rest. We will need to adjust the program a bit for each year,

but if zonal OCR works well with the registration cards, then we can try using it on any type of form thus saving time, energy, and money in the digitization effort.

The second plus is access permissions. Due to the Center's sensitive subject matter, we need to make sure that the library's digital collection can differentiate between in-house and public files. The in-house files will include personal records, like the registration cards. These can only be used by faculty; any use by the public would be a violation of privacy. Additionally, there are copyrighted pieces, similar to the Journal. In this case, the library would like to share the materials with faculty and staff, but require outside users to pay the proper fee. MaxxVault allows the library to use workflow management to help with this potential problem.

In our access permission workflow, undergrad interns scan documents and deposit them in the central MFP Scans folder. The interns check for readability and approve the document for review. Then, grad students or librarians approve OCR processing. And lastly, grad students or librarians assign the item to the appropriate, in-house or public folder. All in all, the staff checks the document four times. Plus, Maxxvault's program does a regular sweep to make sure all files have made it to the correct directory. Therefore, by the end of a document's journey it will be checked, double-checked, triple-checked, and so on.

With these tools at our disposal, MaxxVault should prove to be a valuable asset for digitizing our Summer School collection.

- **The Devil's Mouthwash: America's Complicated Relationship with Alcohol**
Christine Rambo & Jessica Maratea

This poster was created for a group project within Judit Ward's graduate Digital Libraries Technology course, where students were provided the opportunity to create a digital library and accompanying poster from digitized materials from our library, related to the theme of alcohol studies. This group poster will be presented at the upcoming SALIS conference. An abstract of the poster follows; stay tuned for a write-up of their conference experience in our next newsletter!

This poster represents an exhibit of a collection of public service announcements, propaganda and advertisements from the library's collections. We have collected a variety of images from the library, which we are digitizing into a collection that demonstrates the past and present relationship the United States has had with alcohol. Among the items in our collection include documents, drawings, and images from the Temperance Movement. The material from that time period represents both Pro and Anti-Prohibition. Other, more recent materials include magazine advertisements by Absolut Vodka, which have taken the artful approach to improve the public image of alcohol.

Our poster will fit into the theme of "Looking forward looking back: Reflections on the past and planning for the future," due to the span of material ranging from the 18th Century to the Current Century. Our materials are representations of the evolution of the United States' public views on alcohol, which seems to have changed over the centuries.

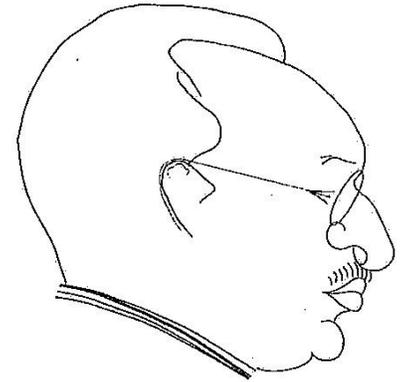
3. From the CAS Archives: recently discovered Keller correspondence

To the Jellinek mystery: Correspondence between Mark Keller and Thelma Pierce Anderson (1963-1990)

Part 1

Following up on the new discoveries in Mark Keller's papers from the previous issue of the CAS Library Newsletter, several typed letters resurfaced written by Thelma Pierce Anderson, also known as Thelma Jellinek. The CAS Library is still processing these letters, and has not given up the hope to find more. Here is Part I of a sneak preview to the recently discovered correspondence between Mark Keller and Thelma Anderson.

The background: Thelma Ada Pierce was Jellinek's second wife (first in the United States, with one marriage documented in Hungary). They got married on October 18, 1935 in Keen, NH. He was 45 years old and she was 24 years old. Their daughter, Ruth Surry was born on June 29, 1936. They divorced on March 2, 1946. Thelma died on December 6, 1995 in Santa Barbara, CA.



From an original drawing by Vera Efron

Thelma met Jellinek at the Worcester State Hospital. Thelma worked for Jellinek as a statistical assistant starting in October 1932. She found out after three months that her salary was paid by Jellinek personally (together with many others), as the Foundation could not afford paying assistants. According to Thelma, Jellinek had the job of Statistical Director, even though her opinion was *"I doubt that Bunky knew his ear from his elbow, biometrically speaking"* (Anderson to Keller, December 2, 1963).

Thelma and Keller knew each other from the Yale years. Keller often visited the Jellinek family in their home. Keller seems to have been genuinely impressed by Thelma:

"I visited your apartment the first time Bunky came to our office in Bellevue—but you were not home that afternoon. Bunky served me some chartreuse, but he didn't drink any. When I first met you later, I was bowled over, and it raised my estimation of Bunky a notch..." he writes (Keller to Anderson, December 6, 1963).

After Jellinek's death in 1963, Keller reached out to Thelma before his planned trip to California to assess the status of the Encyclopedia after Jellinek's death. At that point, a correspondence started between them, mostly reminiscing on the past. Keller was eager to locate sources of information on Jellinek's life for an obituary in QJSA, a Jellinek bibliography, and a potential biographical article. Apparently, Thelma had a lot to offer.

She is being modest in the letters, and at first she is trying to stick to the years spent together during Jellinek's Worcester and Yale years. She points out several other possible contacts who might know or

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remember more about Jellinek. Thelma shares some stories about Jellinek's personality, e.g., his talent to become an expert overnight, first in the bridge story:

Parenthetically — on some occasion, I believe it was while he was with United Fruit, he was asked to supervise the construction of a bridge. Now, you and I know that Bunky had the mechanical sense of a billygoat but — he had a weekend to get the bridge project worked out. He gathered together a pile of books and went to bed. On Monday morning, the plans for the bridge were ready! (Anderson to Keller, December 2, 1963).

Parallel with the bridge story is Thelma's recollection how Jellinek got involved in alcohol science:

So far as I recall, it went something like this: Bunky had to go to New York on some business of the Foundation, a meeting perhaps. In some way, Sam Bernard Wortis was connected with this occasion. Bunky and Sam fell into conversation and the matter of the Research Council's getting some money for a review came up. Bunky expressed some interest and one thing led to another. I do remember Bunky coming home and saying, 'How would you like to be married to an alcohol expert?' I said something along the line of, 'But you don't know one damned thing about it'. Bunky reminded me about the bridge episode (mentioned earlier) and I said I thought he could probably learn enough to bull his way along until he needed to know more.

Again, Bunky took to the books, and I swear that within ten days he had developed a number of really good and original ideas on a subject about which he (nor anyone else as it turned out) had had not one reasonable notion in 50 years. (Anderson to Keller, December 2, 1963).

Also noteworthy is Thelma's very precise description of the mysterious banana book written by Jellinek during his years with United Fruit Co. (according to one source under the pen name Nikita Hartman):

"....bound in dark green, hard cover; about 5"3~x8 in size, and approximately 3/4 inch thick" (Anderson to Keller, December 2, 1963).

Thelma claims to have seen a copy. This is probably the first time anyone gave the specifics about this enigmatic publication. Thelma also suggests that a biographical article should begin not earlier than the banana book, and preferably with the Worcester years. She explains:

"I should be happy to tell you my reasons privately, but I do not want to put them on paper; believe me they are good reasons!" (Anderson to Keller, December 2, 1963).

Love,



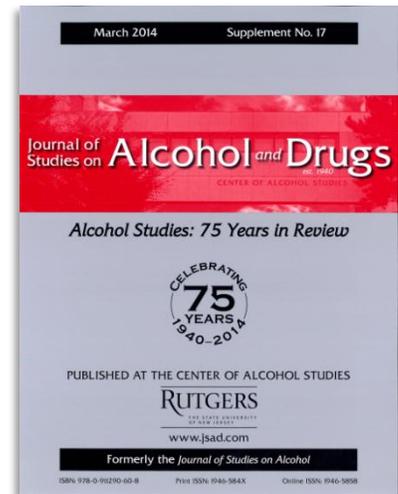
Thelma Pierce Anderson
(Mrs. Alfred O. Anderson)

—Judith Ward

4. JSAD 75th Anniversary issue

In 1940, the United States was barely 7 years past the end of its experiment with the national prohibition of alcohol, and relatively little was known about the effects of alcohol on the human body and society overall. How could one define “intoxication”? Did alcohol problems result from the excessive consumption of any type of alcohol or just distilled spirits? How were other psychiatric problems and alcohol abuse interrelated? Was alcoholism just a problem for those on “Skid Row”?

To help address alcohol problems from a scientific perspective, researchers from what would become the Rutgers Center of Alcohol Studies formed the Quarterly Journal of Studies on Alcohol, at the time the only journal of its kind published in the United States.

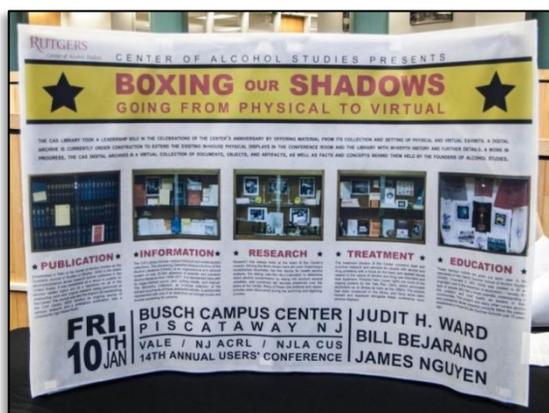


On this, the 75th anniversary of what is now the Journal of Studies on Alcohol and Drugs, the journal offers a series of reviews of the alcohol-science literature, from the 1940s to the present. In this special issue—*Alcohol Studies: 75 Years in Review* (Journal of Studies on Alcohol and Drugs, Supplement No. 17)—top researchers in the alcohol-studies field review topics frequently covered in the journal, such as college student drinking, multicultural issues, comorbidity, genetics, psychosocial approaches, pharmacotherapy, prevention, control policy, and the legal minimum drinking age. Together, the authors provide a view of substance use research from the very inception of the field to the present day, documenting how far (and, at times, how little) the field has progressed toward prevention, treatment, and the minimization of harm caused by alcohol consumption.

—Paul Candon

5. CAS attends VALE 2013 conference

On January 4th, Judit Ward, Bill Bejarano, and James Nguyen represented CAS at the 15th annual VALE/NJ ACRL/NJLA CUS Users' Conference, a symposium that provides New Jersey academic librarians with the opportunity to share innovative approaches to providing information resources and services.



With the poster entitled “**Boxing our Shadows: Going from Physical to Virtual,**” we shared the approach undertaken by the CAS Library to promote the Center’s upcoming anniversary through the creation of physical and virtual exhibits that highlight the library’s collections and illuminate the instrumental role of the Center in both preserving the history of alcohol studies in the United States, and shaping its future.

The poster featured panels from our new conference exhibit that highlights historical materials representing

the Center's mission of acquiring and disseminating knowledge through five "pillars:"

- **Publication:** seminal research published throughout the history of JSAD
- **Information:** the CAS Library's unique physical collections and our forthcoming digital archive
- **Research:** the revolutionary research and innovations created by our notable faculty
- **Treatment:** materials highlighting the Center's contribution to understanding the basic and applied issues related to the nature of alcohol and drug use disorders and their treatment
- **Education:** artifacts from the Center's pioneering and historic Summer School program

We were happy to use this opportunity to both promote the Center's upcoming anniversary as well as the significant contributions of our faculty and the innovative information services we provide to the community among New Jersey academic libraries.

6. CAS Weighs in on the Dietary Guidelines for Americans

Last semester, the CAS library assisted Dr. Pandina in a unique research project intended to influence the Department of Health and Human Services and the U.S. Department of Agriculture in their 2015 revision of the Dietary Guidelines for Americans (DGA). Updated every five years, the DGA offers guidance and encouragement toward eating a healthy diet and as such influences both policy and education initiatives on the topic. The focus of our report was in regard to, of course, their section on alcohol, specifically on their concept of a "Standard Drink." The report is available at DietaryGuidelines.gov, and includes a brief summary of our conclusions, the full report, a list of the occurrences of alcohol in the DGA, and an annotated bibliography included as three separate attachments.



The research was a collaborative effort between Dr. Pandina and CAS library staff. Over the course of several weeks, we underwent a comprehensive literature review of the history of the so-called "Standard Drink" and how it came to be defined, tracing its roots back through the years beginning with Benjamin Rush in 1790 through post-prohibition (including the Center's storied beginnings), and up to the present day. The 2010 DGA defines a Standard Drink as 12 fluid ounces of regular beer (5%), 5 fluid ounces of wine (12% of alcohol), or 1.5 fluid ounces of 80 proof (40% alcohol) distilled spirit. Using this definition as a barometer, the DGA recommends moderate alcohol intake, which it defines as "one drink per day for women and up to two drinks per day for men." We compared this simple notion with the body of scholarly literature available on the subject, and made recommendations in order to improve this section for future revisions, hopefully starting in 2015.

In short, our conclusions were: (1) knowledge of the amount of alcohol content in a drink is very poor, as people tend to underestimate the amount they are consuming; (2) the definition of a Standard Drink varies significantly along international lines; and (3) the pharmacokinetics and pharmacodynamics of alcohol are highly variable on an individual level. For these and other reasons detailed in the report,

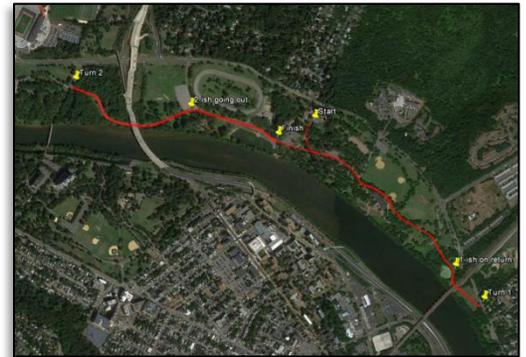
our recommendations were to expand the section on alcohol to include information about the effect of drinking on blood alcohol concentration and the potential health risks of both short- and long-term exposures to alcohol as opposed to an arbitrary number of drinks.

—Bill Bejarano

7. CAS participates in the Pi Fun Run/Walk



On the evening of Friday, March 14th, Judit Ward, Bill Bejarano, Paul Candon, and Sharon Cook joined a group of Rutgers faculty, staff, and students in the first annual **Pi Fun Run/Walk**, hosted by the [Raritan Valley Road Runners](#). The run/walk was an informal event in honor of, you guessed it—Pi! The run/walk took place within Johnson Park, where runners and walkers pounded the pavement for an irrational period of time, at a distance of 3.1415 miles (approximately!).



The Center was proudly represented as “Team Alcohol,” and according to preliminary results, took second place! Team Alcohol scored 197.5, finishing after Team “Rolling Rocks” (200.8) and just a hair before Team “Pythagorunners” (196.6). Team Results are based on the top 3 Age/gender graded PLP (performance level percentage). CAS staff enjoyed the opportunity to socialize with members of the Rutgers community while getting some exercise!

8. New Faces in the Library

Please welcome our new Graduate Assistant, **Danny Geary**.



Danny Geary is currently a fourth semester student in Rutgers MLIS program. For undergraduate, he studied History at The College of New Jersey. Then for graduate school he attended the University of Pennsylvania, where his Masters’ thesis was on food history. While working at the CAS, he also works at the reference desk in Alexander Library on College Avenue and volunteers at the Browns Mills/Pemberton Library in his hometown. When he graduates he would like to pursue a career in digital archiving using his knowledge of history and the skills he has learned through Rutgers’ MLIS program and his job experiences. In his spare time, he enjoys reading, cooking, and eating.

“I like to cook with wine,” he says; “sometimes I add it to the food.”

This issue of the newsletter was edited by Deborah Fanslow with contributions from Judit Ward, Paul Candon, and Bill Bejarano.