base line is an official publication of the American Library Association’s Map and Geography Round Table (MAGERT). The purpose of base line is to provide current information on cartographic materials, other publications of interest to map and geography librarians, meetings, related governmental activities, and map librarianship. It is a medium of communication for members of MAGERT and information of interest is welcome. The opinions expressed by contributors are their own and do not necessarily represent those of the American Library Association and MAGERT. Contributions should be sent to the appropriate editor listed below.

Editor: Steve Rogers, Map Librarian (retired), Thompson Library, Ohio State University, 1858 Neil Avenue Mall, Columbus, OH 43210  
E-mail: rogers.20@osu.edu

Distribution Manager: James A. Coombs, Maps Library, Missouri State University, 901 S. National, #175, Springfield, MO 65897  
Tel.: 417/836-4534  E-mail: JimCoombs@MissouriState.edu

Tel: 202/707-6735  E-mail: twon@loc.gov

Electronic Mapping Editor: C.C. Miller, Geographic Information Systems Specialist, Purdue University Libraries, 2215 Civil Engineering Bldg., West Lafayette, IN 47907  
Tel: 765/496-9474  E-mail: ccmiller@purdue.edu

New Maps and Books Editor: David J. Bertuca, Map Librarian, Science & Engineering Library, 225 Capen Hall, University at Buffalo, Buffalo, NY 14260-1672  
Tel: 716/645-2947 x229  Fax: 716/645-3710  E-mail: dbertuca@buffalo.edu

Membership Committee Chairperson: Roger Knouff, Map/GIS Librarian, Arizona State University, Noble Science & Engineering Library, P.O. Box 871006, Tempe, AZ 85287-1006  
Tel: 480/965-5973  E-mail: roger.knouff@asu.edu

Advertising Rates:  For one issue: full page $100; half page $50; quarter page $25. Opposite “Great Moments in Map Librarianship”: full page $150; half page $80; quarter Page $40.

Send graphic or word processing file as an email attachment to the editor or mail hard copy to editor. Submissions will be re-formatted to the extent necessary to fit the size and proportion requested. Consider that the final size and proportion of a full page is 5.5 x 8.5 inches. Advertisers will be invoiced. Mail checks to the MAGERT Treasurer, payable in U.S. dollars to ALA-MAGERT.

© American Library Association 2010
312/944-6780
Published by the Map and Geography Round Table
**base line** is published electronically six times a year: in February, April, June, August, October, and December. Single printed pre-2008 issues of **base line** are available at a cost of $5.00 per issue, U.S. and Canadian orders; $7.00 per issue for all other foreign orders. Checks, payable to the American Library Association, should be mailed to Jim Coombs, **base line** Production Manager, Maps Library, Missouri State University, 901 S. National, #175, Springfield, MO 65804-0095.

Members of MAGERT can access **base line** as a benefit of their memberships. Non-member subscription rates are $25.00, U.S. and Canada; $30.00 for all other foreign subscriptions. Checks, payable to the American Library Association, should be mailed to Peter Linberger, Subscription Manager, **base line**, Bierce Library, University of Akron, Akron, OH 44325-1709. Tel: 330/972-8230. Fax: 330/972-7225. E-mail: pl@uakron.edu

American Library Association personal and institutional members may choose MAGERT membership for $20.00 (personal) or $60.00 (institutional) by so advising the American Library Association, 50 W. Huron St., Chicago, IL 60611.

**MAGERT OFFICERS:**

**Chairperson:**  
Marcy Bidney, Head, Donald W. Hamer Maps Library, Pennsylvania State University Libraries, 1 Central Pattee Library, University Park, PA 16802-1807  
Tel: 814/865-0139  
E-mail: mma17@psulias.psu.edu

**Vice-Chairperson (Chair-Elect):**  
Hallie Pritchett, Head, Map and Federal Regional Depository Librarian, University of Georgia Libraries, Athens, GA 30602  
Tel: 706/542-0690  
E-mail: hpritche@uga.edu

**Secretary:**  
Edith Scarletto, Head, Map Library, Subject Librarian for Geography & Geology, Kent State University, University Libraries, P.O. Box 5190, Kent, OH 44242-0001  
Tel: 330/672-1674 (a.m.) / 330/672-2017 (p.m.)  
E-mail: escarlet@kent.edu

**Treasurer:**  
Michael Smith, Map Librarian, University of California, San Diego, Geisel Library, 9500 Gilman Drive, #0175-R, La Jolla, CA 92093  
Tel: 858/534-1248  
FAX: 858/534-7548  
E-mail: mls003@ucsd.edu

**Past Chairperson:**  
Kathy Weimer, Coordinator of Map and GIS Collections and Services, Texas A&M University Libraries, Evans Library, Rm. 202, College Station, TX 77843-5000  
Tel: 979/845-6588  
E-mail: k-weimer@tamu.edu

http://www.ala.org/ala/mgrps/rts/magert/index.cfm
FROM THE CHAIR
Marcy Bidney, Pennsylvania State University

Happy Fall!

As the winter months approach I sure am looking forward to a break from the cold for Midwinter in San Diego. Events and schedule for Midwinter are shaping up and it looks like we’ll be doing a combined Friday night dinner/happy hour event with GODORT. Also, I am working on setting up a tour or visit to the San Diego Zoo to see how they use GIS in conservation efforts and general zoo management. Details will be announced once everything is set in stone.

Planning for our program at Annual is in full swing. The title of the program is “There’s a Map for That: Maps and Tools You Didn’t Know About!” The program is aimed at the non-map librarian who is looking for skills on finding maps and geospatial data. Thanks to the many members who have participated in online meetings to get things moving along—we are well on our way to having another fantastic program that will bring increased awareness of mapping and data applications to those librarians who are not experts. If you are interested in getting involved or in being a speaker you can contact me or Carole McAuliffe and let us know!

I got news today that a student studying library science at Drexel University (my alma mater) who also has a degree in geography is making her way to Penn State this week to visit with me and talk about what it means to be a Map/GIS/Geography Librarian. I have to say that I am thoroughly excited about this visit and it has me thinking about our efforts to reach out to students studying library science and what we can do to make them more aware of our specialty. I know when we have conferences in the vicinity of a library science program a small group of members go and meet with interested students to talk about MAGERT, and we have talked about putting together a mentoring directory where interested members can make themselves available for students who are interested in our field. I think now more than ever it is critical to increase awareness about Map/GIS Librarianship and MAGERT. So I invite you to come to any of our meetings with ideas on increasing our visibility (and hopefully, our membership!).

Marcy Bidney
The Policy and Standards Division (PSD) of the Library of Congress implemented cartographic genre/form headings on September 1, 2010. Revisions to the form subdivisions for cartographic materials (Weekly List 33) were approved on August 18, 2010. Refer to the following announcement by Janis Young from PSD for details.

Library of Congress to Implement Cartographic Genre/Form Headings

July 9, 2010

The Policy and Standards Division (PSD) of the Library of Congress continues to develop genre/form headings on a discipline-by-discipline basis, and will implement genre/form headings for cartographic resources on September 1, 2010.

As a first step toward implementation, the Policy and Standards Division approved approximately 65 new cartographic genre/form headings on May 19, 2010. The second step will occur on August 18, 2010, when revisions to the form subdivisions that include the word “maps” will be approved. The explanation of the decision to revise the subdivisions is available in the document, “Library of Congress to Modify Structure of Form Subdivisions used for Cartographic Materials.”

(Other form subdivisions commonly used for cartographic materials, such as --Aerial photographs and --Remote-sensing images, are not being modified at this time.)

On September 1, 2010 the Library will implement cartographic genre/form headings and the revised form subdivisions in new cataloging. PSD will work to update existing bibliographic records to change the form subdivisions and add genre/form headings, and expects to complete the process within a year.

The authorized cartographic genre/form headings may be viewed in Classification Web by searching on the heading Cartographic materials and drilling down through the hierarchy. Full authority records are also available through the Library’s authorities Web site, through its SKOS-based Authorities and Vocabularies Web site, and have also been distributed to subscribers to the MARC Distribution Service.
A note on MARC coding

In June 2010, PSD announced that the MARC coding for genre/form headings will be revised. The revisions will not be implemented until late 2010 at the earliest. Catalogers should continue to use second indicator “0” (zero) in the 655 field of bibliographic records until further notice.


Respectfully submitted,
Tammy Wong

Washington Preconference Report

Cataloging & Description of Cartographic Resources: From Parchment to Pixels, Paper to Digital

June 24-25, 2010, ALA Annual Conference, Washington, D.C.

Instructors: Paige Andrew, Pennsylvania State University Libraries; Mary Lynette Larsgaard, University of California at Santa Barbara (retired); Susan Moore, University of Northern Iowa.

This ALCTS Preconference was co-sponsored by MAGERT and OLAC.

With such famous map cataloging experts as instructors who have worked together so often, it was no surprise that they delivered such an outstanding and well-attended map cataloging workshop. Paige Andrew and Susan Moore taught cataloging sheet maps on the first day; Mary Larsgaard taught cataloging digital maps on the second day. They all helped one another out, answered questions, interjected comments and added humor. Their obvious camaraderie quickly put the class at ease.

Paige and Susan provided a thorough presentation of the basics of cataloging sheet maps. There are a few areas that tend to be especially difficult for new or “infrequent” map catalogers: 1) title; 2) mathematical data; and 3) physical description. The instructors gave the participants plenty of opportunities to delve into these challenges with a number of hands-on exercises.

Title problems that arise with maps include having too many titles to choose from – to having no title at all (and everything in between, such as scattered title elements and no collective title for a map set). The instructors discussed how to handle descriptively each of the various circumstances.
Paige and Susan went on to discuss the mathematical data elements that are used in map cataloging. (Having to do math always provokes a bit of angst among some participants.) They provided many examples of records to help illustrate this data. They also provided many hands-on exercises for this portion of the class. The participants learned how to determine scale, what to do with projection information, and how to provide coordinates. (Paige showed us how to properly use the Natural Scale Indicator.) This data resides in the 255 and 034 fields.

The physical description can also get complicated with a number of creative publishing scenarios. The simplest possibility is one map on one side—but there are often two or more maps on one sheet, or one map on two sheets—or one map on both sides (one map continued on the back of the sheet), and more. There was also quite a bit of discussion about ancillary maps and insets and their role in the bibliographic description.

Subject analysis was also a topic of this workshop. Paige and Susan showed us how to build a Library of Congress call number (using the LC “G” classification schedule). They touched on authority control and how to use Library of Congress Subject Headings for maps. They also gave us a heads-up on the recently approved 65 cartographic genre/form headings along with other subdivision changes that will be implemented by the Library of Congress on September 1, 2010.

On the second day, Mary Larsgaard taught the class how to catalog cartographic materials that are in electronic form. The participants learned new terms and phrases like datums, ellipsoids, digital raster graphs, and digital orthophoto quarter quads. Metadata geospatial data is a brand new world out there! This discussion made the prior day’s mathematical data discussion seem like a piece of cake! It was a good introduction to these new terms and phrases. Ms. Larsgaard emphasized the need for recording projection, coordinates—and especially—resolution.

The RDA Toolkit became available June 23, 2010, while most of us were en route to ALA Annual. Mary discussed some aspects of RDA and what it means to map catalogers.

In addition to the usual fields that are used to catalog maps, there are some special ones for digital maps, including:

- 342 Geospatial Reference Data
- 343 Planar Coordinate Data
- 352 Digital Graphic Representation
- 514 Data Quality Note
- 552 Entity and Attribute Information Note
Additionally Mary noted that, as with any other electronic resources, digital maps take longer to catalog because they are considerably more complex.

Between the very helpful packet of materials (which included a bound booklet of handouts, exercises, record examples, a bibliography, and a Natural Scale Indicator) and the amazing instructors, participants walked away from this workshop equipped with the tools and a basic knowledge to catalog maps or metalog geospatial data.

Reported by Julie Renee Moore
California State University, Fresno

---

MAGERT Publications Committee
ALA Annual 2010 Minutes
Saturday, June 26, 2010
4:00 – 5:30 p.m.
Grand Hyatt Washington, Farragut Square/Lafayette
Washington, D.C.

Attendees: Jim Coombs, Chris Kollen, Roger Knouff, John Olsen, Hallie Pritchett (chair), Edith Scarletto, Michael Smith, Kathleen Weessies, Kathy Weimer

Call for members

After Annual we will put out a call for members with an emphasis on virtual membership. In general Publications Committee members have all been involved in the various committee activities, both in person and virtually.

Discussion

MAGERT Marketing Assessment & Plan - The Emerging Leaders Group gave a well-received presentation on their Marketing Assessment & Plan at Executive Board I. The Publications Committee received very positive reviews in their report; as stated on page 19 “[t]he work and output of the Publications Committee appears to be a key element in the success of MAGERT.” According to the report people find base line to be the most useful of all of MAGERT’s products, but the wiki is not well used. The original plan was to use the wiki as a workspace like round tables such as GODORT do, although that has not proven to be the

base line 31(5): 8
NOW AVAILABLE FROM MAGERT
NEW TITLES IN THE PRINT PUBLICATION SERIES

In honor of our 30th anniversary
MAGERT proudly presents
the latest titles in our
Print Publication Series

Cartographic Citations: a Style Guide
Second Edition
by Christine Kollen,
Wangyal Shawa & Mary Larsgaard
Price: $20

Great Moments in Map Librarianship:
cartoons from the first 30 years of base line
by Jim Coombs
Price: $25

TO ORDER PLEASE CONTACT:
Jim Coombs
Maps Library
Missouri State University
901 South National Ave.
Springfield, MO 65897
JimCoombs@missouristate.edu

ORDER YOUR COPIES TODAY!
case. We will most likely move to using ALA Connect rather than the wiki and consider getting rid of the wiki entirely once ALA migrates its website to Drupal. There was some concern about *Coordinates*, as per the report in which this was ranked middle-to-low in terms of usefulness. Kathy’s sense is that MAGERT’s publications in all formats and the work of the Publications Committee is critical to illustrate what MAGERT is and does.

*base line update* – No comments or complaints about the change to a single column format. The switch to online gave us the opportunity to include more color pictures, which seem to be increasing in recent issues. Although editor Steve Rogers retired from Ohio State last year, he is still interested in continuing as editor.

*Coordinates update* - It was agreed that *Coordinates* would get more publicity if it were more widely indexed. Kathleen Weessies (Associate Editor of *Coordinates*) presented the draft of the author’s agreement she adapted (with permission) from ASIS&T, something we need to have in order to pursue indexing. ALA has already vetted and offered suggestions for tweaking it for MAGERT’s use. It was suggested that we approach all authors who have published articles in *Coordinates* and ask them to sign the author’s agreement while we continue to pursue indexing options. We will also consider using the author’s agreement for other MAGERT publications.

Kathleen also presented a proposed license agreement between EBSCO and MAGERT to index *Coordinates*. David Allen, current *Coordinates* editor, had emailed his concerns to the committee about the contract; he is specifically concerned about sections 2.1 and 2.3 that seem to imply that we may not receive royalties if the publication is open access, and that we may get into trouble if one of our authors decides to publish an article for profit or makes it available to someone who intends to sell it for profit. To David, these provisions seem to restrict the “open access” status of the publication. Kathy will show this to her copyright person at Texas A & M and get their opinion. It was also suggested that we find another open source publication indexed by EBSCO and published by ALA so we can have a model to go on. Kathleen will continue to work on this and report back by Midwinter.

David Allen plans to step down as *Coordinates* editor to pursue other interests. The group agreed to discuss how to proceed with a search for a new editor at the end of the meeting in order to get through the rest of the agenda.

*New publications* – We have 2 new publications in our Print Publication Series: *Cartographic Citations: a Style Guide, 2nd edition* and *Great Moments in Map Librarianship: cartoons from the first 30 years of base line*. We also have 2 new titles in our Electronic Publication Series, to be added to the Publications page after Annual: *Map Collection Security Guidelines (no.8)* and *GIS in Every base line*.
Library: Making It Happen – Top 5 GIS Resources (no.9). Twenty-five preprint copies of the Great Moments compilation were printed for Annual; Jim is working with the publisher to print 100 perfect bound copies. Both Cartographic Citations and the Great Moments preprints are in the ALA Bookstore for Annual; once the final version of Great Moments is in print we tentatively plan to sell both items via our website; we will also investigate other options such as the online ALA Bookstore.

We also have 2 new brochures: Map Collection Security Guidelines – Executive Summary and a MAGERT brochure produced by ALA. MAGERT paid to print the Security Guidelines brochure; ALA printed the initial batch of MAGERT brochures for our 30th anniversary. RBMS asked for copies of the Map Collection Security Guidelines – Executive Summary brochure to pass out at their Sunday program on special collection security. We also plan to make these available at the Membership Pavilion. Jim will keep extra copies of the brochures for future events; Roger as Membership Committee chair will also keep copies of the MAGERT brochure.

New logo - After much haggling, ALA provided us with a nice new logo. Hallie will put together logo usage guidelines to be made available on the website (e.g., when/where/how to use the logo, don’t change the colors, don’t change the scale, etc). She also created new MAGERT letterhead that incorporates the new logo.

Meridian digitization project update – Hallie expects this to be done by Labor Day. Thanks to Kathleen and her student assistants the TIF files for all issues have been converted to PDFs; Hallie still needs to do some clean-up work including scanning missing pages. It is expected that these will have a separate page on the Web site similar to base line.

Digitization of other MAGERT publications – We are trying to see how many past issues of base line not already online are available before we start looking into scanning issues. Full issues of base line are available online from v.23 (2002) to present; v.20-22 are only select articles. Once we get base line done we should consider getting the rest of MAGERT’s publications online, if only for historical purposes.

County coordinates project – Last year Mary Larsgaard asked that the Publications Committee look into completing these for the entire country; currently there are only 13 states listed as Open File Report 86-3 on the Publications page. This would be a good project for virtual members. There was discussion as to the best way to pursue this—What format should these be in? How should they be compiled? Should a database be created?, etc. We will need to find a volunteer to look at what has been done to date, consider standards and then put out a call for volunteers to complete the other states.
MAGERT Map Scanning Registry update – Chris Kollen contacted WAML about the possibility of combining their scanning registry with ours; per Michael Smith (also a WAML member) they are interesting in doing so. Currently not many people are using the MAGERT registry. Kathy suggested a Google-based index map of registry coverage would be useful. Questions associated with combining the 2 registries include: Who will host it? Who will provide tech support and security? and who will redesign the site? Michael will check with WAML and get back to Chris regarding merger logistics.

MAGERT wiki update – The problems we were having with the wiki being hacked and unwanted updates being added appears to have been resolved; Hallie has not had to clean up any pages recently. With the pending switch in content management systems, which will in theory make updating the website easier, we may find we no longer want/need to maintain the wiki.

Website – ALA expects to switch from Collage to Drupal as its content management system, hopefully early in their new fiscal year. A subcommittee led by Chris Kollen evaluated the website after Midwinter and came up with recommendations for updates; most of these have been implemented. This subcommittee will be made permanent and Chris will continue as its chair. Per the Emerging Leaders’ report the website could be enhanced to draw in members and volunteers. We still need an assistant Web master, although with the switch to Drupal it is expected it will be easier to find someone willing to take this on.

Announcement of the new Publications Committee chair – current chair Hallie Pritchett will be stepping down after Annual to become MAGERT chair-elect. Kathleen Weessies has agreed to take over as Publications Committee chair.

Coordinates editor search – It was agreed that Coordinates should remain a separate scholarly publication separate from MAGERT’s newsletter. A subcommittee consisting of Hallie Pritchett (chair), Kathleen Weessies, Kathy Weimer, Roger Knouff, and perhaps one of the Emerging Leaders will evaluate Coordinates this fall and consider scope, hosting alternatives and what we would be looking for in the next editor. This group will plan to report on its findings and recommendations by Midwinter.

Submitted by
Hallie Pritchett
Publications Committee Chair
HA! I have no urge to spin a silly globe.

Isn’t it interesting that everyone is tempted to spin the globe?

Okay, let’s see how long you can resist.

Whatever.

A few minutes later…

I can’t stand it!

Great Moments in Map Librarianship by Jim Coombs

Copyright © Jim Coombs 10/10