



ALA MIDWINTER PRESS KIT

Boston, 2010

Booth 1612

Kick off Midwinter with a glass of bubbly... Join ProQuest at booth 1612, 6pm Friday, for a glass of champagne and help us toast the new expanded agreement between ProQuest and *The Boston Globe*

News inside...

- **LATE BREAKING NEWS: ProQuest acquires International Bibliography of the Social Sciences (IBSS)** from the London School of Economics. Deal secures the future of the world's premier social science database.
- ProQuest **survey shows libraries are turning up the heat on discovery and marketing** in the face of continuing budget cuts.
- **ProQuest and *The Boston Globe* expand agreement.** *The Globe's* most sought-after content – the tumultuous 1960s – available digitally for the first time.
- **ProQuest adds “read aloud” technology** to SIRS Issues Researcher to help kids with literacy challenges gain access to acclaimed pro/con content.

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For immediate release

PROQUEST ACQUIRES IBSS

London School of Economics' classic social sciences database joins ProQuest family

January 14, 2010 (ANN ARBOR, Mich.) – ProQuest, an information technology firm supporting global research, has acquired the London School of Economics' classic *International Bibliography of the Social Sciences* (IBSS). Established in 1951, IBSS is the foremost Abstracting and Indexing database for social science and interdisciplinary research, currently holding more than 2.5 million bibliographic references to journal articles as well as to books, reviews and chapters. IBSS also expands by more than 120,000 new additions each year.

"As the information world becomes more complex, the role of accurate, comprehensive A&I – the guideposts to content - becomes more essential," said Marty Kahn, ProQuest CEO. "IBSS is a natural fit for ProQuest because of its authoritative A&I that directs researchers to the best, most credible content in their field."

ProQuest has a well established relationship with IBSS, distributing its content as part of ProQuest's vast support of academic research in social studies. IBSS is valued by researchers for its broad coverage of international material, with records in more than 100 languages from as many countries. As part of the ProQuest family, IBSS will

continue its aggressive growth and expand full-text links, making it even more efficient for researchers. Further, as ProQuest migrates its content to a groundbreaking, unified platform, IBSS will be cross-searchable with the breadth of the library's ProQuest content.

IBSS was compiled until 1989 at the Fondation Nationale des Sciences Politiques, under the auspices of the International Committee for Social Science Information and Documentation (ICSSD), a UNESCO-affiliated NGO. In 1989 it moved to the Library of the London School of Economics and Political Science and for several years it has been funded by the Economic and Social Research Council. In addition, print volumes are published annually and will continue to be available from Routledge.

"As our funding for IBSS is coming to an end, the acquisition by ProQuest assures a secure future for this essential research tool," said Jean Sykes, Chief Information Officer at LSE. "We're delighted that IBSS has found a home in a company that understands both the content and its users. We feel absolutely confident that this step will increase the access to and usefulness of IBSS."

The transaction was brokered by Bertoli Mitchell.

To learn more about ProQuest's ability to propel research and discovery, visit proquest.com.



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FOR IMMEDIATE RELEASE

ProQuest Survey Shows Libraries are Turning Up the Heat on Marketing and Outreach to Protect Budgets

Key tactics are improved discovery of collections and community-building

January 14, 2010 (Ann Arbor, Mich.) – A survey of a cross-section of North American academic libraries conducted by ProQuest shows that more than three-quarters expect budget cuts of anywhere from 5 to more than 20 percent during their next budget year. In preparation, a large majority of the 63 respondents (82 percent) say they are protecting needed funding by becoming more aggressive in marketing and outreach. Results of the study are published in an upcoming issue of *Serials Librarian* in “Raising the Library Profile to Fight Budget Challenges.”

“Libraries aren’t hunkering down and waiting for better times,” said Lynda James-Gilboe, ProQuest senior vice-president of marketing and author of the article. “Our survey showed they’re responding by elevating the library’s presence among faculty and students. They’re intent on increasing the value and awareness of the library.”

Among the most-cited tactics respondents say they’re counting on is improved discovery of collections. With good reason, 86 percent of respondents said that faculty and students do not understand the breadth of their collections and 94 percent feel the collections are not explored to their fullest.

“Simple but powerful discovery is an absolutely critical issue for libraries in reaching and securing customers,” said Ms. James-Gilboe. “There’s effort underway among many of our vendor colleagues to address this issue. At ProQuest, enhancing discovery is a key focus area.”

Indeed, ProQuest has an aggressive enterprise-wide initiative underway that will improve and expand library-based discovery for all types of users with all types of research needs. This year the company will begin migrating its vast, diverse content to a unified platform, eliminating silos of information and opening the entirety of a library’s ProQuest collection – including its many brands – in a single search. Built with all new technology, its design is being driven by library customers and their patrons, after hundreds of interviews were distilled into a series of guiding *personas* that match typical end-users. Just one component of purpose-driven design, this strategy allows ProQuest R&D to anticipate user search habits and requirements and then, test discovery approaches to hone them before market launch.

Six months ago, the company’s Serials Solutions business unit introduced the industry’s first web-scale discovery service. The Summon™ service constructs a simple entry to library collections, creating a search experience as familiar as those on the Open Web. Throughout ProQuest, the goal is to help all types of libraries and their end-users -- no matter their research need – to fully use library collections.

Respondents to the survey also cited the need for better awareness through marketing that’s increasingly skewed to community-building, akin to public library strategies. Respondents described “game nights” for students, summer reading programs for the children of faculty members, free printing, and quirky contests that utilize student imagination and build personal investment in the library and presence outside the library. One respondent described their library’s key to success as “Engagement with

our audience that includes having a presence at their activities; rather than having them come to us, we come to them.”

In support, ProQuest plans to update its popular marketing kits in 2010, streamlining access to the information and making it easier for librarians to mix and match tactics and strategies, customizing for their communities.

The survey tapped a range of academic libraries – large and small, state and private – in autumn 2009. It’s part of ProQuest’s expansive R&D program that includes primary research among librarians and users, as well as support for industry-wide initiatives such as Project Information Literacy and other programs that enhance understanding of the changing information landscape. To learn more, visit www.proquest.com.



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FOR IMMEDIATE RELEASE

The Boston Globe's Most Sought-After Content Goes Digital Through New Expanded Agreement with ProQuest

Deal brings complete run of legendary newspaper—including turbulent 60s—into the digital world

January 14, 2010 (ANN ARBOR, Mich.) – *The Boston Globe* content most requested by librarians and researchers will be digitized and made available for the first time through ProQuest, thanks to an expanded agreement between the two companies. The contract extends digitization to the complete run of *The Boston Globe* – including the paper's sought-after coverage of civil rights, busing and the Kennedys in the 1960s and '70s. Content will become part of ProQuest's *Historical Newspapers* collection, *Newsstand* -- which assembles current news -- and the full-image, browsable ProQuest Digital Microfilm™. With ProQuest's new unified platform in the offing for 2010, the content will be cross-searched and integrated with relevant content from a library's entire ProQuest collection.

“Not only does this expansion capture the complete run of the paper, but it brings the content that researchers highly value from *The Boston Globe* -- its important coverage of the hot-button issues of the 1960s and '70s as they unfolded in Boston,” said Rod Gauvin, Senior Vice President, ProQuest. “With each new addition to *Historical Newspapers*, we're seeing the promise of this program coming to bear: the strengths of individual newspapers combine to create a resource that connects researchers with the single best source of information for their query... no matter what the topic is.”

The Boston Globe editions published between 1927 and 1980 will join the collection of 28 major newspapers in ProQuest Historical Newspapers – the world’s largest digital newspaper archive. ProQuest will digitize the content from its pristine microfilm collection, enabling researchers to view articles and pages as they originally appeared. Content is supported by sophisticated technology that allows users to easily zero in on anything that appeared in the paper, including ads, cartoons and images of all sorts. In fact, users can read any issue page by page to get a complete picture of the day. The Boston Globe editions published after 1980 will be collected in ProQuest Newsstand. Newsstand provides a similar experience, but is focused on current news in ASCII format. Both products allow cross-searching with the other newspapers available in each collection.

For libraries that have a continuing preference for microfilm, *The Boston Globe* and ProQuest are also making full-image content available from 2008 forward through *ProQuest Digital Microfilm™*. This groundbreaking solution allows multiple, simultaneous users to view full-image newspaper microfilm content from any computer with internet access, overcoming the on-site, single-user barriers of traditional microfilm. The Digital Microfilm™ process works by scanning microfilm of selected newspapers from the 2008 volume year and forward, supporting the resulting digital copy online. Content is easily browsed, and supported with metadata that make it easy to skip through virtual reels.

The Boston Globe’s digital content is part of ProQuest's continually expanding support of global research. ProQuest’s news content is among the world’s most extensive troves of primary source information, including more than 800 current newspapers and 400 editorially-vetted blogs from around the world, ProQuest Historical Newspapers™—25 million pages of news dating from 1764—and content from more than 300 U.S. and international broadcast news outlets. With an all-new platform in the works for 2010,

the breadth of this content will be integrated and available through a single search, creating a robust new avenue for research.

For more information, visit www.proquest.com

About The Boston Globe:

The Boston Globe is wholly owned by The New York Times Company, a leading media company with 2008 revenues of \$2.9 billion, which includes The New York Times, the International Herald Tribune, The Boston Globe, 15 other daily newspapers and more than 50 Web sites, including NYTimes.com, Boston.com and About.com. The Company's core purpose is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.



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FOR IMMEDIATE RELEASE

**ProQuest Adds Texthelp Systems' Read Aloud Technology to
SIRS Issues Researcher**

SpeechStream enables all readers, including those with literacy difficulties, to use and understand SIRS social issues content

January 14, 2010 (ANN ARBOR, Mich) – ProQuest, an information technology firm supporting global research, has enhanced its acclaimed SIRS® Issues Researcher with read-aloud capabilities from Texthelp Systems' SpeechStream. The new capabilities enable students with learning disabilities, English language challenges, and mild vision impairments to fully use one of teachers' and librarians' favorite research tools for kids.

"With Texthelp's SpeechStream, we can now offer our unique content to all readers regardless of their literacy abilities," said Chris Cowan, vice president of publishing for ProQuest. "This is a significant step to personalize the learning environment to meet the student's needs and help schools and libraries provide equal access to educational materials for all users."

SpeechStream enables students to have any of the more than 25,000 SIRS "Leading Issues" articles read aloud to them from any point. Synchronous sentence and word highlighting allows them to read along. SpeechStream provides readers with the choice of male or female voices as well as different reading speeds. Further, SIRS content can

be downloaded into an MP3 file, which the student can then listen to on an audio device at a time most convenient to them.

SIRS Issues Researcher is an online resource designed to encourage dialogue and critical thinking on hundreds of major issues. It draws together content selected from more than 1,700 global full-text and multimedia sources. A clear, editorially-organized “Leading Issues” format helps users explore the context, perspectives, and essential questions under debate on hundreds of pro/con issues.

Jack Dolan, President of Texthelp Systems Inc., concludes, “We are proud to be a partner with ProQuest and very excited that SpeechStream was chosen to speech enable SIRS Issues Researcher making this valuable content accessible to all students.”

To learn more about ProQuest’s steps to make research more engaging and accessible for students visit <http://www.proquestk12.com/>. To learn more about Texthelp visit www.texthelp.com.

About Texthelp:

Texthelp Systems Inc., based in Woburn, Mass., and Antrim, Northern Ireland, is an educational software company specializing in the design of literacy support and assistive technology to help individuals improve their reading and writing abilities. The company has developed a range of award-winning software products, including Read&Write GOLD, Fluency Tutor, Lexiflow, and SpeechStream, which are marketed worldwide to individuals, schools, higher educational institutions, and publishers. For more information, visit www.texthelp.com.

About ProQuest

ProQuest creates specialized information resources and technologies that propel successful research, discovery, and lifelong learning. A global leader in serving libraries of all types, ProQuest offers the expertise of such respected brands as Chadwyck-Healey™, UMI®, SIRS®, and eLibrary®. With Serials Solutions®, Ulrich's™, RefWorks®, COS™, Dialog® and now Bowker® part of the ProQuest brand family, the company supports the breadth of the information community with innovative discovery solutions that power the business of books and the best in research experience.

More than a content provider or aggregator, ProQuest is an information partner, creating indispensable research solutions that connect people and information. Through innovative, user-centered discovery technology, ProQuest offers billions of pages of global content that includes historical newspapers, dissertations, and uniquely relevant resources for researchers of any age and sophistication—including content not likely to be digitized by others. Inspired by its customers and their end users, ProQuest is working toward a future that blends information accessibility with community to further enhance learning and encourage lifelong enrichment.

For more information, visit www.proquest.com or the ProQuest parent company website, www.cambridgeinformationgroup.com.