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Collection assessment : Mass communications, USFSP, 2003

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MASS COMMUNICATIONS: SELF-STUDY QUESTION #6

Because journalism and mass communications are involved in many subject areas, the Library of Congress classifications in which the topic may be covered range widely across the spectrum of scholarly pursuit. Listed below are the core classifications where books and periodicals relevant to this curriculum can be found in Poynter Library:

LC CLASS	SUBJECT DESCRIPTION	BOOK TITLES ORDERED (2001-2003)
AC1	Culture and Mass Communications	1
AC5	Press and Journal Compilations	1
BF637	Psychology and Persuasion	21
HD59	Public Relations	11
HF5718	Business Communication	7
HF5801-HF6201	Advertising	28
HM258-HM263	Communication, Public Opinion, Publicity, Propaganda	1
HM1211-HM1236	Public Relations, Publicity	7
JF2112	Political Advertising	0
KF1266	Libel Law	0
KF1611-KF1614	Commercial and Advertising Law	0
KF2042	Law for Photographers	0
KF2750	Press Law	0
KF4165	Student Newspapers—Law and Legislation	0
KF4774-KF4775	Freedom of the Press, Censorship	1
NC997-NC1003	Commercial Art	44
P87-P96	Communication, Mass Media	41
PN147	Writing for the Press	2
PN4709-PN5650	Journalism	97
Q223-Q227	Communication in Science	7
TR9	Reference Works in Photography	1
TR12	Photographic Collections	0
TR267	Digital Photography	6
TR690	Commercial Photography	0
TR820	Photojournalism	8
Z478-Z479	Periodicals, Newspapers	0
Z657	Censorship, Freedom of the Press	1

In the past two fiscal years (2001-2002 and 2002-2003), the library has ordered 278 new titles in support of the mass communications curriculum with a total expenditure from the book budget of \$11,661. This represents a 3% outlay of the total budget for monographs.

Expenditures for monographs, periodicals, and newspapers relating to journalism subjects total \$0 for the preceding two fiscal years. This breaks down to

Periodicals	Dollar Totals 2002-2003	Dollar Totals 2001-2002
Print		
Microforms		
Newspapers		
Print		
Microfilm		
Newspaper Indexes		
Print	\$3,950	\$3,781
Monographs	\$7,616	\$4,045

Expenditures for journalism and mass communications subjects increased 53% between the 2002 and 2003 fiscal years, showing the increased emphasis of this department on the St. Petersburg Campus.

POYNTER JAMESON FOUNDATION

In addition to regular library funds, the mass communications program may also use the earnings on 1% of the original endowment of the Poynter Jameson endowed professorship to purchase library materials. Annual earnings for this USF Foundation fund total approximately \$600 per year. The above figures were spent for print resources for the Poynter Library collection.

ELECTRONIC RESOURCES

The library also contributes to the cost of the electronic databases, books, and periodicals that are cooperatively purchased by the USF Library System. Specific electronic sources of interest to Mass Communications students and faculty are listed in sections #7,8,&9 below. Total resources spent for all USF electronic resources totaled \$1,316,203 in 2000/01, although cost breakouts for individual products are unavailable since many products are consortial purchases or “bundled” resources. Poynter Library contributes approximately 7.5% of the cost for these subscriptions.