



2 May 2007

Via Email

Angela Hankins
Craft and Production Development Co-ordinator
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Television New Zealand
Box 3819
Auckland 1144, New Zealand

Dear Ms. Hankins,

On behalf of the Special Libraries Association, I urge you not to close the TVNZ News Reference Library. The News Reference Library is a crucial resource to your staff, journalists, and overseas correspondents who rely not only on timely access to information, but also on the professional librarians who proactively collect, analyze, and disseminate information necessary for accurate decision making.

The Special Libraries Association is a global organization with a strong Australian and New Zealand Chapter. If the News Reference Library is closed, TVNZ will likely be negatively affected in the long run by less accurate news coverage and poorly spent time searching for information that may be inaccurate or incomplete.

Providing individuals with access to search engines and various databases is no substitute for sage insight and knowledge, and the hidden costs (both financial and to reputation) can be significant. The TVNZ News Reference Library's mission is critical in delivering accurate information in a timely fashion.

I would like to call your attention to the findings of an Accenture survey released on January 4, 2007. The survey identified wide-ranging insights about the way information is gathered, used and analyzed. The report found that middle managers spend more than a quarter of their time searching for information necessary to their jobs, and when they find it, it is frequently wrong. The survey also found that managers spend up to two hours a day searching for information, and more than 50 percent of the information they obtain has little or no value to them. Forty-two percent of respondents said they accidentally use wrong information at least once a week. I have attached a link to the Accenture study for your review.

http://newsroom.accenture.com/article_display.cfm?article_id=4484.

We believe TVNZ would be ill-served by relying exclusively on the information found in general search engines without the judgment and expertise of information professionals to evaluate it and we encourage you to reconsider your proposed closure of the TVNZ Reference Library.

Respectfully,

Doug Newcomb, Chief Policy Officer
Dnewcomb@sla.org

CC: Rick Ellis, Chief Executive Officer (Rick.Ellis@tvnz.co.nz)
Jeff Latch, Head of Television (Jeff.Latch@tvnz.co.nz)