Chapter 14
Profiling Prominent Malaysians in Bernama Library and Infolink Service

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ABSTRACT

InfoLibNews is an information centre for news. In May 1968, InfoLibNews had to adapt the conditions of digital and online environment by taking charge of storing, processing and archiving news and information for easy access by journalists which been extended to the entire nation for its research values. InfoLibNews also functions as an information holding center by maintaining BERNAMA news and processing news clippings published by main stream newspapers which are later stored in BLIS for quick reference check, comparison and analysis. Thus, this article will focus on familiarizing the "Who's Who" module; listing of key personnel selection criteria; the work processes; headings within the profiles; evolution; actions taken to ensure speedy storage and reliable retrieval systems so as to ensure accurate, up-to-date news and information, credibility and quality. Finally, InfoLibNews will share the challenges of processing the module in line with the expectations of its users and clients as BERNAMA is set to be the leading information provider on prominent personalities in Malaysia.

INTRODUCTION

In Malaysia, libraries are commonly used by the researchers and students to pursue their research tasks. Malaysian libraries have plenty of work to do to improve its services. There is still lack of attainment within the organization. The clients have to wait for certain developments to happen in Malaysian special libraries. As humans change, technology also changes. More so, libraries should also innovate and develop programs and services to meet the requirements of the new millennium.

The development of special libraries in Malaysia started to move forward to match the needs of the government especially those in education, economy and culture. The authors chose the BERNAMA Library and adapted the who's who model to state and point-out the keys to success toward its collections. BERNAMA Library was established in conjunction with BERNAMA's official formation which was launched on August 30, 1967 under the Act of Parliament 1967. It finally began its operation on May 20, 1968.

Since 15 January 2001, the Library is known as Pusat Maklumat dan Perpustakaan (InfoLib). The library circulates print books and various mixed media materials. The Bernama library includes local and mainstream newspapers regarding Malaysia. It started its operation in a garage of an old banglo at No. 222, Jalan Pekeliling (now known as Jalan Tun Razak) in 1968. It transferred to Wisma Belia, Jlan Syed Putra in 1971 to MCOBA building (Malay College Old Boys Association). In 1978, it transferred to Jalan Syed Putra. Finally on May 2, 1984, it is housed in Wisma BERNAMA.

After knowing the value of the library's collection to Malaysians, it was opened to paying customers through a system called BLIS (Bernama Library & Infolink Service). The public had an access since April 1986. InfoLib is open to the public whether they come from a government body or private sectors. A minimum fee is being charged for all the users of InfoLib.

The digitization project began in 1996. There are over 3.5 million data stored in BLIS (Bernama Library & Infolink Service) database. 1.5 million of news articles were estimated to be stored and processed from time to time. Infolink opened its path to customers through the Internet. The amount of customers continuously increases. The system was upgraded last March 1, 2008. InfoLib contributes partly of the BLIS content. Staff members cooperate fully to organize BLIS Who's Who and Databank. Furthermore, staff members also contribute to the content management, training of customers, actual demonstration and facilitate the subscription of the database.

InfoLib Portal provides access to the reading collection rather than information about BERNAMA. It was launched on April 22, 2008. Variety of activities to encourage reading (Refer Activity column) and service (Refer Service column) was introduced and was upgraded from time to time so that InfoLib can provide the best for its users.

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