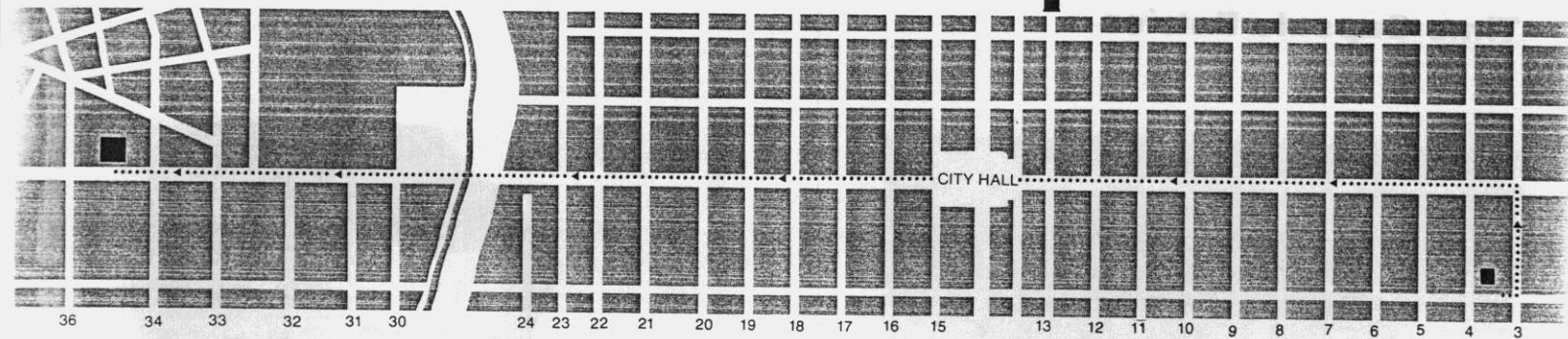


The Cross-Town Express



Issued by The Corporate Communications Department
of The Institute for Scientific Information¹

3501 Market Street
University City Science Center
Philadelphia, PA 19104

Number Fifteen
December 28, 1979

FOUR PRIZES AWARDED IN TIME CAPSULE CONTEST

Four ISI employees are \$75 richer and, thanks to their efforts, future generations may have a richer understanding of how individuals dealt with everyday information needs at the start of the 1980's.

The employees are the winners of the ISI time capsule contest announced last August. It was a contest designed to elicit suggestions for items which symbolize "modern information consciousness" for inclusion in the ISI time capsule. The time capsule is a four-foot-long cylinder that will be sealed and placed beneath the lobby of our new headquarters. Inside the capsule will be items that symbolize various aspects of our personal and professional lives, in addition to items that represent the activities of ISI. It is hoped that future sociologists and other researchers will be able to gain insights into our present society by examining the contents of the capsule.

Since the Management Committee will select the items related to ISI, employees were asked to pick

other items that make it "easier, less expensive, or quicker to obtain information of any type." Suggestions ranged from assorted computer hardware and software to publications offered in print and micro-form.

Since the number of good entries received was substantial, four winners were selected instead of two, as originally planned. Each winning item (or a graphic representing it) will be enclosed in the time capsule along with a statement of why the item was selected. A photograph and biography of each winner will also be included. The \$75 cash prize was given instead of the announced prize of a clock radio to allow the winners more flexibility in selecting brands and features.

The winners' names, titles, departments, photos, and excerpts from their entries follow. Additional information on the other items to be enclosed in the time capsule as well as the details of the capsule's installation will come later.

Time Capsule Entries



Sarah Lieberman

Non-journal Entry Specialist
Non-journal Operations Dept.
Item: People Magazine

"In 1979, People is an extremely popular weekly publication whose purpose is to keep the general public informed of the latest fashions, pastimes and lifestyles of this week's television, movie and music 'superstars' (today, being a 'star' isn't enough). The format is designed so People may easily be read within a week before the next issue appears. Laden with photographs and short articles in large type, People does not require much reading time and the facts can be absorbed by the reader without much effort. Also, People has been included in the time capsule primarily for its sociological value. This magazine most accurately reflects the achievements of the 1979 American culture as admired and desired by the 'average American.' In 2079, it should prove to be an invaluable source of information about the mores and morals 100 years before."



Robert Coward

Senior Research Associate
Research and Development Dept.
Item: Touch-Sensitive Cathode-Ray Terminal

"The oncoming information society will require the average citizen to have more interaction with computerized data banks. Until now, most such interaction had to be accomplished through terminals designed around keyboards. Unfortunately, only about 5 percent of the U.S. population has the skills needed to use keyboard terminals effectively. For example, those without touch-typing skills must resort to tedious 'hunt and peck' methods to input their questions. But frequently even those who can type cannot deal with the computer. This is because the terminal usually cannot be operated correctly without the user having been trained on the system beforehand. Recently a new type of terminal has come into use that seems to make it easier for untrained people to interface with computers. 'Touch-sensitive' terminals enable individuals to get needed information by simply touching a particular part of the display on the T.V. (cathode ray) tube that is part of the terminal. Besides eliminating the keyboard, touch terminals can be used by people who have no prior knowledge of the system. The terminal, through graphic displays, actually tells the user what he or she must touch next to proceed. One such terminal is currently used by a Manhattan book store to help customers locate merchandise and to keep stock information up to date. This application is an interesting mix of a traditional means of conveying information (the printed page) and a new technology for information delivery."



Barbara Home Stewart

Information Specialist,
Middle Atlantic States
Marketing Dept.
Item: Microfiche of The New York Times

"The New York Times in microfiche represents a modern medium in which we are able to present a great amount of information in a very small space. We feel that this microfiche will provide the reader of the future with a record of what life was like all over the world in 1979. It will show the way we worked, bought, thought, dreamed and acted; our hopes and aspirations (both private and political); our fears and frustrations; our achievements, our fun and our fantasies ... and our mistakes; the things we liked, the people we loved and the way we lived. A newspaper is our link with the past, as far back as the first written record of man, and this microfiche is our link (however primitive) with the future. But more than this, we believe that the freedom of the press -- which is the right to seek the truth at whatever cost, and to print it for everyone to read -- symbolizes more than any other freedom what our country stands for in this world at this time in history."

Toby Horwitz Harke
Bibliographic Assistant
Publications Systems Dept.
Item: TV Guide

"The paradigm example of popular information consciousness in our time is TV Guide, the most widely circulated periodical in the world, with an average weekly circulation of 19,000,000. TV Guide is devoted to supplying current scheduling information for television, the medium which itself conveys more information to a greater number than any other. It is published one week in advance of the programs announced and briefly describes them in neutral, non-evaluative annotations."

(Toby is a former part-time employee who is no longer with the company. She was not available when photographs were taken.)

Keep This Date in Mind

Open House Saturday, January 19, 1980 10 a.m. to 3 p.m.

An informative and fun-filled visit awaits everyone who comes to the employees' open house. Not only will you and your family and friends have a chance to explore the new building, you'll also learn a lot about ISI and its services and be entertained by a variety of special attractions. What's more, there will be free food and souvenirs for all.

Something for Everyone

Throughout the day there will be demonstrations, tours, exhibits, films, and other activities designed to show

- how the new building was constructed,
- what our various departments do,
- who our customers are, and
- what our products look like and how they are used.

(continued on page four)

On the lighter side, there will be an encore appearance by "Max the Robot," the furry R2-D2 featured at the groundbreaking. Max walks, talks, lights up, and is a treat for people of all ages. After you shake hands with Max, you can try to beat the ISI computer at Blackjack. The game will be all in fun, however, with nothing more than your pride at stake. And there's much, much more in the works that will make this day at ISI a source of pleasant memories for a long time.

You Can Help

If it hasn't already happened by the time you read this, a committee made up of members of different departments will be formed to help plan the open house. Once established, the committee will transmit information and suggestions about the big event. In the meantime, the key coordinator will be Jackie Jones of the Communications Department, extension 1350.

Right now it is important to estimate how many people will attend. In the near future you will receive an invitation with an RSVP form attached. Please answer all the questions as accurately as possible and reply promptly.



"Max the Robot" (he's the little fellow) mingles on groundbreaking day. He'll make another appearance at the open house.


*Best Wishes
for a Healthy, Happy
Holiday Season.*
