

# “Factiva is the Cadillac of Information Sources”



Skokie Public Library patrons expect a lot more than business news when they turn to Dow Jones Factiva. They also expect breadth of information, depth of content, and international coverage they can't find in any other source.

## Dow Jones Factiva

Skokie Public Library is located in a multi-ethnic, well-educated suburb north of Chicago. The library serves a population of about 60,000, including Skokie and surrounding communities. Described by Bruce Brigell, Coordinator of Information Services, as a “typical suburban library,” Skokie Public Library is patronized by a wide range of users, from professionals to business people to students to the general public.

### “More content than anything we could find”

Skokie Public Library has used the Dow Jones Factiva database for several years. “We chose it because of its depth of content,” says Brigell. “It has more content than anything we could find, from small-town newspapers to foreign newspapers and magazines. Factiva is used...to trace companies and gather business data,” says Brigell. “It has many local papers. In addition, patrons turn to Factiva for current events, entertainment news, book and performance reviews, and community news. Patrons might also use Factiva to look for news items in foreign countries,” says Brigell. “They like Factiva’s multi-language options and international news sources.”

### “The best source for the serious researcher”

With more than 900 sources available on or before the date of publication, plus more than 120 continuously updated newswires, patrons can assume that everything they find in Factiva.com is current. Other local and regional sources may fall behind, but the stories called up from Factiva are real-time and up-to-date. Factiva is, in addition, “the only place that local patrons can find the *Chicago Sun-Times*,” says Brigell. *The Chicago Sun-Times* is sometimes harder to get than the *Tribune*, even though it's one of the top ten U.S. dailies in circulation. Brigell generally introduces patrons to Factiva when they first use the system. Often users aren't aware of the advantages of going directly to this source. “It is the best source for the serious researcher,” says Brigell.

### “Factiva makes us better reference librarians and Skokie a better library”

“Factiva is the Cadillac of information sources for us,” says Brigell. “While it is a major investment, it is also our most-used database. We get our return on quality.” Because of its depth and reliability, Skokie reference librarians can respond to requests they can't find the answers for elsewhere. Patrons can search geographically or by industry, set source limitations by date, headline, or lead paragraph, or browse through today's news using the News Pages.

“Because of its depth of information, non-English sources, and international coverage, Factiva is our most reliable source for serious research,” says Brigell. “For example, if a patron wants to look up the Coca-Cola market in Africa, we can send him or her directly to the international sources, in the user's choice of source publications by region. Factiva makes us better reference librarians, and Skokie a better library.”