

LexisNexis Customer Testimonial

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Leslie Rosen, Reference Library Director, Thirteen/WNET New York

Ideas and Ingredients for Award-Winning New York Public Television Programming Found Using LexisNexis™ at www.nexis.com

According to Thirteen WNET New York public television's homepage, "For four decades, Thirteen has been asking big questions..., questions that challenge us to think, to grow, to learn, and to dream." For the answers to these questions, Thirteen's Reference Library Director Leslie Rosen relies on LexisNexis™ at www.nexis.com.

During a program's initial development phase, questions from the station's television producers cover the gamut:

- What are the trends and impact of churches on illegal border immigration?
- What are the real names of Puff Daddy, Ice Cube, and Queen Latifah?
- What are some recent major daily newspaper headlines on the detention of Muslims?
- Where have three-legged frogs been found?

"As Thirteen's library staff, we must be the Jacks-of-All-Trades, the masters of everything," says Ms. Rosen. "The idea of not having *nexis.com*® is unthinkable! Without it, where am I going to turn instead for the most comprehensive coverage of the subjects we research?"

World-class, reliable content provides foundation for quality programming

Beamed coast to coast via Public Broadcasting Service (PBS), Thirteen's award-winning signature series are a significant element of the nationwide public television schedule—from *American Masters*' profiles of figures who have defined American culture to *Nature*'s journeys of discovery. And big names in news and public affairs—such as Jim Lehrer and Bill Moyers—submit program-making research requests to Thirteen's library as well.

"There's no way you can produce such quality television programs without quality research up front," Ms. Rosen asserts. "Producers here at Thirteen deserve an online service that can provide fast, accurate, and up-to-date information: They deserve *nexis.com*."

In-depth corporate profiles allow for informed decision-making and smart fundraising

In seeking funding for Thirteen's array of science, arts, and news programs, the marketing staff asks the library to seek detailed information about potential sponsors.

On *nexis.com*, researchers find background on a target corporation's executives, mission, business focus, and recent newsworthy events. Thus sensitized to the corporation's positioning, Thirteen fundraisers can tailor "the ask" to fit a potential donor's needs or even offer to develop a program specifically to suit a particular sponsor.

As more staff members learn to use LexisNexis at www.nexis.com, library researchers have time for more complex projects

The station's staff members used to think what its librarians did was magic, Ms. Rosen said. Since LexisNexis has been conducting on-site training on *nexis.com* for employees throughout Thirteen, the process has been demystified. Far from making the library obsolete, the training has raised its visibility among staff and has freed its information professionals to focus on "bigger picture" research issues.

"By providing end user access to *nexis.com*, we reserve our time for the more challenging and time-consuming projects," Ms. Rosen says. "Producers know they can turn to us for help if needed." Library and program staff alike can be more efficient and productive.

LexisNexis offers hands-on support and solid reputation to enhance the librarian profession

"The LexisNexis representative listens to our requests, rolls up her sleeves, and is not only responsive but proactive in meeting our needs," Ms. Rosen reports. She then adds that she depends on the LexisNexis team for more than just technical support and troubleshooting.

"There's something about the LexisNexis corporate culture: Staff members there share a dedication to the same values and ideals about information as other librarians," Ms. Rosen muses. "We depend upon the LexisNexis reputation and service. It's a good fit."