Library Newsletter
September 2008

The *Library Newsletter* focuses on recent developments in the field of library science and information management in the United States. It contains summaries of articles from leading library-related periodicals and recommended Internet sites. The *Library Newsletter* is published monthly by the American Reference Center.

1. Academia to Think Tank ... and Back Again
By Forrest Glenn Spencer
(*Information Outlook,* August 2008, pg. 20)

In 2004, Doris Helfer was bestowed The Rose L. Vormeker Award for her "exceptional services in area of mentoring students and/or working professionals." It's more than a recognition given to those individuals who do more than show up for work daily. It's an extraordinary honor given to those who have had a long career as information specialists, and then share their knowledge with those entering the field--encouraging them to find their own specialty in the profession. At the awards ceremony, Helfer was especially emotional. Six weeks prior her mother had died unexpectedly. Forrest Glenn Spencer is President of SpencerConnects LLC, an information service and public relations company based in the Washington, D.C., area.

2. Cybersquatting Gives the Web a Bad Name Again
By Wallace Koehler
(*Searcher*, September 2008, pg. 12)

The author lifts up the rug to investigate the components of the dirty practice known in the U.S. legal circuits as cyberpiracy, which has been growing at an alarming rate, and tells what to expect in the future with the debut of new top-level domain names from ICANN.

3. Dissecting the Web through Wikipedia
By Adam Bennington
(*American Libraries*, August 2008, pg. 46)

The unreliability of the online open-content encyclopedia Wikipedia has led a number of schools to discourage its use despite-or perhaps because of-its popularity with students. At Middlebury (Vt.) College, the history department notified students in February 2007 that Wikipedia could not be cited in papers or exams, and at least one system, the Warren County Regional School District in Warren County, New Jersey, has blocked access to the site on its computers. While the logic behind these actions might be sound, the practice is a bit excessive. Instead of demonizing Wikipedia as a poor research tool, academic and school librarians should use it as an occasion to teach information-literacy skills. Adam Bennington is a librarian at the State Farm Insurance Corporate Library in Bloomington, Illinois.

4. The Ebook Reader Is *Not* the Future of Ebooks
By Nancy Herther
(*Searcher*, September 2008, pg. 26)

According to the author, the third generation of ebook readers is upon us. Using a plethora of sidebars, tables, images, and an extensive timeline, Nancy Herther summarizes the first two ebook generations (what worked and what largely didn't) and wonders if the third time is

the charm or if history will just repeat itself – hardly ever good news.

5. Evolution to Revolution to Chaos?
By Stephen Abram
(*Searcher*, September 2008, pg. 42)

In a research world where the real action has moved from the back office to the front desk, the author says the time has come to prioritize long- and short-term strategies around serving the "real" customers by employing a new suite of 2.0 tools centered on human relationships and offers a baker's dozen of future reference scenarios.

6. Lobbying Disclosure Databases: A Users' Guide
By Peggy Garvin and Deanna Gelak
(*Online*, September/October 2008, pg. 34)

What started as a headline-making political scandal has resulted in a boon for researchers. In 2005 and 2006, the press unraveled and exposed the corrupt dealings of now-infamous lobbyist Jack Abramoff. In 2007, Congress responded by passing a landmark lobbying reform bill requiring greater, timelier disclosure from registered lobbyists. The new law is the Honest Leadership and Open Government Act of 2007, known by its acronym, HLOGA. Thanks to HLOGA, professional researchers and the public alike can tap into more information, updated more frequently, on the individuals and firms hired to influence federal government decision makers. The impact of HLOGA on the Washington influence scene is unclear. What is clear is that we now have unprecedented access to details on some of the players: approximately 12,000 paid lobbyists working on every issue of interest to the American people. Peggy Garvin owns Garvin Information Consulting and is the author of *The United States Government Internet Manual*. Deanna Gelak trains citizen leaders and is the author of *Lobbying and Advocacy* and a contributing author for *The Lobbying Manual*, 4th ed..

7. Managing Resources Comprehensively
By Marshall Breeding
(*Computers in Libraries*, September 2008, pg. 28)

In academic libraries especially, the typical arrangement involves using the ILS to manage the print collection with electronic content handled by electronic resource management systems and OpenURL link servers. Marshall Breeding is the director for innovative technologies and research for the Vanderbilt University Libraries, the executive director of the Vanderbilt Television News Archive, and the founder of Library Technology Guides (www.librarytechnology.org).

8. Marketing First Impressions: Academic Libraries Creating Partnerships and Connections at New Student Orientations
By James G. Rhoades, Jr. and Arianne Hartsell
(*Library Philosophy and Practice*, August 2008)

Creating positive perceptions of academic libraries can occur at more than just the reference desk or during library instruction. Librarians can and should take advantage of other occasions to promote their library. New student orientations provide an ideal opportunity to be more innovative and proactive in creating first impressions of library resources and services. When librarians become involved with orientation programs, positive interactions can begin before students even start their first semester. James G. Rhoades, Jr. is Public Services Librarian at Florida State University Libraries. Arianne Hartsell is Information Services English Librarian at Miami-Ohio University Libraries. http://www.webpages.uidaho.edu/~mbolin/rhoades-hartsell.htm

9. Marketing, Promoting and Advocacy in the Special Library
By Debbie Schachter
(*Information Outlook,* August 2008, pg. 44)

Recently, the author conducted a survey to determine how special libraries and information centers are currently marketing, promoting and advocating their services. The results from the survey are discussed below. The survey was intended to reveal standard practices and methods for marketing, promoting and advocating for the library, but also to determine whether technology was playing a significant role in changing how we undertake these activities. Debbie Schachter is the area manager-East for the Vancouver, British Columbia, Public Library, with the responsibility for managing six branch libraries.

10. Podcasting: A New Way to Create, Capture and Disseminate Intellectual Capital
By Helen Clegg and Susan Montgomery
(*Information Outlook,* August 2008, pg. 10)

A year ago, after being inspired by several sessions on podcasting at the 2007 SLA Conference in Denver, a podcast series (named "The Wave of the Future") was developed at A. T. Kearney Inc. The main goal was: to incorporate podcasting into the knowledge management program, as an innovative tool to create, capture and disseminate intellectual capital within our own organization. So what are the benefits of podcasts to an organization? Here's a practical guide to developing and executing a podcast program. Helen Clegg is Director of Knowledge Management with A.T. Kearney Procurement Solutions. Susan Montgomery is a Content Manager with A. T. Kearney Procurement Solutions.

11. A Potpourri of 2.0 Tools (on the Net)
By Greg R. Notess
(*Online*, September/October 2008, pg. 43)

Keeping current with new technology these days requires extensive browsing, both online and off. While reading about new software and online tools, many are worth only a single visit. Even those that do something new with graphics, offer a fresh method for information delivery, or boast a fancy Ajax user interface may not offer much that is directly helpful to information professionals. Yet once in awhile, one of the new tools, resources, or software programs shows some unique potential and offers new approaches to information management. With the technological sophistication of Web 2.0 spurring new ideas nearly every day, at least a few such tools should provide something useful for the information professional.

12. Putting the Library in Wikipedia
By Lauren Pressley and Carolyn J. McCallum
(*Online*, September/October 2008, pg. 39)

Few online resources provoke as much controversy in the library community as Wikipedia. Some librarians hate it, arguing that since anyone can edit it, it can't be trusted. Others love it, because it is fast, easy to use, and a good starting point for research. With such a conflicted relationship, there's no clear answer as to where (or whether) Wikipedia belongs in libraries. Librarians are not sure what they should do with it. Lauren Pressley is the instructional design librarian at the Z. Smith Reynolds Library, Wake Forest University and Carolyn J. McCallum is the cataloger librarian at the Z. Smith Reynolds Library, Wake Forest University.

13. Web 2.0 Tools for Social and Professional Use
By Jamal Cromity
(*Online*, September/October 2008, pg. 30)

Standard practice for librarians and information professionals is to look for new and improved methods of communication. Librarians are in the business of information sharing and thus want to use communication tools to promote services, inform clients, provide awareness of assorted features, and announce coming events. Whether you work as a consultant, research analyst, reference librarian, or information department director, you know the importance of delivering information to the clients you serve. Jamal Cromity is a product developer for Dialog, a coach in the Quantum2 leadership development program, and a 1998 American Library Association Spectrum Scholar.