



SLA San Diego Bulletin

Summer 2004
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From the Desk of the President : Nashville's Greatest Hits

There is no escaping country music metaphors when you spend time in Nashville. There was also no escaping good, mind-expanding content and up-to-date news at the SLA annual conference. As incoming Chapter president I dutifully attended business meetings, as well as a wide spectrum of other meetings, sometimes starting with one and ending with another to squeeze in as much as possible. You all know that one law of conferences is the likelihood of two sessions being simultaneous is directly related to how badly you want to attend both sessions. Fortunately, many sessions are taped or are online at www.sla.org/content/Events/confpresentations/04confpresent.cfm

I find that after a few weeks, the nuggets of truly meaningful advice begin to stand out. So, here are my favorite thoughts from Nashville's greatest hits. See if these resonate for you as well.

Ledbetter on Internet Security

Technology guru Carl Ledbetter gave the keynote speech at the Opening General Session on the trade-off between security, privacy, and access to good information on the Internet. As he sees it, the Internet brings us close to being able to access all information, all the time. But this creates an obligation to manage this access. Security is critical. Security and access are not antithetical, but they are antagonistic. Things cannot be simultaneously completely safe and completely open, but easy access and appropriate security can be achieved. Ledbetter defined privacy as the right information to the right people at the right time. And his answer to the question "Who will guard the guards?" is "the public". When society decides what needs to be restricted to only the appropriate users, then technology can do it. For instance, it only takes about 4 hours from the appearance of a new virus for a patch to come out.

As for making access truly useful, "Instructions are for wimps" was his guiding quote. In other words, no instructions should be necessary. Information is not really accessible unless it is completely obvious how to find it. However, access is not knowledge—it's only access. People must also be able to judge the veracity of information.

Survive and Thrive in the Library

Changing topics altogether, Arizona-based trainer/consultant Pat Wagner's session on surviving and thriving in the library profession was full of good career and personal development advice on staying employable. The goal is creating and fulfilling a compelling future for yourself. Remember, optimists can create under pressure, they adapt, but pessimists tend to protect.

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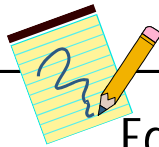


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Submissions

Please submit material to Judy Kammerer via e-mail. Preferred file attachment formats are Microsoft Word, text files, and JPEG for photos.

Submission Deadlines

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Spring	March 15th
Summer	June 15th
Fall	September 15th
Winter	December 15th

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If you or your institution require a paper copy mailed to you, please inform the editor. Exceptions will be placed on a separate distribution list.

President's Letter

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Creating a complete career portfolio and keeping it up-to-date is vital. Maintain a database of contacts and never give up on people; this personal database of people is your best career tool. Most people know 250 other people by first name—use this asset. Get other people to tell you what you are wonderful at – many people are not self-aware.

Think of yourself as your own personal business. (Some of us already are.) What is the name of your business? What do you do for your customer? What is your slogan? What are the five activities, features, products, and/or services you offer? Present yourself with a sales brochure rather than a stilted and boring resume. Key your brochure to the style of your target customer.

Analyze your achievement in the top 10 skills to stay employable – technical literacy, written communication, public presentation, math and finance literacy, interpersonal relations, sales and influence, multicultural knowledge, teaching and mentoring, entrepreneurial, and surviving change and stress. What skills are you good at, what could you be better at? Once you have evaluated yourself, create your own curriculum of training priorities.

Pat Wagner can be contacted at pat@pattern.com or her web site www.pattern.com. Her handouts will be posted on the Military Librarians Division page on the SLA web site: <http://www.sla.org/division/dmil/index.html>.

Trends in Web Searching

Gary Price, master of the “invisible web” and of web searching, gave a high speed, information-packed presentation on trends in web searching, recommended web sites, special subject search engines, directories, public information searching etc. For highlights of his presentation see his web site: www.resourceshelf.com/2004/specializedsearch04.html

7/24 Virtual Reference

Diane Kresh of the Library of Congress and Susan McGlamery of California's AskNow service spoke on the state of 24/7 virtual reference. LC has partnered with OCLC to co-develop software to support local and global online reference service. LC's live service Question Point is now linked to their home page. The AskNow service is based in California and is used mainly by public libraries. The section of California county public law libraries is very busy. Other special libraries could use online reference software products for in-house clients in international offices or to be subject experts in a larger cooperative in order to get access to other experts.

Culture, Inc.

Bill Ivey, currently director of the Curb Center for Art, Enterprise, and Public Policy at Vanderbilt University in Nashville, and former chair of the National Endowment for the Arts spoke at the Closing General Session. He made an eloquent plea for the preservation of the key cultural items of the 20th century in film, recordings, television, and photographs. These arts are often produced for hire to a corporation. Many works are endangered by physical neglect, obsolete formats, ownership disputes, restrictive copyright, or lack of



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President's Letter

"If you don't like change, you'll like irrelevance even less."

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appreciation for their value. Ivey praised librarians for recognizing the transformation of the cultural landscape by new legislation such as the Digital Millennium Copyright Act.

Ivey also sees danger in the concentration of media power in a few corporations who see no profit in preservation or in offering anything but the best-selling new products. Three companies, including Tower and Wal-Mart, sell 50% of music. Download services are better, but even they offer only 10% more.

Ivey calls for leadership from librarians to start a new conversation about protection versus public access to our cultural heritage. Public policy needs to push back against the marketplace. Finally, he ends with a question: What piece of cultural heritage means the most to you? Will it be there for the future?

Association News

Here is a final quotation, from General Eric Shinseki, via SLA Executive Director Janice Lachance: "If you don't like change, you'll like irrelevance even less." Several promising new initiatives are beginning under Janice's leadership. One is a campaign to raise one million dollars to support professional development. If each of SLA's 12,000 members donates \$84, the goal will be met. This will help pay for a new certification program based on the core competencies. The SLA online Learn Center is being developed with partner Learn.com to offer a complete desktop level training package. It will be going up on the SLA web site for a live test and preview later this year and should be fully operational by June 2005. "Just in time, just enough, just for you" is the Learn Center motto.

Other initiatives from SLA include a look at the membership dues structure with a final report due to the Board in October. The Board of Directors is also asking for volunteers for a task force on funding models with strategic partners with a view to new guidelines for approaching vendors for support. The PR Committee is working on a plan to target executives.

New Association President Ethel Salonen urged us to "be the brand" for our profession. She intends to devote her year to increasing membership and promoting professional development opportunities. To that end, she recommended her choices for the top 3 management titles: *The Lightning of Empowerment*, *The Wisdom of Wolves*, and *Leadership Lessons from Star Trek The Next Generation*.

There were 3,839 people who attended the Nashville Conference. The 2005 conference will be in Toronto, Canada. We had a great turnout of 19 San Diegans in Nashville, despite the distance. I hope many of us will also make it up north – Toronto is a great city and the conference is well worth it.

Sue Swisher,
SLA-SD Chapter President



Program News

SLA SAN DIEGO SPRING SEMINAR

Communication Skills for Librarians: Politicking,
Networking,
and Interpersonal Communication

Thank you to the many people who worked together in creating a very successful Spring Seminar! The speakers were informative, the vendors instructive, the host facility comfortable, the Directors (Amy Waterman and Kim Abbey) were tremendously organized and tireless, the technical assistant indispensable, and the caterers superb!

A special thanks to our vendors Elsevier, Inc. and Swets Information Services for sponsoring the morning and afternoon breaks and to Factiva for sponsoring our lunch. ♦



Top photo from L to R: Amy Waterman (Director), Kim Abbey (Director), Linda Bickham (Presenter), Amy Gonzales (Presenter), and Judy Kammerer (Host and Bulletin Co-Editor).

Bottom photo from L to R: Vendors: Jenny Shepard (Factiva), Karen Arendes (Cuadra Associates), Julie Morgan (Elsevier), David Maggior-Anet and Kristen Jackman (Lexis-Nexis), and Jason Martinez (Swets Information Services). (Not pictured, Infotrieve Representatives)

MAY BUSINESS MEETING and USING BLOGS IN LIBRARIES



The May program, which was a combination business meeting and presentation on Blogging, was held at the Qualcomm Library. Then President Deborah Kegel presented the slate of officers for next year's board. The nominees were unanimously accepted. Please see page 14 for a list of officers and board members.

Congratulations to Roxane BenVau this year's scholarship recipient. Please see page 11 for more on this story!

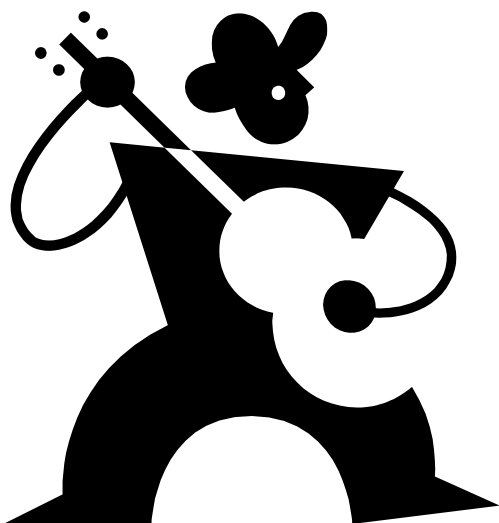
Thank you Qualcomm for hosting the event and Donna Feddern for presenting an interesting introduction to Blogging. ♦

Top photo from L to R: Deborah Kegel (Past President), Roxane BenVau (Archivist), and Paula Simon (Student Liaison).

Bottom photo from L to R: Sue Swisher (President), Donna Feddern (Presenter), and Greg Sorini.



Association News



SLA CONFERENCE IN NASHVILLE

Submitted by Jackie Davis

The SLA Conference was better the second time around. As a newbie last year, I was like a kid in a candy shop. Between the many workshops that I wanted to attend (often at the same time!) and the sites and sounds of New York, I was too excited to absorb all the information and do all I wanted to do. This time, in Nashville, my planning was more effective. I knew some of the names in the information business and I knew approximately how things worked and could relax and absorb.

There were fewer people this year in Nashville, but the facilities were amazing. The Gaylord Opryland Hotel and Convention Center has the feel of a biosphere since it is entirely enclosed, and the look of the French Quarter in Disneyland. It is very beautiful and could house all the workshops and general sessions in one place.

Here is my quick recap: I attended the "Create Your First Website" class first thing on Monday morning. After an hour and a half I was not ready to apply for a web mistress position, but did feel that I wanted to learn more about the amazing Dreamweaver capabilities. The first General Session speaker, Dr. Carl Ledbetter, spoke on the issues of privacy and security on the Internet. He said that security and accessibility are not antithetical but *are* antagonistic. The choices about how to address both issues and what to

prioritize are changing and should not be made by technological progress, but by social science, psychology, and common sense.

Then I was off to a couple of workshops on archiving where I heard speakers from *NPR* and the *Los Angeles Times* address questions and concerns about archiving for the long-term. Digitization, they agreed, was a great way to ensure access to information, but not preservation. A speaker from JSTOR, a journal publisher, explained the Electronic Archiving Institute, which is an effort to find the best ways to archive e-content, journals specifically, and how to fund these ideas. The mission of this initiative is to preserve scholarly literature that is published in e-format to ensure that these materials remain available to future generations of scholars, researchers and students. They said that the not-for-profit sector is trying to fill in these needs where the commercial market is basically moving forward in their profit-making tasks and ignoring the looming problems.

As it turns out, the last General Session speaker also addressed a preservation issue. Bill Ivey, Director of the Curb Center for Art, Enterprise and Public Policy at Vanderbilt and former Chairman of the National Endowment for the Arts wove a lovely story together about a 78 rpm record of his parents' that he broke when he was little, how that song was part of his parents' love story. He gave some details about the artists who recorded the song that overlapped with the historical moment of the country as well as his family's history. He used this story to illustrate the richness of cultural memory, and how copyright laws are adversely affecting the preservation of our heritage. This is the premise of a book he has written that will soon be published.

Other workshops I attended included the use of GIS for the dissemination of government information and how to search for historical and obsolete standards (there is no easy way!). I was relieved to learn that Mary Ellen Bates' Power Points used in her 2 workshops are available on her website (www.batesinfo.com) since I was unable to attend due to the large numbers of people trying to squeeze into too small a room. That leads me to an observation for the next conference I have the opportunity to attend - go very early to sessions led by popular speakers!

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Association News

“SLA — NASHVILLE FROM ONE PERSPECTIVE”

Submitted by Cynthia L. Shamel

I look forward to going to the SLA annual meeting each year. The opportunity to learn from the experiences of others and to discuss matters of mutual interest face to face offers tremendous value. Having said all that, I will confess that I was only able to attend from Saturday evening through Tuesday morning. By minimizing sleep, however, I was able to maximize experience.

On Saturday evening I attended the Business and Finance Division's Open House, sponsored by ProQuest. B&F is focusing on its mentoring program this year, so we heard a bit about that. I had the pleasure of meeting Paula Hane, who writes industry news for Information Today. Rebecca Vargha from University of North Carolina's SILS library was also there. She is running for SLA president next year, and I appreciated the opportunity to meet her. A few people volunteered the information that they had purchased copies of my book, *Introduction to Online Market and Industry Research* for their libraries and that they found it to be a useful addition to their collections. (A satisfying bit of information, since it took a year of my life to produce!)

I spent all day Sunday in an AIIP Board meeting, but I did get to visit the exhibit hall for an hour or so after that. I met up with Cynthia Wilson. Cynthia is a library science student working on a book called *I am a Librarian!* Through photography she is documenting the librarian's image, portraying the diversity of backgrounds, interests, and appearance. We talked about potential publishers, and she added my picture to the 250 she already has! It should be an interesting volume once it is published.

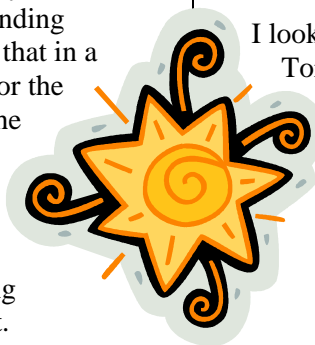
Monday morning was spent in the AIIP exhibit booth. Librarians stopping by the booth are generally interested in either the idea of going independent, or in finding qualified members to outsource to (more on that in a moment). We have membership materials for the former and Referral Program materials for the latter. One law librarian who stopped by left her card but crossed off all the business related stuff and filled in her personal contact information. She represented the occasional library employee who is exploring options but doesn't want the boss to find out.

Monday afternoon was interesting because I attended the Business and Finance Division's session on Outsourcing Selected Library Functions. Cynthia Lesky from Threshold Information Inc. moderated, and speakers included three representatives from Lehman Brothers and Duncan McKensey from Quaker Oats. The Lehman Brothers speakers described their experience in outsourcing basic research functions to a contractor in India, while McKensey described his process of contracting for document delivery, professional research services, and most other library functions. In a nutshell, McKensey spoke highly of his outsourcing experience, while the Lehman Brothers panel spoke of extensive training and “hand-holding” for their overseas contractors.

Monday night at SLA for me meant the Dialog Customer Appreciation Party. The surprise band – The Four Tops – performed well, and the food and beverage were most satisfying. The networking never stops, as an attendee from the Outsourcing session caught up with me on the dance floor and offered her business card. I was pleased to be able to congratulate Cindy Hill on her tenure as SLA President, and she remarked on the two presidential Cindys, since I just finished my term as AIIP President.

Tuesday morning I attended my last event, the SLA Exhibitors Breakfast. There I got to see the SLA meeting from a completely different angle. Exhibitors had a chance to voice concerns and share comments with SLA Exhibits Coordinator Devonne Henry and SLA Executive Director Janice Lachance. Exhibitors were especially concerned about the low attendance numbers (~3,700 at the time of the breakfast) and discussed venues at some length. The exhibitors in general seemed to think that Nashville did not offer much in the way of “day traffic” or local registrants. They look forward to Toronto for better traffic. Final attendance numbers were 3839, with 2378 members, 204 non-members, and 1257 exhibitors.

I look forward to attending the full conference in Toronto, from June 4 right on through to June 9, 2005. See you there! ♦



Association News

CONFERENCE PROVIDES VARIED EDUCATIONAL OPPORTUNITIES

Submitted by Bobbi Weaver

As the new Chair of the Environment & Resource Management Division, I was quite busy taking care of ERMD business and planning programs for next year's conference in Toronto. However, I did have an opportunity to attend a few excellent programs.

Not to toot my own horn, but the first program I attended was on Monday afternoon and was titled "No More Old MacDonald: The Environmental Consequences of Factory Farming." I was attending because I was responsible for organizing and moderating this program. Although we had a computer scare shortly before the program began, everything worked out and we had an excellent program. Bettye Glover, an environmental activist with the Friends of Drake's Creek and Red River, spoke about the various campaigns on which she worked which involved protecting the environment from agricultural pollution. The next speaker was Jenny Drake, the co-owner of Peaceful Pastures, an alternative farm in Tennessee. Ms. Drake discussed her experience in running a small farm where the animals are humanely-treated and where pollution from farming operations is limited. To make the program librarian-like,

I closed the session by discussing further resources on the topic.

After having Monday evening to recover from the last program, I attended a program on Tuesday morning titled "One-Dot Shopping: International Business Web Sites." Panelists on this program discussed business sites from China, India and the United Kingdom. On Tuesday afternoon, I attended a program titled "Finding Financial Services Information: On Target and On Budget." Panelists discussed resources in banking, insurance, capital markets, and asset management, using case studies in each of these four areas.

The last educational program I attended was a lunch program titled "Eat Your Fish and Have It Too: Sustainable Fisheries." Dr. Philip Bertolli of the Tennessee Technological University spoke during this program. He first discussed the Pews Commission report titled [America's Living Oceans: Charting a Course for Sea Change](#), which was released last year. The second part of his presentation was on the crisis of the paddlefish in the Mississippi River Basin. Paddlefish roe have been used as a less expensive substitute for Beluga sturgeon caviar, which has resulted in a threat to the species sustainability. A more detailed article on this program will be published in the next issue of the ERMD's newsletter. ♦



ERMD PLANNING MORE GREAT PROGRAMS FOR 2005 TORONTO CONFERENCE

Submitted by Bobbi Weaver

During the various program planning meetings at the Nashville conference, the Environment & Resource Management Division (ERMD) joined with other divisions to produce a tentative slate of programs for the Toronto conference. More no-conflict time has been scheduled for next year's conference so that attendees will have time to tour the Exhibit Hall and attend the keynote speakers' presentations. Because of this, the time available for scheduling educational programs has been limited. The Toronto conference planners have encouraged division leaders to hold more joint programs so that we can efficiently use our limited program time.

That being said, ERMD will be working jointly with the Biomedical Division to produce two educational programs and a field trip. One of the educational programs will be on the topic of endangered species and the issue of cross-border (U.S.-Canada) migration. The other program will be on the environmental causes of zoonoses. The field trip will be a boat tour of Toronto Island followed by a lunch. ERMD will also be partnering with the Transportation Division to produce a program on sprawl. Stay tuned for details as the planning progresses. ♦

Chapter News

A WARM WELCOME TO OUR NEW CHAPTER MEMBERS !!

- Derrick Blalock, Hewlett-Packard, San Diego
- Elizabeth Elliott, Jones Day Reavis & Pogue, Los Angeles
- Amanda Kalish, San Diego
- Allen Lin, Infotrieve, Los Angeles
- Kimberly Lomeli, San Diego
- Jason Martinez, Swets Information Services, Valencia
- Michelle Mittrach, San Diego
- Laura Jean Moore, San Diego
- Chris Rosin, Parity Computing Inc, San Diego
- Cynthia Teed, Santa Barbara



NEW NAME BADGES...AND A WINNER

Submitted by Kathy Quinn

The SLA San Diego Chapter debuted new name badges at our Spring Seminar meeting. They are plastic holders with a clip on the back, instead of the former adhesive name badges. The cardboard inserts have more space so we've been able to add the Chapter Board positions held by our members.

After the meeting is over, please don't take your name badge home (everyone there probably already knows your name). We want the plastic holders back so that they can be reused at our next meeting. To provide an incentive for attendees to return their name badges, the Chapter is offering free attendance to one attendee at the next Chapter meeting or, in the case of the Spring Seminar, at the next year's Seminar. We will randomly draw one badge from those returned at the end of the meeting, and that person will be notified by email that s/he is the winner.

Our first winner is **Kimberly Lomeli** of Sharp Community Health Library. She will be able to attend the 2005 Spring Seminar for free. Congratulations, Kim!

The new name badges were not used at the Chapter's May meeting. Attendees were required to wear Qualcomm visitor security badges. We'll resume the name badge drawing at our next meeting in the Fall.

I want to thank my former colleagues in the Illinois Chapter of SLA, from whom I shamelessly stole this idea.



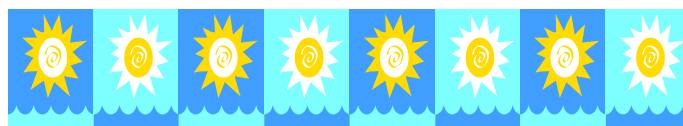
CONGRATULATIONS TO THE FOLLOWING SLA-SD MEMBERS WITH RECENTLY PUBLISHED WORKS!

Shamel, Cynthia L., Editor. 2004. *Introduction to Online Market and Industry Research*. Texera Publishing. 450p. ISBN: 0-538-72684-9 <http://e-catalog.thomsonlearning.com/155/> or <http://shamelinfo.com>.

Introduction to Online Market and Industry Research provides workable search strategies and valuable data source information to both inexperienced and experienced industry researchers. Market research strategies offer business managers a precise picture of the environment in which they operate and thus support informed decision making. Critical data source reviews lead to cost-effective purchase decisions for research managers.

Frost, Michelle. 2004. Skeletons in Online Closets: Background Investigations of Companies and Executives. *Searcher* 12(6). <http://www.infotoday.com/searcher/default.shtml>

Don't have the money to hire your own PI but need to make sure clients' potential business partners are on the up and up? Michelle Frost, expert background investigator, reviews specialized resources available to dig up the information others may not want you to find. Her article is in *Searcher*, "the magazine for database professionals." ◆



Chapter News

A ROUND OF APPLAUSE

THANK YOU to all out-going 2003-2004 chapter officers, board and advisory council members. Your efforts are greatly appreciated by the chapter.



WELCOME to all in-coming chapter officers, board and advisory council members. We wish you the best as you begin your new term.

See page 14 for a listing of the new board including contact information. One position is still open, if interested please contact Sue Swisher at sswisher@serralib.org.

Please note, there is a new Employment Chair. Send job announcements to SuHui Ho at SuHui@ucsd.edu. ♦

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SLA Conference in Nashville, Jackie Davis

The Vendor Expo was laid out in a helpful way so that I could remember where I left off when I visited between sessions. Learning about all the different publishers and uses of technology for cataloging or providing some other service is definitely a highlight of conventions. Now that I have worked with the vendors from my own library, I use the Expo time to network and set up training sessions for our patrons while I'm picking up pens, pads and helpful information.

Nashville observations: I'm not a country music fan, but the Grand Ol' Opry was a wonderful experience in every way. I had no idea that it really is a "Mecca" for fans and the history was treated with such love and respect. The Country Music Hall of Fame is really cool. I particularly enjoyed the R & B display. Tours were arranged for the day after the conference and I went on the Jack Daniel's Distillery tour. Among the delights were the views of the rolling green hills of Tennessee. Fried catfish was another treat along with a quick look at historic Lynchburg. I especially enjoyed visiting with my fellow librarians and student librarians (I will have my degree in November!) on the bus. Librarians are very good company and the absolute best part of going to a convention. ♦

If you haven't done so already, subscribe to the discussion list for the SLA-San Diego Chapter Members.

TO SUBSCRIBE:

Send an e-mail to Lyris@lists.sla.org with the SUBSCRIBE command in the body of the message:

Subscribe listname your-e-mail_address FirstName LastName

Example: Subscribe sla-sd teresa.linayao@cubic.com Teresa Linayao

TO UNSUBSCRIBE:

Send an e-mail to Lyris@lists.sla.org with the UNSUBSCRIBE command in the body of the message:

Unsubscribe listname e-mail_address

Chapter News

The accolades continue . . . Congratulations to the following 2 recipients of library scholarships!

Wendy Westgate was chosen as one of two recipients of the Leisure World Friends of the Library Scholarship. It awards \$1,000 to students who are interested in a career in public libraries. Wendy is interested in both special and public libraries, wanting to serve her community. The awards dinner was held on May 19th. Information about this scholarship opportunity can be found at <http://witloof.sjsu.edu/admissions/scholar2.htm>

Roxane BenVau was chosen as this year's recipient of SLA/San Diego Chapter's scholarship for graduate study in librarianship. The \$700 award plus one year paid dues in SLA was awarded at the annual business/program meeting in May. Information about this scholarship opportunity can be found at <http://slisweb.sjsu.edu/admissions/sdsla.htm>



Roxane is currently enrolled in San Jose State University's School of Library and Information Science. She holds a Master's degree in Education. Prior to entering library school, she worked as a special education teacher and an Orientation and Mobility Specialist for the blind, developing and implementing training programs for three school districts in Orange County and for the San Diego Center for the Blind. Roxane serves on the LISSTEN board, the library school's student service group, and helped form the new San Diego team. She volunteers at the Rancho Bernardo branch library and is currently interning at the Pacific College of Oriental Medicine with Naomi Broering. Roxane lives in the San Diego area along with her husband and two teenagers. She looks forward to dedicating herself to working in San Diego's libraries after graduating from library school in Spring 2005. ♦

From L to R: Deborah Kegel and Roxane BenVau.

Congratulations to all San Diego area graduates of library and information science programs this academic year!

The following responded to our listserv request for information:



- Robert Ross, graduated Fall 2003 from San Jose State University. His favorite classes were Online Searching (Lib 244), Preservation Management (Lib 259), and Information Technology Tools and Applications (Lib 240). Ideally, Robert would like to work in the special collections of an academic library.
 - Wendy Westgate, completed the culminating course and will graduate Summer 2004 from San Jose State University. Her favorite classes were Collection Management (Lib 266) and Intellectual Freedom Seminar (Lib 234). Wendy currently works for a publisher, but is open to working in an academic, public, or special library (it just has to be the right job).
 - Judith Kammerer, graduated Fall 2003 from San Jose State University. Her favorite classes were Reference and Information Services taught by Karatsu and Perera (Lib 210) and Medical Resources (Lib 220). Judy currently works for the Herrick Community Health Care Library in La Mesa as a solo librarian / library director.
 - Rachelle Georger, graduated Fall 2003 from San Jose State University. Her favorite classes were Interpersonal Communication Skills taught by Sue Alman (Lib 286) and Reference and Information Services taught by Renee Jefferson (Lib 210). Rachelle was promoted at Scripps Research Institute's Kresge Library in La Jolla and is now their acquisitions and collection management librarian.
- ♦

Local Library Event



“PRIVACY, INTELLECTUAL FREEDOM AND THE PATRIOT ACT: WHAT DOES IT ALL MEAN?”

Submitted by Roxane BenVau

Since the passage of the USA Patriot Act in October 2001, librarians have challenged themselves to understand its implications for libraries and to formulate their personal responses to the Act. Librarians who attended UCSD’s “Privacy, Intellectual Freedom and the Patriot Act: What does It All Mean?” forum were fortunate to learn about these important issues from three extremely knowledgeable speakers. The UCSD Research & Professional Development Committee, Librarian’s Association of the University of California (LAUC), sponsored this special program presented on May 19, 2004.

Robert Melton, UCSD Literature/Humanities Bibliographer, opened the program by welcoming the participants and offering his email address (rmelton@ucsd.edu) to those who may wish to borrow a digital recording of the forum. Brian Schottlaender, UCSD University Librarian, described the process that UCSD went through in response to the USA Patriot Act, which included crafting a library privacy policy statement, creating a task force, and undertaking an inventory of the information that UCSD retains about its patrons. Schottlaender then introduced the forum’s three speakers, each with a unique perspective to offer:

- Judith F. Krug is director of the American Library Association’s Office for Intellectual Freedom. She speaks on the implications of the Patriot Act and the larger issues of intellectual freedom and libraries.
- Karen G. Schneider is chair of the California Library Association’s Intellectual Freedom Committee, member of the ALA Council, director of Librarians’ Index to the Internet, and author of *American Libraries’* monthly column on the Internet.
- Candace M. Carroll is an attorney specializing in civil appeals, representing the San Diego/Imperial Counties affiliate’s Executive Committee on the National ACLU Board. She is one of the affiliate’s busiest speakers against the Patriot Act.

Candace Carroll spoke compellingly about the implications of the USA Patriot Act on libraries, specifically about Section 215 that gives the FBI the

power to ask organizations such as banks, Internet Service Providers, charities, and libraries, to turn over records on any member or patron without probable cause and with little judicial oversight. In addition, Section 215 places a gag order on an organization that has been asked to turn over records, prohibiting it from telling anyone that records have been turned over to the FBI. Section 216 allows the FBI without probable cause to install devices on libraries’ computers that capture all the websites visited and all the keywords in Google searches. Carroll spoke very strongly to the fact that, in her view, these sections of the USA Patriot Act violate the 1st, 4th, and 5th Amendments and do damage to the checks and balances to the executive branch powers that were built into our Constitution. She concluded by saying that 317 governmental entities and states have passed resolutions against the Act.

Karen Schneider stated that versions of the Patriot Act have been around for decades, long before the September 11th terrorist act, and that information about library patrons has long been tantalizing to federal intelligent officers. It is telling that ALA, MLA, ACLU, local community groups and booksellers have taken a strong stance against the USA Patriot Act. Karen encouraged librarians to point patrons who want more information about the USA Patriot Act to <http://www.privacyrights.org> and to <http://lii.org/patriotact>. She also encouraged librarians to make technology-oriented responses to the Act such as preemptive exclusion (not collecting any information on patrons that the library doesn’t need to have), and log washing (purging library computers of unnecessary patron history – one may read Roy Tennant’s article on the subject by searching lii.org).

Judith Krug said that she is “paid to defend and support intellectual freedom” as director of ALA’s Office for Intellectual Freedom. She placed the USA Patriot Act in context with librarianship’s professional values of intellectual freedom and privacy, stating that our primary job as librarians is to provide people with the information they need when they think they need it and to protect their privacy in the process. When newspaper headlines blared that the USA Patriot Act was “forcing

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Book Review



Silber, Lee. [Self-Promotion for the Creative Person: Get the Word Out About Who You Are and What You Do.](#) New York: Three Rivers Press, 2001. ISBN: 0609806262.

Reviewed by Bobbi Weaver, Reference Librarian, California Western School of Law, baw@cwsu.edu

San Diego-based writer Lee Silber provides clearly-written advice for promoting the work of creative people. He presents several examples of successful promotional efforts used by writers, graphic artists, musicians, and other creative people.

Silber advises his audience to develop a marketing plan, despite the tendency of creative people to want to be more spontaneous. He provides advice on improving your image, and, on a related note, boosting your self-esteem. He includes helpful exercises throughout the book, and includes interviews with various professionals in creative endeavors.

Silber continues by discussing ways to build a network of mentors, promoters, and fans of your work. He gives the reader hints for determining your target audience, and selling your work to that audience.

Chapter 10 of his book gives some of the most practical advice—how to prepare a description of your work to submit to the press. He provides a checklist for preparing a press release and including it

as part of a press kit to be sent to media firms that publish or produce for your target audience.

In his final chapter, Silber advises readers on how to best use the Internet to market their products. He states that moderate use of graphics is desirable, since large graphic images are slow to download and members of your target audience may be working with older, and slower, computers. He recommends that creative people design web sites, and send the URLs to prospective buyers via email.

Silber includes his contact information at the end of his book, along with a plug for a free booklet on self-promotion. The book includes a bibliography and index. Practicing what he preaches, Silber includes an advertisement for two of his other books inside the back cover of the book.

This book would be ideal for a public library, which serves a diverse audience. It would also be useful for libraries that serve creative people, such as an art school library and educational institutions with writing programs. ♦

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librarians to destroy vital records,” the articles failed to mention that it has been a best practice of libraries for 35 years to purge personally identifying information (P.I.I.), because, as Ms. Krug says, “it’s nobody’s business what you read in the library.” She discussed what a librarian should do if served with a FISA (Foreign Intelligence Surveillance Act) warrant from a federal agent seeking to search library records. The first step would be to call the supervisor or head librarian, who should be the only person authorized by library policy to accept a search warrant. The head librarian would then call the library’s lawyer. If there is no lawyer, Ms. Krug recommended that the librarian call the Freedom to Read Foundation at ALA (1-800-545-2433) and simply say, “I need to talk to a lawyer,” without explaining why one is needed. Librarians wishing to understand the USA Patriot Act and its implications for libraries may consult both the ALA and the CLA websites. There is also an online petition available at www.readerprivacy.com, which Ms. Krug urges librarians to place at their circulation desks for patrons to sign. In conclusion, she summed up the implications of the USA Patriot Act on libraries by stating that “two of our core values {intellectual freedom and privacy} are on the line.”

A web streaming video of this extraordinary forum will be available in the future. If you are interested, you may contact Penny Coppennoll-Blach, Reference Coordinator of the Biomedical Library, at pblach@ucsd.edu. ♦

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Calendar

August 2-8, 2004

Annual Conference, Society of American Archivists
Boston, MA

<http://www.archivists.org>

August 11, 2004

“Work/Life Balance: Common Pressures & Coping Strategies” SLA Virtual Seminar/Career Development Series <http://www.sla.org/content/learn/learnmore/careerdevelopment/2004cds/index.cfm#worklifebalance>

September 7-11, 2004

“Biomedical Informatics for Enhancing Healthcare, Research, & Education”
AMIA hosts IMIA’s (International Medical Informatics Association) 11th World Congress on Medical Informatics, San Francisco, CA

<http://www.medinfo2004.org>

September 8, 2004

“Evaluating Your Strength and Identifying Areas for Further Learning” SLA Virtual Seminar/Career Development Series <http://www.sla.org/content/learn/careerdevelopment/-evaluating>

September 29, 2004

“elearning: Fundamentals & Opportunities for Info Pros” SLA Virtual Seminar/ Career Development Series 2-3:30 ET <http://www.sla.org/content/learn/learnmore/distance/virtsem2004/sept29virtsem.cfm>

October 3-6, 2004

Annual Conference of the ARMA International (The Association for Information Management Professionals), “Creative Solutions for Changing Times”
Long Beach, CA

<http://expo.arma.org>

October 6, 2004

“Negotiating: Strategies and Techniques” SLA Virtual Seminar/Career Development Series

<http://www.sla.org/content/learn/careerdevelopment/-negotiating>

October 20, 2004

“Initiatives for Change” SLA Virtual Seminar/ Career Development Series 2-3:30 ET

<http://www.sla.org/content/learn/learnmore/distance/oct20virtsem.cfm>

October 27, 2004

“Getting Ready for the Job Search” SLA Virtual Seminar/ Career Development Series 2-3:30 ET

<http://www.sla.org/content/learn/learnmore/careerdevelopment/2004cds/index.cfm#gettingready>

November 10, 2004

“Impacting Information Flows in Your Organization” SLA Virtual Seminar/Career Development Series 2:00 - 3:30 ET <http://www.sla.org/content/learn/learnmore/distance/virtsem2004/nov10virtsem.cfm>

November 12-15, 2004

California Library Association’s Annual Conference
San Jose, CA

<http://www.cla.org>

November 13-18, 2004

Annual Meeting of the American Society for Information Science & Technology -- Westin Hotel, Providence, RI

<http://www.asist.org/>

November 15-17, 2004

Internet Librarian, Monterrey, CA

<http://www.infotoday.com/il2004/>

November 18-20, 2004

LAMA’s 3rd National Inst. “Creating Library Leaders”
Palm Springs, CA

<http://www.ala.org/>

November 18-20, 2004

Calif. School Libraries Association’s Annual Conference,
Sacramento CA

<http://lime.forest.net/schoollibrary/>

**To list an event in the calendar, please contact
Barbara Busch at bbusch@spawar.navy.mil.**

For updates check the Chapter website at
www.sla.org/chapter/csnd/meetings.html. ◆

