



BayNet

Bay Area Library and Information Network

Issue Fall 10

President's Message

By Tamera LeBeau
Assistant Library Director
Livermore Public Library

I am excited to be starting my term as President of BayNet, after having previously served in the roles of Vice President and Public Library Representative. Throughout my four years of service in BayNet, my ideas about the role of the organization have continued to evolve. Despite being just one of many library organizations, BayNet serves a unique role because it is a multi-type library organization; in addition, I believe its relevance reaches beyond this simple fact. So much work is occurring in various library organizations but since most of these groups are focused around a particular library type (academic, public, special, etc.) this information isn't always accessible to those outside of that silo. As a result, we can miss out as a profession on sharing our best ideas and learning from one another. BayNet's logo, the Golden Gate Bridge, is a fitting symbol in that BayNet can serve as a bridge and connection point for information sharing.

Some of BayNet's most successful work has been accomplished through partnerships. BayNet has co-sponsored programs with a number of different library organizations, including the Special Library Association (SLA), the Northern California and Nevada

Medical Libraries Group (NCNMLG), the Bay Area Independent School Librarians (BAISL) and the Pacific Library Partnership (PLP). These co-sponsorships enable BayNet members to take advantage of learning opportunities in various areas of the profession while also encouraging networking.

In August, BayNet and NCNMLG co-sponsored the program "Mining Enterprise Intelligence" in which Deb Hunt presented information about the skills that we as librarians can use to help our organizations access and leverage their intellectual capital. Earlier in the year, a joint program with SLA shared information about the Open Library Project at the Internet Archives while a co-sponsored program with PLP addressed ways in which libraries can remain relevant during difficult economic times. All of these important topics have value to librarians across the profession and I am pleased to say that BayNet had a role in making this information more widely accessible. I invite those of you involved in other library organizations to send me your ideas about partnerships that would be mutually beneficial to our respective memberships. I look forward to working with you throughout my term of service to expand information sharing among all types of library professionals. ♦

In this Issue

*President's
Message*

*BayNet Annual
Meeting Review*

*A.I.S.L.
Conference
Announcement*

*A Case for Public
Libraries*

*MedlinePlus:
Health
Information in
Plain English*

*BayNet Bylaws
Revisions*

*Upcoming BayNet
Events*

Editor's Note



The Googlization of Everything and Why We Should Care: The BayNet Annual Meeting with Author Siva Vaidhyathan

By Katie Melville
Librarian, Livermore Public Library

1.5 Billion Hits a year or is it only 320 million? Has our society been 'Googlized' or is 'Googlized' an actual word? Sources have varying information, but the overall theme resonates with discord for libraries: reference stats are down and computer usage is up. Patrons turn to Google and other search engines-- but mostly Google-- before asking for assistance from a librarian. Google's business has expanded to more online resources, such as Blogger, YouTube, Buzz and Google Earth. These free web services provide Google with numerous opportunities to capture patron profiles and preferences. This is cause for alarm and the reason that our annual meeting keynote speaker, Siva Vaidhyathan, has written a new book, entitled *The Googlization of Everything: How one company is disrupting culture, commerce and community...and why we should Care*, which will be published in 2011.

Vaidhyathan is a cultural historian and media scholar. Siva Vaidhyathan [Vai-dhy-nā-dhan] is an associate professor of media studies and law at the University of Virginia. He is a frequent contributor to various periodicals including the *Chronicle of Higher Education*, *New York Times* magazine, *The Nation* and Salon.com. Vaidhyathan is the author of two previous books on libraries and copyright. In March 2002, *Library Journal* cited Vaidhyathan among its "Movers & Shakers" in the library field.

I came away from the program with more questions than answers, but important questions which are greatly impacting libraries in the age of Google. These issues will be even more important in the future, according to Vaidhyathan. There are questions which need to be asked, discussed

and addressed as a society. Vaidhyathan has convincing arguments to challenge us as librarians and as end users of Google.

Why do we love Google? Because Google gives us so much for free. *Why do we need a library if we have Google?* Many people have this attitude and libraries are feeling the financial effects of this attitude. *Have we as a society fallen for an easy trap?* You really don't get something for nothing, just like our grandparents told us: there is no free lunch. *What is the nature of the trade off?* We have a level of dependence upon Google and now we take the library for granted. According to Google, this is fine because ethics are built into the company's DNA.

Our libraries think so highly of Google that many have entrusted Google to digitize thousands of volumes in their collection with the Google Book Scanning Project. This act is turning Google into a bigger bookstore than Amazon. Why would Google be the answer to scanning all of the books, rather than the Library of Congress? Google said we don't care about copyright we are just going to do it. Many major research libraries opened their doors and provided their (copyrighted) holdings to Google. This is an amazing level of trust granted to a private company. Google's stated mission is to organize the world's information and make it universally accessible. Shouldn't this be the library's mission?

Google's search results are based on IP location to provide more user satisfaction and faster results. Newer features of Google act as a spell checker, users only need to complete half of a search as Google provides suggested searches based on a popularity index. Google knows you better than your spouse: it is great for shopping but not great for learning. For more generalized search results heed the advice from our speaker and clear your



browsing history.

The BayNet annual meetings are fantastic: the price is right (free), the refreshments are great and the speakers are absolutely top notch. The SFPL venue is wonderful for this type of event and easily accessible on a normal day – one without major BART delays. But most attendees were able to arrive in time for coffee, tea or juice, a bite to eat and had a chance to catch up with colleagues. The refreshments hit the spot and it was great to have an opportunity to see old friends and meet new. The business aspect of the meeting was well run by our incoming President, Tamera LaBeau. Tamera allowed our speaker to answer as many questions as was possible in our time together.

Vaidhyanathan offered a cautionary tale and warning to librarians and skeptics; don't give so much power and control to a private company that is in business to make money. The library is in business to provide information to patrons for free or very low cost. The role of the library is very different and has different goals and a diametrically opposed purpose from a private business, such as Google, or to a lesser extent Yahoo or Bing. Don't surrender the library's mission to a private company that is only 12 years old. Despite their frequent relevant results in search inquires, Google is not truly omnipotent and benevolent. ♦

Association of Independent School Librarian's Conference

By Tevis Jones
Head Librarian, Hoffman Library

San Francisco will host the 2011 conference for A.I.S.L. (Association of Independent School Librarians), and we are delighted to extend an invitation to BayNet members who might want to attend.

A.I.S.L. is a national organization which hosts a yearly conference and maintains a lively listserv discussion of current issues in librarianship. Our conferences are a blend of site visits to school libraries, speakers, networking, and small group discussions.

The 2011 conference will be held on April 13-15. Of particular interest to BayNet members may be Wednesday's luncheon at Sonoma Country Day School with a talk by Bo Simons, followed by visits to his Sonoma County Wine Library and two wineries, and Friday morning's keynote address by Sarah Houghton-Jan, Librarian in Black blogger, at Convent & Stuart Hall, followed by a box lunch in Golden Gate Park and a behind-the-scenes tour of the deYoung educational department. BayNet's Debbie Abilock will speak to our members on Thursday morning at Katherine Delmar Burke School (subject to be determined by timely issues and Debbie's own professional savvy!)

The full schedule is available at our conference website, and we truly hope our fellow librarians in the Bay Area will join us for what are always deeply enriching encounters with professional colleagues. For more information, please contact Tevis Jones, Head Librarian in the Hoffman Library, Convent & Stuart Hall, San Francisco at tjones@sacredsf.org.

Conference website:

<http://www.baisl.org/aisl2011/index.html>

Fees for local librarians (w/o bus transportation):

\$175 Full conference Early Bird registration (due by December 17, 2010)

\$200 Full conference registration after December 17, 2010

\$50 Per day Early Bird registration (due by December 17, 2010)

\$60 Per day registration after December 17, 2010.



A Case for Public Libraries

By Debra Sampson
Library Director
Academy of Art University

In July of this year [Fox Chicago aired a report](#) titled "Are Libraries Necessary, or a Waste of Tax Money." The story argued that libraries are redundant in the internet age and that libraries divert funding from other civic expenditures such as education, police departments, and pensions. Mary Dempsey, Commissioner of Chicago Public Libraries wrote a succinct and biting response to the story citing that public libraries provide free access to books, journals, research materials, online information and computers, (along with free training by staff on how to use them) literacy programs, job search assistance, and are a place to learn, dream, and reflect.

This story prompted me to once again think about my choice to become a librarian in the Internet age. When I tell people I am a librarian I get a wide variety of responses, some positive, some negative, but many of them include the idea that libraries are somehow passé.

Among affluent communities there tends to be a prevailing belief that information is and should be readily available on the Internet. People with the means to bring technology into their homes via broadband connections and hardware purchases such as personal computers and iPhones, along with the means to purchase information such as ebooks, articles, films, etc. often believe that libraries have indeed become redundant. However, I would point out that most of these individuals have the disposable income to pay for these items because they have or had in the past access to an education and the benefit of the relative free flow of information in the United States. In fact, I would bet that some of that information probably came from the public library.

I had the privilege of attending the International

Federation of Library Associations Conference in Quebec City Canada in August of 2008. I love to travel, and the idea of finally making it to Quebec City, which had been on my travel list for some time, along with the prospect of meeting librarians from all over the world with whom I could network and learn, made it well worth the time and expense to travel to the conference. I learned a lot about the value of public libraries at that conference.

Many sessions were conducted by librarians working in non-industrialized nations, many from Africa. Over and over the issues of censorship, government corruption, lack of funding, lack of an educated work force, and lack of an educated populace were presented as barriers to the success of public library initiatives in their countries. Even First World initiatives designed to help these countries with the implementation and management of their libraries were criticized as being inadequate and out of touch with the actual needs of the communities they are meant to serve. The presenting librarians stressed the need for support and advocacy for the creation of policies that will force their governments to fund education and publishing industries in their countries. This would allow the people of their nations to become literate enough to write and publish their own histories in their own languages. They need help in stopping the corrupt regimes that dictate the information available to them and the citizens of their nations. They need consistent and guaranteed funding to build facilities, collections, and infrastructure that will connect them to the rest of the world via telecommunications and other technologies. They recognize the value of viable public library systems to a free society because they have neither and are striving for both.

Public libraries in America provide essential information resources to all residents of the United States, including those on the other side of the digital divide. But more importantly, libraries as institutions and librarians as professionals act as a collective advocate for intellectual freedom and the right to free access to information. Through the American Library Association, libraries promote



intellectual freedom through education, legislation, and advocacy. The Office of Government Relations and The Office for Information Technology Policy operating under the American Library Association work tirelessly to protect the rights of the American public to ready and equitable access to information. When the USA Patriot Act of 2001 was implemented the American Library Association actively spoke out against Section 215, commonly known as the “library provision” which granted investigators access to patron’s library records without cause and without a warrant. They have continued to lobby congress to have this provision removed from the Patriot Act and to instill the principle that free and open exchange of knowledge and information where individuals may exercise freedom of inquiry as well as free speech, free thought, and free association are essential to a democratic society. They are currently submitting comments to the FCC in regards to the [National Broadband Plan](#) and its effective implementation and use in public libraries as well as in communities all across America.

Much of the advocacy of the American Library Association in regards to telecommunications, freedom from censorship, and the right of the American public to freely access information is in fact why so many Americans have the perception that all information is freely available to them on the World Wide Web.

I feel that the fundamental mission of libraries to advocate for and to provide universal access to information to all who seek it and their commitment to defending the right to intellectual freedom for every individual is the primary reason why libraries are indeed necessary and are well worth the public investment needed to maintain a viable public library system in the United States. As librarians it is our job to inform the public about the advocacy work that librarians and library organizations conduct. It is not something that most people think about when thinking about what libraries and librarians do; however it is a critical aspect of our work. ♦

MedlinePlus: Health Information in Plain English

By Jerry Dear
San Francisco Public Library

When was the last time you went to a physician only to find yourself at a lost as to what you could ask him or her? Ever find yourself struggling to understand certain terms from your last medical appointment or even your library patrons? Do you have prescription drugs lying around, but you have absolutely no clue as to what they’re for? Do you need to provide this information to your library patrons?

These are among some of the questions that MedlinePlus (www.medlinplus.gov) – a collection of resources on medical and health-related information — can answer, minus all the technical jargon. A service provided by the U.S. National Library of Medicine and the National Institutes of Health, MedlinePlus was recently redesigned in July 2010. It now sports a sleek interface and continues to provide authoritative, reliable, and current information right at your finger tips—in English as well as in Spanish.

Need to get up to speed on a health condition? Click on **Health Topics** and you’ll access information to over 800 diseases, health conditions, and wellness issues. For each entry, you’ll get basic overviews, symptoms, causes, treatments, and prevention strategies for each ailment. This content is reviewed at least once every six months with new links added daily.

Unsure about a specific term in your last visit to the doctor? The handy **Medical Dictionary** contains a glossary of medical terminology pulled from the online Merriam Webster dictionary that demystifies medical jargon. Now you can decipher cryptic abbreviations (e.g., BID) your doctor scribbles on those prescription slips you take to the pharmacy.



Want to learn more about those pills sitting in your medicine cabinet? Explore the **Drugs & Supplements** section to get a profile of those obscure names you might find on the labels of your drugs. Browse through an alphabetical listing of various drugs and herbal supplements and discover their benefits and side effects. Next time you can inform your library users that Alka-Seltzer, Excedrin, and Tylenol all contain acetaminophen, so they'll know exactly which ingredient to look for at the pharmacy.

Want a more hands-on learning experience? Check out the multimedia **Video and Cool Tools** section with interactive tutorials to learn about assorted health topics ranging from acne to warts. You can learn at your own pace or watch a self-running presentation. Each tutorial (which you can read along or listen to) includes quiz questions and downloadable PDF summary handouts.

This covers only a mere fraction of what MedlinePlus has to offer, and with its newly redesigned interface, accessing health information online is easier than ever. Click on **Site Map** to unlock more hidden features like a medical encyclopedia and directories for finding libraries, doctors, and other health professionals from this repository of consumer-friendly health information. For an archived Webinar from Infopeople on this handy resource, check out: <<http://bit.ly/dx2DZ7>>. ♦

BayNet Bylaws Revisions

By Wess-John Murdough
Archivist, BayNet

The Executive Board of BayNet has proposed revisions to the bylaws that were last revised in 2003. These changes have been proposed to increase participation and transparency in BayNet. There is a provision to widen the membership base by allowing any library supporter to join BayNet. Another provision has been added to clarify that all members have a vote in BayNet and that institutional members have but one vote also. Due to the increase in school librarian membership, the Board proposes that the school liaison (advisory position) be changed to a school representative with a vote on the Executive Board. The Board also feels that the academic public and special reps (2 each) be elected in alternate years so that there is always an experienced rep from each community on the Board. Another change is to allow bylaws revisions by membership petition. There are also a few corrections and changes to allow the Board more flexibility. For example, the annual meeting requirement to be in May has been changed to spring. All members will be receiving an email with a link to the revisions and they are available on the BayNet website at the link below.

<http://www.baynetlibs.org/about/baynet-bylaws/>

Upcoming BayNet Events

SAVE THIS DATE! BayNet will host a tour of the **Internet Archive** on March 31, 2011, Thursday, 4-6 PM. Stay tuned for more details.

Also in the works is a joint program with the Special Library Association with keynote speaker **Dr. Sandra Hirsh**, new director of the San Jose State School of Library and Information Science program. Date and details to be announced.

BayNet will also host a joint program with NOCALL on the topic of **RDA: Resource Description and Access**. Date and details to be announced.



BayNet

Bay Area Library and Information Network

Issue Fall 10

Editor's Note

Welcome to the Fall 2010 BayNet Newsletter! The BayNet Newsletter is published three times a year. The newsletter is free to BayNet members. I will be sending out a call for submissions for the Spring 2011 Newsletter soon, but please feel free to contact me if you have an article you would like to submit for publication or a topic you would like to see covered in this newsletter. All article submissions must receive approval from the editor and are subject to editing. Articles previously published usually will not be accepted for publication. Submitting authors retain all rights to their articles and know that the full contents of the BayNet Newsletter will be published online at the BayNet website.

To submit an article please contact the Editor:

Debra Sampson
Library Director, Academy of Art University
79 New Montgomery Street
San Francisco, CA 94105
Phone: 415.618.3899
Fax: 415.618.3981
dsampson@academyart.edu

Membership is open to any library, librarian, and supporters of libraries in the Bay Area. For further information, visit our website at

www.baynetlibs.org

or contact the Membership Chair.

BayNet Membership
c/o Rose Falanga
1462 Cedar Street
Berkeley, CA 94702