



BayNet

Bay Area Library and Information Network

Spring 10

President's Message

By Andrea L. Mitchell
Executive Director, Substance
Abuse Librarians & Information
Specialists

As a multi-type library organization BayNet continues to offer a variety of programs of interest to librarians and library staff from school, public, special, academic, private, and non profit libraries. Through these programs we endeavor to enhance and develop skills as well as inform and debate issues of relevance to the work you do. Our aim is to engage speakers who span the field of librarianship and information science and offer topics on broader issues such as digitization, copyright, contributed content, preservation, privacy, and surviving the economic downturn. Please take a look at our website and see what we have to offer. If your library is already a member, but you have not been alerted to the many programs and tours we have sponsored in the recent past, please sign up for the RSS Feed on our website, <http://www.baynetlibs.org/> or follow our updates on Twitter <http://twitter.com/baynetlibs>.

In February of this year, BayNet and SLA Bay Area sponsored a joint program at the beautiful Berkeley City Club, with featured speaker George Oates, project director for the Open Library at the Internet Archive. George gave the group a

look at the project's beta site, detailing the many problems and issues faced by the daunting task of creating a web page for every book. The project now includes nearly 24 million books, over 1,167, 000 of which are in full text. Please see page 6 of the newsletter for more on the George Oates presentation and check out the project's website <http://upstream.openlibrary.org/>

We hope you will join us for the forthcoming BayNet Annual Meeting and program with cultural historian and media scholar, Siva Vaidhyanathan. Siva's presentation "The Googlization of Everything" promises to provoke debate and lively discussion at the San Francisco public library on May 21st. This program is FREE, and all we ask is that you RSVP. For more details see the announcement that follows in this newsletter and then visit our website to RSVP: <http://www.baynetlibs.org/>

One last thing, have you seen the new book by Harvard University Library director, Robert Darnton? *The Case for Books: Past, Present and Future* provides an overview of some of the issues surrounding the Google settlement, digitization, preservation, and much more. I highly recommend it. ♦

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Editor's Note



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BayNet 2010 Annual Meeting
Friday, May 21st, 9:00–11:45am

Koret Auditorium, San Francisco Public Library
100 Larkin Street (at Grove), San Francisco

Join BayNet and BAISL for a free
program with author
Siva Vaidhyanathan



Siva Vaidhyanathan, a cultural historian and media scholar, is the author of *Copyrights and Copywrongs: The Rise of Intellectual Property and How it Threatens Creativity* (2001) and *The Anarchist in the Library: How the Clash between Freedom and Control is Hacking the Real World and Crashing the System* (2004), among other works. He is currently writing a new book entitled *The Googlization of Everything: How One Company is Disrupting Culture, Commerce, and Community... and Why We Should Care*, forthcoming from University of California Press. Vaidhyanathan will speak about the issues he examines in his upcoming book and the impact for libraries.

**This event is free and open to members of BAYNET
and BAISL (Bay Area Independent School Librarians),
library staff and library science students.**

RSVP by May 14, 2010 at www.baynetlibs.org

Note: this program is not sponsored by SFPL



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Count Us In! CCLI's Spring Workshop

Posted by Linda K. Smith
Menlo College

The California Clearinghouse for Library Instruction (CCLI) announces its Spring 2010 workshop, *Count Us In!: Strategic Innovation to Navigate Changing Learning Environments*.

When: Friday, May 7, 9a.m.-3:45p.m.

Where: California State University, East Bay (Hayward campus).

<http://ic.arc.losrios.edu/~ccli/>

Spend a day with other instruction librarians from around California as we explore ways to reinvigorate and innovate our practices in changing learning environments! We are excited to present:

Take the Best and Leave the Rest -

Karen G. Schneider, Director of the Cushing Library, Holy Names University and Free Range Librarian blogger

Reflective Teaching, Effective Learning: Instructional Literacy for Library Educators -
Char Booth, E-Learning Librarian at UC Berkeley

Search Engine Optimization as an Information Literacy: Building Engagement by Revealing Information Architecture -
Nicholas Schiller, Systems & Instruction Librarian, Washington State University, Vancouver

Information Literacy Outreach: Connecting with Campus Partners (panel discussion) -
Nicole Greenland, Library Systems Administrator/Faculty Development Librarian, Holy Names University; Margot Hanson, Web Services Librarian, Golden Gate University; and Annette

Marines, Instruction and Outreach Coordinator, University of California, Santa Cruz

Cost of the workshop will be \$45 (\$25 for students) and includes continental breakfast and lunch. For complete details, as well as Paypal registration or a mail-in form, please visit <http://ic.arc.losrios.edu/~ccli/>. ♦

BayNet Election 2010

We have a great lineup of candidates for election and reelection for the BayNet Board. Candidates are:

Vice-President/President-Elect:

Debbie Abilock
Editor, Knowledge Quest

Treasurer
Sharon Miller
Mechanics' Institute Library

Academic Representative
Debra Sampson
Academy of Art University

Academic Representative
Open Position

At-Large Representative
Lauren John
Town and Country Club

If you are an academic librarian or you know one who would like to serve on the BayNet Board please contact Board President Andrea Mitchell at: amitchell@salis.org



Writing as a Networking Activity: A Memoir

By Andrea Rubin
Coblentz, Patch, Duffy & Bass LLP

Here it is March 25th, and I have not yet submitted the article I planned to write for the BayNet Newsletter. One reason for my and many others failure to write articles is that we are busy doing our regular jobs; requests to write articles arrive in our mailboxes, provoke a flicker of interest, and then fade out of our minds with the arrival of the next email. Also, many people consider writing a tedious, solitary, labor-intensive activity. I actually wrote several drafts of this article to send to the editor, but each one started to sound – well – stupid. I don't know what happened exactly as I consider myself one of those people who likes to write.

As a student of literature and a creative writer myself, I know all kinds of writing exercises and tricks to get around feeling stuck. Close your eyes and remember a time when you were five years old. What room were you in? What color was it? Or a recent exercise in a story-telling workshop: pick a penny out of a jar and write about something that happened to you in the year that the penny was made. Somehow none of these exercises seem to help when it comes to writing a professional article. Therefore I suggest that you consider writing as a networking activity. Doing this might lead to some interesting articles.

A few possibilities for co-writing are to write an article with someone else or edit articles that other people have written. I have done this with two of my colleagues and also assisted an attorney at our firm who was writing a legal article. Like those round robin exercises where one person starts a story which the next person continues and so on, I felt less stumped about what to write in these situations knowing I would not be responsible for the whole article.

As a writer one of the main ways I get to know people is by noticing how they use language. Writing articles with co-authors, I got inside their language in a different way and had a different experience of them. If I wanted to edit something in an article I was co-writing I had to ask myself: am I editing this because it would be better with my changes or am I editing it because I want it to be said my way and not my co-author's way? With the legal article I had to think: is this a term-of-art? Is the term able to be understood by lawyers but still too legal for a colloquial article? Is this a phrase I don't understand but someone else would? With the articles that I expected my name to be on I found myself reacting personally to certain words, phrases, and ideas, wanting them to be changed or not wanting them to be credited with my name. In these cases, I could often substitute a word or phrase that would tweak the meaning a bit so that it became a compromise I felt comfortable with, language that could belong to both myself and the other person.

Another way of using collaboration to get around writer's block is to interview another person. When the Northern California Association of Law Librarians needed someone to write a column about bridging the gap between the research that law school requires and the research that a firm requires I volunteered to write the article with some prodding from Jaye Lapachet, our library manager. As a start, I decided to interview a librarian at the USF law school just to gain more information about law school research. As I began to work on the article it became clear that the writing would be much more interesting if the interview was the focus of the article. One of the maxims in writing is "Write what you know." I really don't know about law school research, but I "knew" about my interview with the librarian. Recounting some of the things she said made the writing come alive in a way that it wouldn't have



if I had tried to write a more abstract article about research. Including quotations from our conversation worked better than if I had tried to paraphrase what she said because she "knows" legal research in law school. This way I could weave her thoughts in with what I observed in our own library, the same way I wove my own thoughts in with those of co-authors in the other articles I worked on.

The networking does not stop with your relationship with your co-authors. If you think about the larger picture, you can see that readers will read your article, your organization will find out about it, and who knows what conversations may be started from this article. Also consider that writing is a creative activity and provides a way of networking with yourself. Every time I write about some aspect of work I find I have a different perspective on it. Certainly, when I helped the attorney at our firm write an article I found I had a different connection to research as I was actively involved in communicating about the topic rather than just locating the information as I usually do. Oddly, writing is an exercise in listening even as it is an exercise in production.

So just let me know if you would like to write an article with me for the next newsletter, or if you would like to trade interviews with each other; I will be happy to oblige. ♦

Who Do I Trust to Protect My Privacy? Choose Privacy Week May 2-8, 2010.

By Debbie Abilock
Editor, Knowledge Quest

The Libraries Fostering Civic Engagement MIG and ALA's Office for Intellectual Freedom have developed [free resources](#) to help libraries convene forums and moderate community discussions on privacy rights in a digital age in conjunction with Choose Privacy Week, May 2-8, 2010. ALA and

the Kettering Foundation are establishing the [Center for Public Life](#) at ALA which will provide ongoing training for librarians to convene and moderate civic discussions in all types of libraries.

Find materials and more information here:

<http://www.privacyrevolution.org/index.php/resources/for-libraries/civic-engagement>

<http://connect.ala.org/node/99690>

Tour Recap: The Bernard E. Witkin Alameda County Law Library

By Debra Sampson
Academy of Art University

On March 10th, twenty BayNet members attended a tour of the Bernard E. Witkin Alameda County Law Library. The library is a BayNet member and the Director, Mark Estes, graciously agreed to host a tour of the library for BayNet members. Mark provided a very thoughtful and interesting tour of the facility.

Mark began by discussing the history of the Library as well as discussing the architectural details of the building that the library is housed in. He talked about the clientele of the library and the services offered. The law library provides free access to the judiciary, state and county officials, members of the bar and residents of the county. It offers access to subscription legal research databases in the library, provides MCLE classes, and rents conference rooms. Mark then gave us a physical tour of the library, including the staff break room and Mark's office. The library is currently displaying local artists' work which is available for purchase. The library receives a small commission on the sales and the artists get a place to show their work.



All in all it was a very pleasant and informative afternoon. I highly encourage you to visit the Alameda County Law library on your own if you missed the tour.

BayNet hosts several tours a year so if you would like to attend the next one watch for an announcement on our website and through the listserv. ♦

Internet Archive's "Open Library"

By Jo Falcon
Consultant

That someone named George turned out to be female was one of the least surprising of many revelations at the BayNet/SLA joint meeting on February 2nd at Berkeley's beautiful City Club, designed by Julia Morgan. From the first slide – a torn and vulnerable-looking book – George Oates had the audience hooked on every British-inflected word.

Hers is a different take on books, that of a "two-fisted reader" who highlighters them, dog-ears them, uses dollar bills for bookmarks, and loves them to death – a far cry from the "shelve and protect" model. She's a user, not a custodian. But then, she's not from a librarianship background: she comes from the Web, specifically Flickr, that unmediated morass of folksonomical anarchy. This puts her at an advantage in dealing with one of the world's potentially largest user-generated-content projects: Internet Archive's "Open Library" <<http://upstream.openlibrary.org/>>.

The idea is "One web page for every book." Some will be scanned, some not, but ideally each book will have its own home that includes every edition, every variant title, every translation, every "expression" of that particular work. Look

up, for example, "Catcher In The Rye," and you get 61 hits, including 44 editions of the Salinger original, alternate cover designs, Cliff's Notes, lesson plans, activity pack, books about the book ("A guided analysis on 'The catcher in the rye'"), and translations (Der Fanger im Roggen, O Vixia No Centeo, and more.) You can search on all the obvious aspects, but also on any of the subjects (ten other books listed on "runaway teenagers in literature") and get an interactive timeline of when the topic was hot, and who else was writing about it. Or look at the timeline for Haley's Comet, where publication cycles about the phenomenon match those of its every-75th-year appearances.

HUGE project. That's why the website opens with "Ever wanted to play librarian?" The front end is a wiki, which allows for "asking silly questions," as George puts it, and making serendipitous finds. An early version started out with traditional metadata – dense, dry, institutional -- but, as advisor Karen Coyle pointed out to the project staff, that assumes a knowledge of subject headings that few library users have. (Think about looking for "moon rocks" without a clue that "lunar petrology" is the only way to get there). Like Flickr, the system allows for a wide range of user-contributed description. But the metadata is still behind the scenes, constantly being checked, de-duped, linked to related matter, and having subject headings reconciled and clarified. It's the best of both worlds: orderly AND anarchic access.

George calls this "catalog as landscape" – opening the material up to acknowledge the mobility that even a book with a shelf label and an ISBN has in real life, where orderly sequences are not the norm. Ranganathan's observation that a library is a growing organism takes on a wider, deeper meaning than ever in the context of the Open Library.

For more on these topics:



George Oates' blog: <http://abitofgeorge.com/>.

The Open Library:
<http://upstream.openlibrary.org/> (20 million book records, and counting)

The Internet Archive: <http://www.archive.org/> (including moving images, audio, federal court cases, Grateful Dead concerts, and much more)

Or stop by the Internet Archive's new home, 300 Funston at Clement, for a tour, and see in action one of the 20 scanning centers worldwide that have enabled them to put nearly 2 million books online in full text – so far. ♦

Hot Tip!

Several BayNet members have discovered a local bindery that does excellent work! Golden Gate University, Oakland Public Library, and the Academy of Art University all use Herring and Robinson Bookbinders in Brisbane. Proprietor Joel Martinelli is a pleasure to work with and the quality of his service is superb. Looking for a new bindery? Check out:

Joel Martinelli
Herring & Robinson Bookbinders
100 North Hill Drive, #5
Brisbane, CA 94005

Phone: 415-468-0440
Fax: 415-468-0653

Do you have a hot tip? Please email our Web Designer [Amy Rogers](#) or Newsletter Editor [Debra Sampson](#) to have tips and best practices published on the BayNet website and in the Newsletter!

Professional Development Opportunity: Toastmasters International

By Debra Sampson
Academy of Art University

Are you looking for an interesting way to fill your professional development requirement? Attending conferences and workshops about librarianship are great ways to foster professional development; however, occasionally it is nice to pursue something that is outside of your field of expertise. I have found that opportunity through Toastmasters International. Toastmasters is an international nonprofit organization that helps people improve their communication and leadership skills. There are two education tracks, Competent Communicator and Competent Leader. These tracks are not mutually exclusive and can be pursued at the same time or can be completed sequentially.

The Competent Communicator track gets you out in front of an audience to do some presenting and public speaking. Public speaking is cited as a top fear for many people. Toastmasters is a great way to face that fear head on and overcome it! By giving prepared speeches that are geared towards improving specific public speaking skills you gain knowledge and experience for giving effective presentations. You also participate in every meeting by filling different roles such as timer, grammarian, and evaluator. These roles help you develop better listening skills. They also help with effective time management for meetings and other group activities. The Competent Leader track gets you involved as an officer of the club you join. You help plan meetings, serve in different capacities on the board of your club, and coordinate with other clubs in your area for area speech contests and



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other activities. These skills are very transferable to running meetings at work and for serving as a board member for organizations in your field, such as ALA for librarians.

According to the Toastmasters International website “the organization has more than 250,000 members in more than 12,500 clubs in 106 countries. Since 1924, Toastmasters International has helped people of all backgrounds become more confident in front of an audience.” It is easy to find a club in your area, or start a club of your own. Just visit the Toastmasters International website at <http://www.toastmasters.org/> for more information.

I decided to join Toastmasters after my boss asked me to give a presentation to the Department Directors of the university I work for. She did not give me much notice; however, I didn't spend much time preparing. I thought “I just have to talk about the library. I can certainly do that!” Well, when the microphone was on and 100 of my colleagues were looking right at me, I froze. It was really embarrassing and the worst part was I didn't get to convey important information about the library and our services. But after just a few months and a few presentations in Toastmasters I am gaining confidence. I still get nervous before speaking to a large group but I am learning techniques to channel that energy into my presentation. I am learning to change that nervous energy into excitement. After all, I want the community I serve to know about all of the wonderful resources and services the library has to offer. Being able to present clear and concise information with poise and confidence just makes the library's services sound more attractive.

Many librarians are required to present information about their collections and services at conferences or in their work environments. Make it easy on yourself. Join a Toastmasters club and start perfecting your speaking and leadership skills today. ♦

Editor's Note

Welcome to the Spring 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 Fall 2010 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:

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Membership is open to any library in the Bay Area. For further information, visit our website or contact the Membership Chair.

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