



Bay Net



Bay Area Library and Information Network

Fall 2003

President's Message

By Wess John Murdough

Welcome to a new year at BayNet! Summer is already gone and the BayNet Board is hard at work on a great set of programs for the coming year.

First, I would like to thank the outgoing officers that did such a great job. I especially appreciate all the effort and time contributed by Richard Geiger leading this organization as President. It will be hard to live up to his legacy. Richard will continue to contribute as Past-President to the organization. Monique le Conge completed her term as Past-President and also chaired our Nominating Committee (more on that to come). I also want to thank Kathy Lawhun and Jon Jackson who completed their terms as Public Library representatives (San Francisco Public Library), Michele Butler (David & Lucile Packard Foundation) as Non-Profit Special Library representative and Halsted Bernard (Dominican University) who completed her term as Secretary.

Our Nominating Chair, Monique identified great candidates who were elected on the spring ballot. Our new President-Elect is Steven Dunlap (Golden Gate University) who served with distinction as the Academic Library representative last year. Our new Public Library representatives are David Dodd (Marin County Free Library) and Jackie Griffin (Berkeley Public Library). Our new Non-Profit representative is Liz Green (The William and Flora Hewlett Foundation). Our new Secretary is Marlene Vogelsang from the Pacific Energy Center. Also, Angela Moore-Evans (Silk Adler) was elected to her post as Special For Profit representative. Angela had been appointed to fill out the term last year.

The Board is already busy planning an exciting set of programs and tours. BayNet plans to sponsor some programs jointly with other library organizations. There will be a joint dinner meeting with Special Libraries Association in January 2004. Members are

also investigating a program on Intellectual Freedom and Society for later this fall. We also plan to do some tours including the Berkeley Public Library and the San Jose Public Library joint venture with San Jose State. The Board is always open to suggestions from the membership, so please feel free to offer suggestions to any Board member.

BayNet is also offering a reduced rate registration at Internet Librarians Conference in Monterey this November. Please check out the BayNet web site for more information (www.baynetlibs.org). If you have not yet surfed our web site, please check it out soon. BayNet advertises all of our programs and selected other programs there. BayNet also has a listing of open positions in member institutions and includes a directory of all members. This is another benefit of membership. It is kept up to date by our student intern, Sarah Holm (SJSU).

Finally, I want to mention one other change that the membership voted for in our last election. The membership voted to amend the by-laws. There were some minor wording changes and clarifications. However, the one major change is in our voting procedure. We will no longer send out mail ballots. The election will be held during the Annual Meeting in May. Another great reason to attend the annual meeting.

I look forward to a great year with BayNet and look forward to seeing many of you at one of our programs.

In this Issue:

President's Message

OPAC Links to Database Searches

Internet Librarian 2003 Discount

Copyright Redefined

Smart Mobs or Flash Mobs?



OPAC Links to Database Searches

Libraries have for some time been directly linking to web pages in their catalogs. They also have been creating records which allow patrons to directly download or access various types of locally stored files. This is useful for making forms available, course reserve item lists and other uses. Common formats for this include PDF, streaming video, streaming audio, graphic files and others.

One possibility which many libraries are now beginning to explore is linking directly to articles in databases, or even canned searches that deliver more than one article as their result. Linking to a search result in a database has advantages over using PDF files. For one thing you don't have to create the PDF, or download it and then upload it to your own system. It also reduces grey areas over the legality of providing access to certain types of materials that are on your server. With databases only authorized users can obtain the article or search result just as if they were doing the search themselves. For schools wanting to strictly adhere to the TEACH Act requirements on distributing materials this is a clearly approved way to provide access for classes in a manner that the students, or other patrons, can easily use.

How is this done? That depends on the database. With some you can even copy the URL in your browser window and have that work. In those cases make sure the search is complex enough to produce the same result in the future. I will describe a way to obtain search result URLs with ProQuest. I have chosen ProQuest since they recently changed their procedure for linking to articles, you no longer need to log into "SiteBuilder" and use a difficult interface. You can now obtain usable, non expiring URLs as a standard feature with ProQuest, even your patrons can save URLs this way.

1. Log into ProQuest to search for the articles.



Tips: For single articles limit the search to Article Title, and if needed to the specific author. As you find items: Select View marked articles (You do not need to Mark items). Then select the My Research Summary tab. Copy the long URL under Recent Searches, the most recent search is displayed first.

Paste the URL into the proper field in your OPAC. Always test the link from the public view as soon as it is added. Simple errors could easily prevent access to the search result..

Of course the URLs generated can be used in ways other than as OPAC links, such as web pages. This can be used not only on course web pages, it can also be useful in documents on a corporate intranet, in correspondence, or any other case in which the direct linking to an article or search can be desirable.



Internet Librarian 2003 Discount for BayNet Members

The Internet Librarian 2003 meeting is going to be held in Monterey on November 3-5, 2003. Information about the conference and program can be found at: <http://www.infotoday.com/il2003/>.

Information Today, Inc. is offering Baynet members a special rate of \$215 for the three-day event, which is 40% savings off the regular price of \$359. Baynet members also qualify for a reduced rate of \$169 on the Internet School Conference, which is being held in Monterey on November 2-3, 2003. The combined discount rate of \$259 is available for both conferences. In order to qualify for these rates, the registrations for the meeting must be sent through a central point and submitted as a group order. If you want to take up this offer, please print out and complete a copy of the conference registration form located at: <http://www.infotoday.com/il2003/IL2003Registration.pdf>. Send it with your payment by check payable to Information Today, Inc. or with your credit card information to the following address:

Angela Moore-Evans
Silk, Adler & Colvin
235 Montgomery Street, Suite 1220
San Francisco, CA 94104
415/421-7555 (phone)
415/421-0712 (fax)
angela@silklaw.com

Please be sure to submit your registration to Angela Moore-Evans by September 30th.



Copyright Redefined (?) - 2003

Unique Responses to an Interesting Challenge

By Katie Melville

The Supreme Court decision in the case of *Eldred v Ashcroft* last January has not stopped the movement to realign copyright protection limits to the foundations established by the authors of the U.S. Constitution. *Eldred* challenged the legality of the CTEA, the Copyright Extension Act of 1998 and lost in a 7-2 decision. The Supreme Court justices upheld the act but many important issues were raised in the process. The most important argument in *Eldred* revolved around the intentions of the authors of the United States Constitution, also referred to as the "framers". When these individuals worked to form a radical, experimental form of government, they worked very carefully to distribute power in a balanced fashion. A delicate balance was established between the rights of creators and inventors and the rights of the public. This was intended to promote science and art.

Many basic legal premises in the United States of America were based on the concepts and ideas originating from English Common law. Property ownership is a very important concept in English Common law. "Intellectual Property is the area of law that regulates the ownership and use of creative works, including patent, copyright and trademark law." (Nolo Press, <http://www.nolo.com/lawcenter/dictionary/>). Prof. Lessig's blog, (<http://cyberlaw.stanford.edu/lessig/blog/>) has many interesting opinions and observations regarding intellectual property and copyright. I especially like this one (posted by Doc in January, 2003): "Americans have a pro-property bias in this culture that makes it extremely hard for people to think critically about the most complicated form of property out there, 'intellectual property'".

Recently my teenage son was playing a video game with Disney cartoon characters, but the character Winnie the Pooh was part of the game. Pooh looked out of place to me and I asked my son why Pooh was in the game. My son replied that "Disney owns Winnie the Pooh." My son went on to clarify, "Well they don't really own Pooh, but they think that they do". I thought that this is an interesting observation regarding copyright ownership and the actual development of a character and story.

The future fight regarding copyright limitations has become political and taken two interesting turns. One is "The Eric Eldred Act", introduced to Congress as "The Public Domain Enhancement Act". The second is the formation of Creative Commons, a nonprofit organization devoted to expanding the range of creative work available for others to build upon and share.

The "Public Domain Enhancement Act", (also known as the Eric Eldred Act), was developed from a proposal by Attorney and Law Professor Lawrence Lessig after the defeat in *Eldred v Ashcroft*. Zoe Lofgren, (D-CA) introduced the Public Domain Enhancement Act (HR 2601) to the House on June 25, 2003. This is a bill to make it easier for older and abandoned copyrighted works to fall into the public domain after 50 years. It would require American copyright holders to pay a \$1 fee 50 years after the work was published and every 10 years thereafter. If the holder of the copyright did not pay to continue their copyright, then the work would pass into the public domain. The text of the bill is available online at <http://eldred.cc/>, Eric Eldred's website and at (<http://thomas.loc.gov/cgi-bin/query/C?c108:/temp/~c108yw40QR>) Lawrence Lessig calls this act the "battle for the future of our past".

The American Association of Law Libraries, the American Library Association and the Association of Research Libraries have come forward to endorse this act. It can be extremely difficult if not impossible to track down many copyright holders, especially for older materials. The Act has a provision to create a database of copyright holders that could be easily and quickly searched to determine whether or not a particular work remains under copyright protection or is in the public domain. The bill is currently in committee (the House Committee on the Judiciary).

Creative Commons was formed in Dec. 2001 to provide artists and authors with alternative methods to traditional copyright. In December 2002 they developed a set of licenses to be used to protect and promote various works, which would offer more flexibility to traditional copyrights. Along with the Licensing Project, Creative Commons has developed the Founders Copyright, International Commons and the Conservancy Project. These various projects are discussed in more detail on the Creative Commons website (<http://creativecommons.org/projects/>).



Creative Commons licenses reintroduce flexibility and moderation into copyright protection. The creators of works can specify what level of copyright protection they would feel is appropriate for a work. These licenses cover the range from full copyright protection "all rights reserved", to no copyright protection, allowing works to enter the public domain immediately upon creation. The characteristics of the licenses are varied and are described in more detail at (<http://creativecommons.org/licenses/>). Creative Commons was formed acknowledging the fact that new ideas and inventions come from building upon the ideas and building blocks of the old.

"Creativity can solve almost any problem", according to George Lois. "The creative act, the defeat of habit by originality, overcomes everything." The Public Domain Enhancement Act and Creative Commons are using different methods to realign United States Copyright law with the intentions of our founding fathers, to encourage and nurture innovation and invention while protecting the rights of inventors and creators.



Smart Mobs or Flash Mobs?

Howard Rheingold Speaks at BayNet Annual Meeting

Howard Rheingold, author of *Smart Mobs: Mobile Communication, Pervasive Computing and Collective Action*, spoke at the BayNet Annual meeting on May 15th to an audience of approximately 70 librarians from all over the Bay Area.

The focus of the talk was how technological change triggers social change. New technologies such as cell phones with instant text messaging and internet access allow for new forms of communication and cooperation. Individuals can now communicate with groups remotely via instant text messaging. These methods create Rheingold's "smart mobs" where rapid communication can mobilize collective action. The smart mob phenomenon appeared in San Francisco this past summer in the form of "flash mobs"; crowds that appear unexpectedly in public places to perform (usually) amusing group activities such as a game of

Duck, Duck Goose. In a more political use of this phenomenon in 1999 demonstrators in the Philippines communicated with each other via text messaging on their cell phones to organize massive public demonstrations, which eventually brought down the government.

Rheingold states that a barrier to collective action is lack of trust between individuals. But within online communities, it is possible to create reputation systems where trust between individuals is established. Ebay is a good example of such a reputation system. Information about a seller, such as how many times they have had a successful sale and comments from people who have done business with them is offered to prospective buyers, so they can choose with whom to do business.

How these new technologies will affect the future of society is uncertain, but we are on the cusp of new ways of thinking and interacting with others because of them. Cell phones are rapidly becoming linked with personal computers and thus the internet. The question arises, what might individuals do collectively when communication and information gathering are unfettered by space and time? We don't know, but we do know that new uses of these technologies will arise.

Rheingold also pointed out the generation gap between how younger and older people use new technologies. Younger people adopt, experiment with and find new uses for technology more readily. Because these new devices promise to be much less expensive than personal computers, Rheingold sees the future digital divide as being between those who know how to use these technologies and those who don't, rather than between those who can afford the technology and those who can't.

Libraries' role in all of this is also uncertain, but Rheingold sees them as one of the last social institutions dedicated to free and unobstructed access to information. As content & distribution of information is increasingly controlled by the same entity, primarily for profit rather than as a public good, libraries need to remain vital institutions to act as a counterweight to the larger information and media industries.



The Shrinking World of Public Information: What Keeps You from Getting the Whole Story?

One would think that in this "information age" the spectrum of information and opinion would be exploding. But consider: the withdrawal of much government information from the Web; the attacks by publishers on the "fair use doctrine"; the extension of copyright and restriction of the "information commons"; the consolidation of media ownership the secret collection of private information by government; and the control of newsgathering in global hotspots.

BayNet will present a forum on the issues of media ownership and FCC regulations, the extension of copyright law, government involvement in news production, government withdrawal of information from the Web, and the restrictions on civil liberties in the wake of 9-11.

The program will run from 8:45 a.m. to noon at the San Francisco Public Library's Koret Auditorium. It is co-sponsored by the Intellectual Freedom Committee of CLA, Media Alliance, the Electronic Freedom Foundation, and San Francisco Public Library. \$15 for BayNet members, \$25 for non-members. Coffee and refreshments will be available. Look for the email or flier.



***Tuesday, December 9, 2003
4-7 p.m.
Tour of the Recently Rnovated
Berkeley Public Library, Main Branch***

Come see a beautiful redo of a classic library. Close to the downtown Berkeley BART station.

***Thursday, January 29, 2004
Joint SLA/BayNet Dinner Meeting
on Search Engines***

Following on the heels of last winter's dinner meeting BayNet is presenting another informative program on internet search engines, "What's Hot and What's Not; Still not Google". Come and hear what other search engines are out there and what they have to offer. The dinner meeting will be held in San Francisco.



Baynet Board of Directors Executive Board 2003-2004

baynet-board@exo.net

President: Wess-John Murdough
(Term ends June 30, 2004, begins term as
Immediate Past President July 1, 2004)
Regional Director
Advanced Information Management
388 Market St. Suite 400
San Francisco, CA 94111
Phone: (415) 623-2782
Fax: (650) 965-7907
Email: wmurdough@aimusa.com

Past President : Richard Geiger
(Term ends June 30, 2004)
Research Director
San Francisco Chronicle Library
901 Mission Street
San Francisco, CA 94103
Phone: (415) 777-6001
Fax: (415) 495-3024
Email: rgeiger@sfchronicle.com

Vice President/President Elect: Steven Dunlap
(Term ends June 30, 2004, begins term as
President July 1, 2004)
Head, Technical Services and Systems
University Library
Golden Gate University
536 Mission Street
San Francisco, 94105-2968
Phone: (415) 442-7247
Fax: (415) 543-6779
E-mail: sdunlap@ggu.edu

Treasurer: Cynthia Bennington
(Term ends June 30, 2004)
Corporate Librarian
Kennedy/Jenks Consultants
622 Folsom St.
San Francisco, CA 94107
Phone: (415) 243-2531
Fax: (415) 896-0999
Email: CynthiaBennington@KennedyJenks.com

Secretary: Marlene Vogelsang
(Term ends June 30, 2005)
Librarian
Pacific Energy Center
Energy Resource Center
851 Howard St.
San Francisco, CA 94103
Phone: (415) 973-7206
Fax: (415) 896-1280
Email: mxv6@pge.com

Special/Not-For-Profit: Liz Green
(Term ends June 30, 2004)
Research Librarian
The William and Flora Hewlett Foundation
2121 Sand Hill Road
Menlo Park, CA 94025
Phone: (650) 234-4500 x5689
Fax: (650) 234-1989
Email: lgreen@hewlett.org

Special/For Profit: Angela Moore-Evans
(Term ends June 30, 2005)
Silk, Adler & Colvin
235 Montgomery St., Suite 1220
San Francisco, CA 94104
(415) 421-7555
Fax 415-421-0712
Email: <http://www.baynetlibs.org/angela@silklaw.com> or hans-evans@yahoo.com

Academic: Mary Thomas
(Term ends June 30, 2004)
Reference Librarian, Foothill College
12345 El Monte Rd
Los Altos Hills, CA 94022
Phone: (650) 949-7608 x7522
Email: thomasmary@fhda.edu

Academic Rep: Joyce McLean
Holy Names College
Paul J. Cushing Library
3500 Mountain Blvd.
Oakland, CA 94619
Phone: (510) 436-1160
(Fax) (510) 436-1260
Email: mclean@hnc.edu
Institution URL: <http://www.hnc.edu/>

At-Large: Susan Garbarino
(Term ends June 30, 2004)
Head Librarian
Giannini Foundation Library of Agricultural Economics
University of California, Berkeley
248 Giannini Hall
Berkeley, CA 94720
Phone: (510) 642-7121
Fax: (510) 643-9811
Email: susang@are.berkeley.edu



BayNet

Bay Area Library and Information Network

Fall 2003

Public: Jackie Griffin
(Term ends June 30, 2005)
Library Director
Berkeley Public Library
2090 Kittredge Street
Berkeley, CA 94704
Phone: (510) 981-6195
Email: jgriffin@ci.berkeley.ca.us

Public: David Dodd
(Term ends June 30, 2005)
Administrative Librarian
Marin County Free Library
3501 Civic Center Dr., #414
San Rafael, CA 94903
Phone: (415) 499-3777
Fax: (415) 499-3726
Email: ddodd@co.marin.ca.us
Committees and Advisors (Indefinite terms)

BayNet Membership: Rose Falanga
1462 Cedar Street
Berkeley, CA 94702
Voice and Fax: (510) 525-4726
Email: rosef@exo.net

School Liaison: Karen Guma
Head Librarian
Bishop O'Dowd High School
9500 Stearns Ave.
Oakland, CA 94605-4799
Phone: (510) 577-9100 ext. 151
Fax: (510) 638-3259
Email: kguma@odowd.pvt.k12.ca.us

Internet Advisor: Gilles Poitras
868 54th Street
Oakland, CA 94608
E-mail: gpoitras@ggu.edu
Gilles' Service to Fans Page

Newsletter Editor: Susan Garbarino
Head Librarian
Giannini Foundation Library of Agricultural Economics
University of California, Berkeley
248 Giannini Hall
Berkeley, CA 94720
Phone: (510) 642-7121
Fax: (510) 643-9811
E-mail: susang@are.berkeley.edu

Webweaver: Sarah Holm
1595 47th Avenue
San Francisco, CA 94122
(415) 665-8591
E-mail: bay_admin@baynetlibs.org,%20SHolm@alum-nae.mills.edu

Administrative Assistant: Jo Falcon
672 Prentiss
San Francisco, CA 94110-6130
[This is Baynet's mailing address.]
Phone: (415) 826-2464
(press *2 to leave messages for Baynet)
Email: infobay@baynetlibs.org

The BayNet Newsletter is published three times a year. The newsletter is free to BayNet members. Submissions from members are welcome. Please contact the editor:

Susan Garbarino
Giannini Foundation of
Agricultural Economics Library
Berkeley, CA 94720
(510) 642-7121
susang@are.berkeley.edu

BayNet Web Site: <http://www.baynetlibs.org> or
www.baynetlibs.com

Membership is open to any library in the Bay Area. For further information, contact the Membership Chair:

Rose Falanga
Exploratorium
3601 Lyon Street
San Francisco, CA 94123
(415) EXP-LORE

Layout & Design by:
Anne McGillicuddy
AMcGillicuddy@RREEF.com

BayNet

c/o Jo Falcon
672 Prentiss
San Francisco, CA 94110-6130



