



Bay Net



Bay Area Library and Information Network

Winter 2004

President's Message

By Wess John Murdough

Welcome to BayNet's Winter newsletter. I am pleased to report that BayNet has been quite busy with programs recently. We have been sponsoring events jointly with the Special Library Association, San Francisco Bay Region Chapter. In mid-January we had a great professional development program on communication and negotiation. Last October, BayNet sponsored an excellent forum on the shrinking world of public information. In early March there will be a joint dinner meeting with a speaker that should be of interest to all librarians. BayNet also had a wonderful tour of the Berkeley Public Library in the Fall and we are looking forward to another tour this Spring. I urge all members to take advantage of BayNet programs to further their professional development.

I would also like to remind our large institutional members to be sure to publicize BayNet events to all of their staff via internal email or other means. Please remember that all staff of an institutional member can attend programs at the membership rate.

As a volunteer organization, BayNet depends on its members for their ideas for programs, tours and other events. Please let us know what you would like to see offered by the organization.

The Board is also considering a redesign of the BayNet website. We are eager for your input. Please advise our web master, Sara Holm (bay_admin@baynetlibs.org) of your ideas about the website. A recent addition to our website is an electronic version of our newsletter.

Another avenue of contribution is to volunteer to be a Board member. Several positions will become available soon and we are looking for volunteers. Volunteering to be a Board member is a great way to network with your colleagues and give back to the profession that has given so much to you. Another way to contribute is to write an article for the newsletter. Our editor would welcome contributions from our members, see the back of the newsletter for her contact information.



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The Art of Communication and Negotiation January 15, 2004

By Cynthia Bennington

Speakers: Dr. Pat FitzGerald, president and founding principal of Pacific Gateway Associates, an outsourcing, human resources, management training, and consulting firm located in Sausalito; Dr. Bill Fisher, professor, San Jose State University and immediate past president of SLA.

The program opened with Dr. Pat FitzGerald who addressed "Building Successful Work Relationships Through Effective Communications." Dr. FitzGerald's presentation focused on the different components of communications and what can lead to the success or failure of communication efforts. She began by pointing out that while tools for technical connectivity (email, cell phones, teleconferencing) are increasing, that is no guarantee that there is any "real" connectivity taking place.

Good communication matters because it enables you to achieve what you want, to influence others, and to improve motivation, delegation, and problem solving. A good message follows the ABC rule. It has only 3 components: A) the incident or behavior, B) the speaker's feelings about the incident, and C) the outcome. The components must be given in that order – ABC!

Factors that impact communication include the methodology (spoken, email, etc.), the diversity of the audience, the messenger's credibility, and social and personal perceptions, views, and opinions (pre-judging the messenger or the audience). Barriers to good communication can be physical, emotional, or intellectual. In the communications 'equation,' speaking is 30% of the process while listening is 70%. Successful leaders are very careful with the 6 components of communication: why, what, who, when, how, and where. Communication senders convey their personal attitudes through their body language and other actions. If there is a disconnect between the attitude and the message content, speakers lose credibility and effectiveness.

Dr. FitzGerald also discussed aspects of providing and receiving feedback and steps to effective listening. Feedback is often ignored in the communication process, perhaps because receiving feedback is harder than giving it. However, receiving feedback builds trust and motivation. It requires good listening.

Listening is a vital skill that needs to be developed and practiced.

Dr. Fisher took the day's topic to a specific activity – negotiation during job interviews and for raises and promotions. Starting with the job interview, Dr. Fisher pointed out that it is a negotiation between the employer and the job seeker to see if they are a good match for each other. To see if the organization is a good match for the job seeker, he or she can turn those 'dreaded' interview questions back on the interviewer; for example, "What are the organization's strengths and weaknesses?" or "Where does the organization see itself in five years?"



Once an offer is made, negotiations then turn to the compensation package. Dr. Fisher advises job seekers to be aware beforehand of what you want vs. what you need vs. what you will settle for. Entry level jobs are less negotiable. But if you've been around awhile, determine your fair market value by researching salary levels, not only for your position, but for similar positions requiring your level of education. Trade industry salary surveys may be seen by employers as biased and favoring the industry they serve. In addition to a base salary, be ready to ask about benefits and other conditions of working such as what equipment the organization supplies vs. what you will be expected to supply (laptops, cells, etc.) Finally, get everything in writing.

Negotiations for raises and promotions can be easier and harder. They may be easier because the employer knows you and should want to keep you. They may be harder because the post-hiring honeymoon is over and the employer knows your faults. Some conditions that may tell you if a raise or promotion is in order are if your job has changed, if you have saved the organization money, or if your fair market value has increased through additional education or other means. Inflation may be a factor as well but is less reliable as it impacts all employees. If you have reached the top of your salary range and can't be bumped to a higher one, look for other perks to ask for.

Thanks to Marlene Vogelsang, BayNet secretary, for hosting the workshop at the Pacific Energy Center and arranging for delicious refreshments.



"The Great Library of Amazonia" Digital Books Available on the World Wide Web

The December 2003 issue of Wired Magazine has a captivating but disturbing article by Gary Wolf on Amazon's new feature entitled Search Inside the Book. The feature Search Inside the Book was launched in October 2003. For many months now Amazon has been quietly digitizing books. The result is; "120,000 fully searchable texts and counting. Jeff Bezos is building the world's biggest digital book archive. It's an info-age dream come true – and the best way to sell books ever." The fondest dream of the Information Age is to archive all knowledge – the modern Alexandria.



The Search Inside the Book feature is quite an enhancement to Amazon's capabilities. Wired Magazine author Gary Wolf uses a personal interest to demonstrate the power of Amazon's searching feature. Wolf explains that he has recently become interested in Boss Tweed, New York's famous pillager of public money. On a search of 'Boss Tweed', out pop a few books with Boss Tweed in the title. Additionally there are more intriguing results coming "from deep within books I never would have thought to check: *A Confederacy of Dunces*, by John Kennedy Toole; *American Psycho*, by Bret Easton Ellis; *Forever: A Novel*, by Pete Hamill. "

"I immediately recognize the power of the archive to make connections hitherto unseen. With persistence, serendipity, and plenty of time in a library, I may have found these titles myself. The Amazon archive is dizzying not because it unearths books that would necessarily have languished in obscurity, but because it renders their contents instantly visible in response to a search. It allows for quick query revisions, backtracking, and exploration. It provides a new form of map." (Gary Wolf)

Amazon's Search Inside the Book was launched on October 23, 2003 but was severely limited by October 28, 2003. The feature angered authors; writers weren't consulted on the searchability of their work. After

considerable outcry from authors, Amazon disabled the print function (at least for now). The Author's Guild (<http://www.authorsguild.org>), was instrumental in lobbying for a limitation on Amazon's Inside the Book searching (and printing) ability. The implications of this feature are numerous. Amazon has said that it will limit any reader to viewing 20 percent of a book's pages in a given month.

Many newspapers and journals featured articles on Amazon's searching feature, including: the *Seattle Post-Intelligencer*, (10/31/03), Associated Press, (10/31/03), *News.com*, (10/30/03 and 11/05/03) *Library Hotline*, November 7, 2003 featured an article titled; *Amazon's Search Inside the Book Draws Mixed Responses*. The books in Amazon's database have been scanned using Optical Character Recognition Technology (OCR). Amazon says that copyright isn't an issue because it is supplying pictures not text.

But, what about copyright? Who owns what? Digital resource projects are changing the notions of ownership and copyright. It will be many years before these issues are resolved.

Other recent digital book projects include Ebrary and NetLibrary as well as the Internet Bookmobile, (founded by Brewster Kahle). This is an offshoot of the Million Book Project; where individuals can download and print books for \$1. This Million Book project travels around the country and provides books for people (mostly students) in underserved areas. The books it provides are in the public domain. "The advantages of a digital library: It can be instantly updated, easily searched and endlessly replicated." (Brewster Kahle)

Amazon's Search Inside the Book feature and the controversy surrounding it, is another interesting example of how the parameters of digital publishing are still being formed. Librarians need to keep a keen eye on these developments and act to define the rules of digital publishing so that they include libraries in the future.





BayNet Tour: Berkeley Public Library's Main Branch Reborn

By Susan Garbarino

On a cold and wet December evening, members of BayNet met for warm conversation, good wine and hor d'oeuvres at the recently remodeled Berkeley Public Library's Central Branch in downtown Berkeley. Sayre Van Young, gave a wonderful personalized tour to about 14 BayNet members.

The new addition to the classic 1931 Art Deco building which is registered on the National Register of Historic Places adds 70,000 square feet of new space for a total of 100,000 square feet of space. The Library now has 5 floors; one is devoted entirely to the Children's Collection and includes a story room and family computer center. Another floor houses the Art and Music Collection. Other features are the new Berkeley history room, an electronic classroom, a teen services area and a Friends bookstore.

Throughout the building a beautiful blending of old and new design is present, including copies of the original Art Deco lighting fixtures in the reading room, marble door frames in the main lobby and refinished oak furniture. I especially liked the carved wooden doors to the new history room which were done by a local artist. The lighting in particular is dramatic yet pleasing with interesting fixtures solving a variety of lighting challenges. For example metal fixtures span the top of the reference stacks creating a glowing archway of light. The original marble stairs of the lobby have been preserved while the new ADA compliant entrance is welcoming yet dramatic, especially at night when the lights shining from all five floors creates a wall of light shining through to the street.

The Library officially reopened in April of 2002 with a festival like party attended by thousands of supporters. The architects were Cynthia Ripley, a local, and Boora Associated Architects, based in Portland, OR. According to an analysis done in 1998, Berkeley ranked first in per-capita library usage among the state's 33 largest cities. The Berkeley Public Library remodel is a wonderful example of how the physical space of a library still matters to its users. It is a beautiful and successful mix of old and new that with luck will last another 70 years.



Manga and Anime in the Library: A BayNet Workshop

September 18, 2003

Berkeley Public Library

Presented by Gilles Poitras

The last time I did a presentation on anime for librarians was in 1999. At that one we had twelve librarians, this time the count was over thirty plus a few library patrons who joined us. But first let me define the two areas of focus for this event.

Anime – the Japanese term for animation, in the context of this event Japanese animation.



Manga – the Japanese terms for stories told in illustrated form, the English term 'comic book' just does not capture the complexities of manga.

My first presentation focused on anime alone, at that time there were few manga titles on the market. At the first presentation the librarians attending had very little idea what anime was other than many of their patrons were interested in it. At that presentation the librarians were mainly from public libraries.

This time the market and libraries had changed. By 2003 anime and manga combined were a \$500 million dollar a year business in the United States, in 2003 revenues were \$600 million. Also librarians are now more knowledgeable about anime and manga, several attendees were fans themselves. Public libraries still made up the majority of institutions represented followed by several private school librarians.

As I planned to also discuss manga at the event I asked Rory Root the owner of Comic Relief located in downtown Berkeley if I could borrow some books from his stock to use in the presentation. His response was twofold, "yes as much as you want, and how do I sign up". So with Rory attending and providing several display tables worth of manga I was able to do a better job presenting the manga side of the industry. In fact he had interesting statistics on the growth of manga sales in the U.S. as well as information on its very high popularity with girls and women.



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The program was done in my usual style of a mixture of presentation and viewing with questions encouraged at any point in the event. I was happy with the varied knowledge of the librarians present, which



Dinner Meeting

The SF Bay Region Chapter of the Special Libraries Association and BayNet invite you to join your colleagues for dinner, and the following program:
 Grokker2 – A Picture is Worth 30 Billion Web Pages!
 How to Grok the Web According to a recent PC Magazine article, Grokker is "Out-Googling Google" for its ability to organize search results into a more manageable arrangement by using graphics. Grokker 2.0 converts text lists of search results into a map of floating spheres and other graphical representations to help manage the information overload inherent in searching the Web. R.J. Pittman, CEO of Groxis, will tell us more about this exciting new product.

We will also have a presentation about the Califa Group, a peer-to-peer membership network of California libraries for cost-effective delivery of services, programs and products throughout the state.

Date: Wednesday, March 3, 2004

Location: Faculty Club, UC Berkeley, Heynes Room

Menu: Jerusalem Chicken (artichoke hearts, mushrooms and wine sauce) or Vegetarian Ratatouille Roulades (eggplant, zucchini, onion, tomatoes baked in phyllo), plus salad, bread, fresh vegetables and dessert.

Cost:

SLA/BayNet members:\$30

Non-members:\$35

Students/Unemployed:\$25 Program: \$10

Time: 5:30 - 8:30 pm

5:30 - 6:30 Social Hour

6:30 - 7:15 Dinner

7:15 - 7:30 Announcements

7:30 - 7:45 Califa

7:45 - 8:30 Grokker2

Directions to campus: <http://www.berkeley.edu/visitors/traveling.html> Map with location information: <http://www.berkeleyfacultyclub.com/directions/or> <<http://www.berkeley.edu/map/maps/CD56.html>>

Parking available at: City of Berkeley Sather Gate Garage (Durant between Dana and Telegraph, enter from Channing Way or Durant, southside of campus); UC Student Union Garage (on Bancroft just west of Telegraph, southside of campus) and of course street parking.

I look forward to seeing you at a future BayNet event.

Detach and Mail this portion with your Check. Mail your reservations to arrive by February 27th to Sandra Lormand, 1641 Vancouver Way Livermore, CA 94550 Phone (925) 294-2525
 Make checks payable to SFBay Region Chapter SLA

Name: _____ Telephone: _____
 E-Mail: _____
 Entree choice _____ Jerusalem Chicken _____ Vegetarian Ratatouille
 SLA Member: _____ Baynet Member _____ Both _____ NonMember _____
 Employer/Affiliation: _____
 Check enclosed for: \$ _____ Or charge to:
 Credit Card Type: _____ Credit Card Number: _____
 Signature _____ Name on Card: _____
 Exp. Date: _____
 Are you _____ or your employer _____ paying for your attendance at this program?

