



CONSULATE GENERAL OF THE UNITED STATES

FRANKFURT • GERMANY

## Library Info Alert April 2008

*Library Info Alert* focuses on recent developments in the field of library science and information management in the United States. It contains summaries of articles from leading library-related periodicals and recommended Internet sites. The *Library Info Alert* is published by the Information Resource Centers in Germany.

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(click on underlined headings)

### Featured Internet Sites

#### Dusting off the Archive for the Web

Pérez-Peña, Richard

New York Times, Web-published March 17, 2008

<http://www.nytimes.com/2008/03/17/business/media/17mags.html>

"As magazines and newspapers hunt for the new thing they need to be to thrive in the Internet era, some find that part of the answer lies in the old thing they used to be. Publications are rediscovering their archives, like a person learning that a hand-me-down coffee table is a valuable antique. For magazines and newspapers with long histories, especially, old material can be reborn on the Web as an inexpensive way to attract readers, advertisers and money."

#### State of the News Media 2008

<http://www.stateofthenewsmedia.org/2008/>

The State of the News Media 2008 is the fifth edition of the annual report on the health and status of American journalism by the Project for Excellence in Journalism. Its goal is to gather in one place as much data as possible about all the major sectors of journalism, to identify trends, mark key indicators, note areas for further inquiry and provide a resource for citizens, journalists and researchers. The study is the work of the Project for Excellence in Journalism, a non political, non partisan research institute that is part of the Pew Research Center in Washington.

## Article Alert

### 1. All Seasons & All Reasons

By Leslie Burger

(American Libraries, March 2008, Vol. 39, Issue 3, pg. 44)

Youth service staffs collaborate with their school counterparts to ensure that the materials needed for homework assignments and special projects are readily available in both school and public libraries and on the Web, that textbooks are readily accessible in the public library for those occasional times when a child forgets his or hers in school, and that teachers have the technological and physical resources they need to create an enriched classroom experience. Research conducted by the Colorado State Library's Library Research Service indicates that when children have access to school libraries staffed by school library media specialists who collaborate with teaching staff, reading-test scores are 18% higher in the elementary grades and 10%-15% higher in 7th grade. Leslie Burger has been director of Princeton Public Library since 1999.

### 2. Beyond Books

By Isaac Gilman

(Public Libraries, January/February 2008, Vol. 47, Issue 1, pg. 59)

It is clear from both anecdotal evidence and a review of professional library literature that the primary focus of library services in detention centers is on providing recreational reading materials and encouraging literacy. Isaac Gilman is an Access/Instructional Services Liaison at Pacific University Library in Forest Grove, Oregon.

### 3. Google and Your Government

By Peggy Garvin

(Searcher, March 2008, Vol. 16, Issue 3, pg. 8)

Aside from the many ways that governments - like the rest of the world - have adopted Google tools, there is one other way that [Google] has mashed up with government. Google Inc., like the rest of the world, has representation in Washington, D.C. Certifying its D.C. credentials, Google opened up a permanent Washington office in January. To keep up with Google's U.S. and global government policy moves, see the Google Public Policy Blog (<http://googlepublicpolicy.blogspot.com>). Peggy Garvin is with Garvin Information Consulting.

### 4. Growing on a Shoestring

By Lark Birdsong

(Searcher, March 2008, Vol. 16, Issue 3, pg. 16)

Researching is a not a top priority for most SMBs unless it constitutes their business. SMB owners usually have to do research limited by their cash flow. Additionally, some information needs are not the type that calls for a researcher, even when the SMB needs the information immediately. Getting set up as described above will help an SMB owner to continue to do regular research as his or her company grows. Each business and each person within a business needs information specific to their tasks. Lark Birdsong is currently pursuing a master's in library and information science at The University of Washington.

## **5. IFLA: Libraries On the Agenda**

By Donald T. Hawkins

(Information Today, March 2008, Vol. 25, Issue 3, pg. 28)

In an interview, Claudia Lux, president of the International Federation of Library Associations and Institutions (IFLA), talked about her plans for IFLA and her thoughts about the changes libraries must make to accommodate the needs of today's users. Lux's plan for IFLA is to strengthen the advocacy part of IFLA, especially with the theme Libraries On the Agenda. She wants libraries to be more active and to look at how political processes are developing and try to get on the agenda before a new plan comes out. On whether developing countries are getting education and establishing libraries, Lux said in the last 10 to 20 years, she has seen tremendous progress in some countries. Lux often says that the library is really the center of culture of a city. It must be so diverse so that it can serve everyone in the community. Donald T. Hawkins is information technology and database consultant at Information Today, Inc.

## **6. Invisible Web or Just an Invisible Information Industry?**

By Barbara Quint

(Information Today, March 2008, Vol. 25, Issue 3, pg. 7)

Back when the author was a pup, all the way back to her days in library school, the teacher who taught reference work turned to one source and one source alone as her bible. Today that publication has morphed into the American Library Association's Guide to Reference database, or it will sometime in the future. The proliferation of information content in digital form, along with the dominance of end-user searching and the rise of free over fee, has left a significant gap that negatively affects information vendors as well as consumers. Information industry professionals aren't the only ones affected by this problem. Info pros employed by clients or client communities -- sometimes known as librarians -- also struggle. Barbara Quint is editor of Searcher magazine.

## **7. Librarians in the Jury Box**

By Nancy Kalikow Maxwell

(American Libraries, January/February 2008, Vol. 39, Issue 1/2, pg. 50)

Public librarians-whose occupation exposes them to a variety of aspects of life-would be preferred as defense jurors in criminal cases; these individuals are less likely to be shocked by the details of a crime. Yet other schools of thought look grimly upon the grinning: "Be wary of smiling jurors who are trying to disarm attorneys; they want to get on the jury and 'murder' them," warns the article "Psychological Factors in Jury Selection" from the 1969 Tennessee Law Review. Nancy Kalikow Maxwell is currently library director at Miami Dade College North Campus.

## **8. Mass Digitization: Implications for Preserving the Scholarly Record**

By Trudi Bellardo Hahn

(Library Resources & Technical Services, January 2008, Vol. 52, Issue 1, pg. 18)

Libraries and archives have a critical role in preserving the scholarly record; many players in the publication cycle depend on them for this. Preservation of scholarly books that are being digitized has lagged far behind preservation initiatives for electronic journals. The issue has become more critical, as large commercial companies such as Google, Yahoo, and Microsoft have begun mass digitization of millions of books in research libraries. Since December 2004, the pace of developments has been rapid, involving great risks on Google's part over the copyright issue. Google and certain

participating libraries have not addressed the issue of whether or not all this effort to digitize huge numbers of books indiscriminately will serve students' and scholars' needs in the long run. Quality, security, and long-term stability are all issues that suggest it may be foolish to expect that commercial companies will share librarians' values and commitment to digitized material preservation. The information profession must exert strong leadership in setting policies, standards, and best practices for long-term preservation of the scholarly record. Trudi Bollendo Hahn is a visiting professor, College of Information Studies, University of Maryland, College Park.

### **9. Measuring Library Performance: Principles and Techniques**

By C. Brian Smith

(Public Libraries, January/February 2008, Vol. 47, Issue 1, pg. 89)

In the past, libraries were measured by the number of print volumes housed in their collections. The most salient question in the digital age is now this: How is the library impacting and affecting its users and society? Peter Brophy, Professor of Information Management at England's Manchester Metropolitan University, provides a framework as well as guidance to answer this question in *Measuring Library Performance*. C. Brian Smith, Reference/Electronic Resources Librarian, Arlington Heights (Ill.) Memorial Library.

### **10. The Reference Interview: Theories and Practice**

By Stephanie Willen Brown

(Library Philosophy and Practice, February 2008)

This article has also been published in the journal *Biblioetra*, published by The National and University Library of Kosova. The reference librarian's fundamental task is to translate the patron's question into one that can be answered with the library's resources. The key element is to know what the patron wants, which can be more difficult than it sounds; the second element is to know what resources the library has and how to use them. Learning how to use the library's resources, and which other resources might be available is very important, but it is beyond the scope of this article. This article will focus on how to determine what kind of information the patron needs through the reference interview. Stephanie Willen Brown is with the Homer Babbidge Library, University of Connecticut.

### **11. Web Citation Availability: A Follow-up Study**

By Mary F. Casserly and James E. Bird

(Library Resources & Technical Services, January 2008, Vol. 52, Issue 1, pg. 42)

The researchers report on a study to examine the persistence of Web-based content. In 2002, a sample of 500 citations to Internet resources from articles published in library and information science journals in 1999 and 2000 were analyzed by citation characteristics and searched to determine cited content persistence, availability on the Web, and availability in the Internet Archive. Statistical analyses were conducted to identify citation characteristics associated with availability. The statistical analysis confirmed the association between the likelihood that cited content will be found by future researchers and citation characteristics of content, domain, page type, and directory depth. The researchers also found an increase in the number of journals that provide instruction to authors on citing content on the Web. Mary F. Casserly is Assistant Director for Collections and User Services, University at Albany-SUNY. James E. Bird is Head, Science and Engineering Center, Raymond H. Fogler Library, University of Maine, Orono.

## **12. When 'Trust Me, It's a Good Idea' Won't Cut It**

By Ulla de Stricker

(Searcher, March 2008, Vol. 16, Issue 3, pg. 30)

Before sending any business document off to decision makers, I recommend we "step away" and put it to a few tests. First, have colleagues study it and test it for credibility: Are the facts sufficient? Is there jargon? Could arcane detail unique to our profession be expressed so the readers will understand? Are the proffered benefits realistic? Are there weak points? And so on. Second, test the document for potential reader reactions that could be addressed upfront. Ulla de Stricker is a knowledge and information management consultant helping her clients address a wide range of challenges.

## **13. What is Digital Preservation?**

(Library Technology Reports, February/March 2008, Vol. 44, Issue 2, pg. 7)

Although there are any number of definitions of digital preservation in the literature, most agree it is a set of activities aimed towards ensuring access to digital materials over time. Recently the emphasis on access has been questioned as potentially dangerous; publishers may be happy to have their content archived for preservation purposes only if it is not made routinely accessible.

### **Announcements**

#### **SPECIAL: "Hollywood Librarian" goes to Bibliothekartag Mannheim**

**5. Juni 2008 16:00 - 18:00 Uhr**

**Film: The Hollywood Librarian**

Bibliothekartag Mannheim, Arnold-Schönberg-Hörsaal, Ebene 3, Congress Center  
Rosengarten Mannheim, Rosengartenplatz 2, 68161 Mannheim

A Look at Librarians through Film will be the first full-length documentary film to focus on the work and lives of librarians. Using the entertaining and appealing context of American movies, the film will hold some surprises for people who may think they know what librarians do. American film contains hundreds of examples of librarians and libraries on screen -- some positive, some negative, some laughable and some dead wrong. Films such as Sophie's Choice, Philadelphia and It's a Wonderful Life show librarians as negative stereotypes. The librarians in Lorenzo's Oil, Desk Set and The Shawshank Redemption, on the other hand, are competent and professional. Dozens of interviews of real librarians will be interwoven with movie clips of cinematic librarians and serve as transitions between the themes of censorship, intellectual freedom, children and librarians, pay equity and funding issues, and the value of reading.

The Hollywood Librarian is a unique and charming blend of film clips, humor and critical analysis of the popular image of librarians. It will create a new-found empathy for the profession by revealing the diversity of individual librarians and the importance of what they do. This documentary will increase the public's awareness of the complex and democratic nature of librarianship in the age of technology, and be a step toward librarians redefining themselves as not only more than a stereotype, but also as a cultural imperative.

ANN M. SEIDL\* (Writer and Director) has a master of library and information services from the University of Denver. She is a library consultant and the owner and principal of Information, Managed, a library consulting business which provides library research and GIS analysis products to public libraries and systems. She completed the screenplay for the film in 2003 and has spoken at annual library conferences in more than 10 states and

Canada about the documentary. Before becoming a librarian, Ann worked as a voice-over actor for various television and film productions, hosted a weekly television newsmagazine in the Denver market, and anchored fund drives for both Colorado Public Television and Florida Public Radio. Her national work has included Samsung cameras, Ramada Inn, and AT&T Wireless Services, as well as narration for several independent non-fiction films. Her voice can be heard on DirecTV, giving MPAA ratings before the start of films.

### **Selected Events:**

**For more upcoming events and further information, please check:**

<http://german.frankfurt.usconsulate.gov/veranstaltungen.html>

**11. April 2008, 15:30-17:00**

#### **Schule, Job, Praktikum oder Studieren in den USA**

Stadtbücherei Frankfurt, Zentralbibliothek, Hasengasse 4, 1. OG

Interesse an einem Schuljahr oder einem Studium in den USA? An Praktika, Au Pair Aufenthalt, Jobben oder Reisen? Sie brauchen Informationen wie man einen USA-Aufenthalt organisieren kann oder wo man Informationen findet? EducationUSA Frankfurt informiert und berät in Einzelgesprächen.

**22. April 2008, 9:00 - ca. 11:00 Uhr**

#### **Filmvorführung für Schulklassen: "An Inconvenient Truth" im Original mit Untertiteln**

Veranstaltungsort: Deutsches Filmmuseum / Kino, Schaumainkai 41, 60596 Frankfurt am Main

Aus Anlass des internationalen Earth Day zeigt das US-Generalkonsulat gemeinsam mit dem Deutschen Filminstitut - Deutschen Filmmuseum den Dokumentarfilm "An Inconvenient Truth" von Regisseur Davis Guggenheim. Der Film zeigt unter anderem Mitschnitte der Präsentationen, die der Nobelpreisträger und frühere amerikanische Vizepräsident Al Gore in vielen Städten gehalten hat und in denen er die wissenschaftlichen und politischen Aspekte der globalen Erwärmung erklärt. Der Film hatte seine Premiere auf dem Sundance Festival 2006 und erhielt 2007 einen Oscar als bester Dokumentarfilm und für den besten Song.

Mehr Informationen zum Film: <http://www.climatecrisis.net/aboutthefilm/>

Wir möchten Sie und Ihre Schulklassen einladen, sich den Film mit uns anzusehen.

**Anmeldungen bis 11. April 2008** unter [vogtm@state.gov](mailto:vogtm@state.gov) oder 069-7535-8815.

**22. April 2008, 10:00 - ca. 13:00 Uhr**

#### **Earthday 2008: Den Klimaschutz in die eigenen Hand nehmen. Die Erfolge der neuen "Grassroots" Bewegungen**

Veranstaltungspartner: Earth Day International Deutsches Komitee e.V., US-Generalkonsulat Frankfurt

IHK Frankfurt am Main, Börsenplatz 4, 60313 Frankfurt am Main

Die Unfähigkeit oder Unwilligkeit der politischen Akteure auf nationaler und internationaler Ebene, die nötigen Maßnahmen gegen eine sich dramatisch beschleunigende Klimaerwärmung zu ergreifen, haben in jüngster Zeit zu einer beispiellosen Klimaschutzbewegung von unten geführt.

Unter dem Motto von EARTH DAY 2008, „Wir haben den Mut zur Nachhaltigkeit:

Unsere Stadt wird zukunftsfähig!“ werden wir diskutieren, wie Klimaschutz und das

Prinzip der Nachhaltigkeit in der Entwicklung lokaler Räume wie Kommune, Stadt und

Landkreis zur praktischen Anwendung kommen können. Anhand von Fallstudien aus Hessen und Virginia werden zwei anerkannte Experten eindrucksvoll verdeutlichen, welche großen Handlungsmöglichkeiten lokale Politiker, Bürger, Unternehmen und Organisationen besitzen, Bauen, Wohnen, Arbeit, Produktion, Freizeit und Mobilität nachhaltig zu gestalten und damit auch ehrgeizige Klimaschutzziele zu erreichen. Statt resigniert auf den großen Durchbruch auf nationaler und internationaler Ebene zu warten, gilt es für jeden Bürger, den Klimaschutz in die eigene Hand zu nehmen.

Themen:

Globaler und regionaler Klimawandel - in Vergangenheit und Zukunft (Prof. Dr. Schönwiese, J.W. Goethe-Universität)

The New Environmental Awareness in the United States: Successful Climate Protection at the Grassroots (John Morrill, Dept. of Environmental Services der Regierung von Arlington County, Virginia)

Programm und Anmeldeformular:

<http://german.frankfurt.usconsulate.gov/root/pdfs/earthday2008.pdf>

**4. Mai 2008, 10:30 - 18:30 Uhr**

**USA beim Baden-Württemberg Tag Ulm**

Münsterplatz/Hirschgasse, Ulm

Das US-Generalkonsulat Frankfurt und die vier baden-württembergischen Deutsch-Amerikanischen Institute präsentieren gemeinsam in Ulm nicht nur kompetente USA-Information, sondern auch jede Menge Unterhaltung und salziges Popcorn. Das US-Generalkonsulat beantwortet Visafragen und bietet Beratung zu Arbeit, Schule und Studium in den USA. In Ulm präsentieren sich an rund 60 Ständen Unternehmen, Verbände, Vereine und andere Institutionen aus dem ganzen Land mit einem spannenden Programm die Vielfalt und Leistungsfähigkeit Baden-Württembergs.

Weitere Informationen: [http://www.heimattage-ulm.de/index.php?option=com\\_content&task=blogcategory&id=30&Itemid=52](http://www.heimattage-ulm.de/index.php?option=com_content&task=blogcategory&id=30&Itemid=52)

**16. Mai 2008, 19:30 Uhr**

**Lesung: Annie Proulx liest aus ihrem neuen Werk „Fine Just the Way It Is“**

Zentralbibliothek Frankfurt (mit US-Generalkonsulat Frankfurt). Hasengasse 4, Frankfurt.

Eintritt frei

Annie Proulx wird mehrere Geschichten präsentieren, sowohl kurze, recht komische ("I've Always Loved this Place") und längere, ernsthafte ("Tits-Up in a Ditch" or "Family Man") Annie Proulx, häufig als Chronistin des amerikanischen Provinzlebens bezeichnet, wurde 1935 in Connecticut geboren. Sie arbeitete u. a. als Journalistin, bis sie 1988 ihr erstes Buch veröffentlichte. Für ihre Romane und Erzählungen wurde sie mit allen wichtigen Literaturpreisen Amerikas ausgezeichnet. 1994 erhielt sie den Pulitzerpreis für ihren Roman „Schiffsmeldungen“. Annie Proulx ist Autorin der Erzählung „Brokeback Mountain“. Die Verfilmung erhielt 2006 vier Golden Globes und drei Oscars. Die Lesung findet in englischer Sprache statt.

**Projektwettbewerb „Über Brücken - Überbrücken“**

[http://german.frankfurt.usconsulate.gov/root/pdfs/ausschreibung\\_luftbrueckenwettbewerb\\_neu.pdf](http://german.frankfurt.usconsulate.gov/root/pdfs/ausschreibung_luftbrueckenwettbewerb_neu.pdf)

Die Stadt Frankfurt am Main und das US-Generalkonsulat fördern im Rahmen des Programms Understanding die deutsch-amerikanische Freundschaft. Dies erfolgt in erster Linie durch die Vermittlung gegenseitigen kulturellen Verständnisses und der

Begegnung hier lebender US-Bürgerinnen und Bürger mit der sie umgebenden Nachbarschaft. Kernstück des Understanding Programms ist die Vergabe eines Preises für besonderes Engagement um die deutsch-amerikanische Freundschaft. In diesem ersten Jahr der Preisverleihung liegt der Schwerpunkt beim 60. Jahrestag der Luftbrücke.

Der 60. Jahrestag der Luftbrücke soll zum Anlass genommen werden, das historische Thema der Luftbrücke einem jungen Publikum zugänglich zu machen und eine Brücke für die deutsch-amerikanische Freundschaft in der heutigen Zeit zu schlagen. Angesichts der gesellschaftlichen Herausforderungen in einer globalisierten Welt, in der unterschiedliche Kulturen zusammentreffen und es gilt, die Zukunft gemeinsam zu gestalten, bietet der Jahrestag der Luftbrücke eine Gelegenheit, aus den Erfahrungen der Vergangenheit zu lernen und den Dialog zwischen Deutschen und Amerikanern zu intensivieren.

Unter dem Motto „Über Brücken - Überbrücken“ rufen die Stadt Frankfurt am Main und das US-Generalkonsulat in Kooperation mit der Fraport AG Frankfurter Schulen, amerikanische und internationale Schulen im Rhein-Main Gebiet, Institutionen und Vereine zu einem Projektwettbewerb auf. Denn „über Brücken“ des Miteinanders und des Verständnisses - den Säulen einer Freundschaft - kommen wir zueinander und können kulturelle Unterschiede „überbrücken“ - ganz im Sinne von Understanding.

Im Rahmen des diesjährigen Projektwettbewerbs geht es darum, in innovativer Form die Geschehnisse um die Luftbrücke besonders jungen Menschen mit dem Ziel nahe zu bringen, die Brücke der gemeinsamen Verantwortung weiterzubauen.

Projekte können bis Mittwoch, den 16. Mai an die folgenden Adressen eingereicht werden:

Anne Rückschloß, Stadt Frankfurt am Main - Dezernat Finanzen, Paulsplatz 9, 60311 Frankfurt am Main, Telefon (069) 212-35539, E-Mail [anne.rueckschloss@stadt-frankfurt.de](mailto:anne.rueckschloss@stadt-frankfurt.de)

oder

Dr. Kirsten Gerstner, US-Generalkonsulat - Presse- und Kulturabteilung, Gießener Straße 30, 60435 Frankfurt am Main, Tel: (069)-7535-8824, E-mail: [gerstnerk@state.gov](mailto:gerstnerk@state.gov)

Eingereicht werden müssen:

1. das Projekt an sich. Den innovativen Ideen sind hier keine Grenzen gesetzt. Projekte könnten sein: Ausstellung, Video, Lied, Poster, Postkarte, Bild, Skulptur.
2. eine Projektbeschreibung in deutscher und englischer Sprache (eine ausführliche Version in der Muttersprache und eine kürzere Zusammenfassung in der zweiten Sprache); darin enthalten sein muss eine Auflistung der Beteiligten (mindestens 2 Personen)

#### **Preise**

1. Preis: Reise nach Berlin mit zwei Übernachtungen und Programm (Bundestag, US-Botschaft, etc.)
- 2.- 4. Preis: Je 2000 Euro fuer die teilnehmende Schule/Klasse zur Verschönerung der Klassenräume, ein Klassenprojekt oder zur Anschaffung notwendiger Materialien.
5. Preis: Fahrt zur Gedenkstätte Point Alpha bei Fulda
- 6.- 7. Preis: Ganztägige Fraport Touren inklusive Rollfeld und vieles mehr.
8. Preis: Tickets für eine Show am English Theatre mit Backstage Tour

Kriterien für die Preisvergabe:

Wünschenswert ist die Zusammenarbeit von Deutschen und Amerikanern in der Projektgruppe



Anschauliche Vermittlung der gemeinsamen Verantwortung (gerade in schwierigen Zeiten)  
(symbolische) Darstellung der historischen Geschehnisse um die Luftbrücke bzw. ihrer Konsequenzen  
(symbolische) Verbindung der Situation damals und der aktuellen Situation  
Nachhaltigkeitspotenzial der Projektidee  
Der Wettbewerb steht unter der Schirmherrschaft von US-Generalkonsulin Jo Ellen Powell und Stadtkämmerer Uwe Becker. Die Auswahl der besten Beiträge obliegt einer hochkarätig besetzten Jury. Die besten Projekte werden im Rahmen der Feierlichkeiten der Fraport AG am Luftbrückendenkmal am 30. Juni 2008 ausgezeichnet und präsentiert.

**NOTE:** Library Info Alert is available to subscribers only. You may contact us through e-mail to order the requested material. Full text of articles will be sent to you as soon as possible.

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