

## Search Newsletter

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### News You Can Use Survey on *Search* Extended

The responses to the System Reference Center's survey on *Search* are informative, but too few for us to make decisions. Since we need to know your answers to the two questions below, the survey will be extended to July 31.

- Does *Search* help you in your job?
- What should we do differently?

Please tell us your answers via [Search's Zoomerang survey](#). We'll summarize the results for you in a subsequent issue of *Search*.

### Researchers for You

In this next fiscal year, you may notice that your second-level reference questions may be answered by our contract researchers in Southern California in addition to the team headed by Joe Cochrane in Santa Rosa. We will not, and cannot, profile questions to select which researchers best answer a particular question. Angel Kao will be alternating research questions between the two groups. If you have any comments about this arrangement, please contact Gail McPartland - [mcpartland - AT - plsinfo - dot - org](mailto:mcpartland-AT-plsinfo-dot-org). We also appreciate your evaluations of any answers you receive.

## State Library Initiatives

The State Librarian, Susan Hildreth, in her June 19 webcast, updated us on the statewide reference model project, online homework help, Early Learning with Families (ELF), kits for PBS' The War, and more. You can watch the webcast or download her presentation in a PowerPoint, PDF, or Word file at [Infopeople's webcast link](#). The Word document has live links to all the sites mentioned in the webcast, compressing a one-hour webcast into about 10 minutes of your time.

## Gale's Librereo Contest Launches Monday, July 16, 2007

If you missed entering or winning Thomson Gale's "I Love My Library!" video contest, you have a second chance. Details are on [Gale's Librereo site](#). To see all the videos, go to the [Librereo site on YouTube](#). For more on National Library Week contest with a link to a [local submission](#) and to view library videos found with other search terms, see this month's webliography, [Libraries on YouTube](#).

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## Reference Picks and Pans

### Reference Book Review from a Reader

Annemarie Meyer, Head of Reference at the [Alameda Free Library](#) and pioneer guest columnist, leads off an occasional guest review series. When answering our invitation to write a reference review for *Search*, Annemarie volunteered, saying that writing reviews helps her to maintain her professional analytic and writing skills. Below is Annemarie's review. If you would like to write a review for *Search*, please contact [Mary Beth Train](#). (Thank you, Annemarie!)

*Origin of Everyday Things* by Johnny Acton. 978-1-40274-302-3  
I had hoped to write a glowing review of a book that promised fun and useful information for trivia buffs. Unfortunately, the book that contains this quirky piece of information on the origin of pretzels as "[t]he treat that nearly finished off George W. Bush..." (pg. 196), falls far below par when objectively reviewed as an information reference source. The only entry for "X" is x-ray—what will those curious minds who want to know about the origin of Xanax do (Prozac is listed under "p" after all)? This work contains neither a table of contents nor an index. *Origin of Everyday Things* doesn't live up to its hype as a credible information seeking tool.

## Libraries on YouTube

Libraries are posting videos on YouTube to offer virtual library tours or explain how to use the library's resources for research.

The [Texas State Library's](#) TexShare video is a comedy featuring the depth and breadth of the offerings of the library's [Database Program](#). The [outreach page](#) for the Database Program has not only has links to the video and screensavers by Proquest, but a screensaver from EBSCO. Proquest's video maker, "[timproquest](#)". has posted several database and searching videos on YouTube.

The [Williams College Library](#) videos by [Nick Baker](#) spoofs popular entertainment. The Otis video is formal and serious. When [Redwood City](#), [Montalvo Arts Center](#), and Mission College teamed up for a Big Read in March, the college's New Media Center students created an [animated web site](#).

Does your library have a video or screencast on YouTube, your library's web site, or elsewhere on the Internet? Would your library be able to have a college media student intern prepare a video or screencast?

We have posted some member libraries' videos on the System Reference Center's web site. If your library's screencast isn't among them, please [email Mary Beth Train](#) to get your library's video posted.

*Note:* TRT = Total Running Time

### **Library Videos with a Light Touch**

- [Williams College Library - Library Mystery Tour - 2006](#) The library's first welcome video spoofs old movies, TV ads and game shows. TRT 02:09
- [Williams College Library - The L-Team - Introduction to Reference Librarians - 2007](#) Spoofs action movies. TRT 01:48
- [University of South Florida Tampa Campus Library](#) - Though in need of editing for content and length, the videos about the Tampa Campus Library by David Ariew, age 21, are funny and informative, especially [Databases!](#)
- [Databases!](#) - Story format starring Richard Sly, The Library Guy, a superhero who solves a student's research problems. Comedy with solid information about searching online databases. TRT 06:32
- [The Chronicles of Libraria](#) - An appreciation of Tampa Campus's librarians. Two reluctant patrons get help from the The Library Guy after agonizing for the first half of the video. TRT 05:22
- [Youtube, Librarians, and Me](#) - David details his Tampa video project. TRT 08:33

### **Research Library Videos**

- [Otis Teaching Learning Center](#) - Introduces library staff, with testimonials from faculty and students about the library's many services, from [Otis College of Art and Design](#), Los Angeles. TRT 04:24
- [DePauw University Library](#) - The reference department has produced [two](#)

[videos](#) on [finding primary sources](#) in the library's catalog and [searching LexisNexis](#).

## Consortia and Public Library Videos

- [TexShare Databases - Library Databases](#) - Encourages you to find an array of articles on almost any question in the comfort of your own home, courtesy of your library. Versions for public and academic libraries. TRT 02:25

Searches on YouTube with the terms "library", "@" and a month and year brings up these Kentucky public libraries.

- [McCracken County Library, Kentucky](#) The library's television branch, [MCLIB-TV](#), using the YouTube screen name, [circulating](#), has posted 575 videos. With grant funding, the library purchased equipment and now the staffers also create, produce, and host programming on the a local cable TV channel. Videos cover library events and services, including a feature of monthly happenings @ the library, e.g. [December 2006](#).

McCracken County Library also has a blog, [checking out and checking in](#). You can read about its YouTube outreach and the recognition it has received in a [post](#) by "[circulating](#)" on June 6, 2007.


- [Kenton County Public Library](#) also produces its show, [Off the Shelf](#), on YouTube. Like McCracken County Library, Kenton showcases its events and services.

## Gale Library Video Contest Videos on YouTube

More than 175 public, school and academic libraries submitted videos for the "I Love My Library!" video contest which kicked off on April 15 during National Library Week. The contest was part of the launch of Thomson Gale's **librereo** ([www.gale.com/librereo](http://www.gale.com/librereo)), "an online community for libraries and the people who love them" according to the [press release](#).

SVLS member library, [Santa Clara City Library](#), submitted a [spooof on a Mac/PC commercial](#) (TRT 01:54). The Mac is played by Erin Ulrich, Library Program Coordinator-Youth Services. The PC is played by black-suited Justin Wasterlain, Circulation LAII. Hilda Lopez-Ayala, Mission Library LAII, is the Spanish-speaking patron.

The winner, [Library Code](#) (TRT 01:59), by [Dozier Middle School](#) and the [Main Street Library](#), was announced at ALA on June 24. Winning was a tremendous achievement for the school-public library project, for nearly 40% of the school's students are "economically disadvantaged," and the school struggles with [low test](#)

[scores](#) . In an [article](#) in the local paper reporting on the school's prize, the reporter describes how the school's video program has resulted in improved student behavior.

You can see all the "I Love My Library!" video contest entries on ["librario's" page on YouTube](#).

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## Questions and Answers

### Quarterly and Yearly Statistics

In answer to requests, here are the statistics on the number of second-level questions received from each system last quarter, with some numbers for comparison. Whenever you have difficulty finding the answer to a question, consider sending that question to the [System Reference Center](#). Our researchers may have more time and resources, or perhaps a different strategy. Contact [Mary Beth Train](#) whenever you and your supervisor are uncertain if sending the question on would be appropriate or to learn more about sending in questions.

System	Q4 2006-07	Q4 2005-06	FY 2006-07	FY 2005-06
BALIS	40	68	268	260
MOBAC	15	26	62	75
PLS	23	32	144	125
SVLS	87	82	332	626
Totals	165	208	806	1086

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## News from our Members

### SJPL's Blogs and Wikis

San Jose Public Library staff members' completion of the [Learning 2.0 "23 Things"](#) inspired the creation of many blogs and wikis for staff training and news. Here a selection from the several that Joan Bowlby, SJPL's Manager, Reference and Web Services, sent to *Search*.

- [CSI San Jose: Collection Selection Information](#) - Joanne Crowthers, Elise Tavells, and Jeanne Nix post to their blog about twice a month. Notice the Collection Development links both on the staff Intranet and open Internet.
- [Ned's Notes](#) - Monthly posts by Ned Himmel, the Assistant Director, started May 2007.
- [sjl-ebooks](#) - ebook wiki by Brian Fowler. Database Librarian. Brian includes articles, annotated links to news and commentary, training information for staff and public on e-books, FAQ's, and statistics with monthly and moving-average trends. Moving-average trends, which even out monthly usage spikes and troughs, are useful for longer term collection management.
- Almaden Branch [blog](#) and opening day photos on [flickr](#) - Maintained by Mana Tominaga, Ed "oboes rule" Koetitz, and Barbara "Peanut" Gilbert. Mana posts library and neighborhood news about every other day.

### **Palo Alto City Library's eNewsletter and eBook training**

Palo Alto City Library is repeating its popular e-book classes. As part of its publicity for the June eBook classes, the library's [May/June issue](#)  of its bi-monthly newsletter, [Hot Off the Shelf](#), is about the library's ebooks, featuring how to get a list of them and how to download them. The library's Kathy Shields has been writing and publishing the library's e-newsletter, [Hot off the Shelf](#), for a year. The [July/August issue](#)  is about personal finance.

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If your library has some interesting statistics or sends out press releases, please share them with your staff, post them on committee listservs, and send them to [Mary Beth Train](#). One good idea begets another!

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### **BALIS/PLS/SVLS System Reference Center**

[www.systemref.org](http://www.systemref.org)

- For libraries to submit an article for *Search* or a suggestion, email Mary Beth Train at train-AT-plsinfo- DOT - org.
- Find *Search* archives at [Search Newsletters](#).

- We're part of the Library!
  - [Bay Area Library and information System\(BALIS\)](#)
  - [Peninsula Library System\(PLS\)](#)
  - [Silicon Valley Library System \(SVLS\)](#)
  - [Monterey Bay Area Cooperative Library System \(MOBAC\)](#)
- To send a Second Level reference request:
  - [Web form](#)
  - Email us at info -AT-plsinfo- DOT -org
  - Fax: (650) 349-5089 or (800) 505-5583
  - Phone: (650) 349-5538 or (800) 644-6244

#### Who we are:

- |                     |   |
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| • Linda Crowe -     | Executive Director,<br>BALIS/MOBAC/PLS/SVLS           |
| • Gail McPartland - | Assistant Director, Services,<br>BALIS/MOBAC/PLS/SVLS |
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