

## Search Newsletter

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### News You Can Use

#### Free2 Vote

The Free2 Vote campaign materials are now on the Free2 intranet just in time for the November election. Contact your library's Free2 representative for more information.

As part of the Free2 campaign, on August 26, 2008, Michael Krasny interviewed Jane Light, San Jose Public Library director; Al Escoffier, Burlingame Public Library director; Jim Rettig, ALA President; and Martin Gomez, Urban Libraries Council president, on his *Future of Libraries* forum on KQED. [Podcast](#)

#### More Seekers for Health Care Information

Recently published studies report a significant increase in health care information seekers from the numbers in earlier studies.

- Center for Studying Health System Change (HSC): 56% [Details](#)
- Pew Internet & American Life Project: 75% - 80% [Report](#)

In view of these findings, Califa is offering a trial of *Natural Standard*, a decision support tool for the safety and efficacy of herbs, supplements, and complementary medical practices. The trial ends September 30. Details are in the Califa blog entry for [August 29](#)

- [About Us](#)

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### **DIVA Night - September 30 - Kepler's Menlo Park**

Led by Children's Book Buyer, Antonia Squire, representatives from the major publishers will share their top picks, offer sneak-peaks of new youth literature, and raffle bagsfull of books and advance copies. [www.keplers.com](http://www.keplers.com)

### **CLA 2008 Conference - "Leading the Way" - November 14-17, 2008 - San Jose.**

[Details](#)

### **Picturing America - NEH/ALA Book Grants**

The 6th Annual We the People Bookshelf grant applications for art books on the theme, *Picturing America*, are now being accepted through January 30, 2009. [Details](#)

### **Website Additions**

- [Elections](#) - Lobby connections, pros and cons of hot-button issues \_
- [Patrons & Services](#) - Non-tax revenue survey report

### **Events and Training**

#### **Gale InfoTrac+ - Free Annual Update Training with Kurt Stovall**

- Santa Cruz, Tuesday 9/23 - 9:30-12:30 - [Register](#)
- Berkeley, Tuesday 10/7 - 9:30-12:30 - [Register](#)

### **The Future of Libraries (4.0): Effective Marketing & Outreach in an Onsite-Online World - September 24, 2008 - San Francisco**

The keynote speaker is [Christie Koontz](#), founder of [GeoLib](#) and columnist for *Marketing Library Services*. This is the fourth annual *Future of Libraries* workshop sponsored by the Library Staff Development Committee of the Greater Bay Area.

San Francisco Public Library, [Main Library](#) - Koret Auditorium [Directions to Main Library](#) [Main Library Floor Plan](#)  [Parking](#)

Wednesday September 24, 2008 - 9:30 am - 5:00 pm

Cost: \$40 advance registration [Details & registration](#)

### **Readers Advisory for Teens - Thursday, October 23, 2008 - San Leandro**

[Joni Richards Bodart](#), PhD, aka "The Guru of Booktalking" and author of [Radical Reads: 101 YA Novels on the Edge](#), and [The Booktalker](#), will present tools needed for quality teens' readers' advisory.

[San Leandro Public Library](#) - 300 Estudillo Avenue, 94577

9:30 a.m.-12:30 p.m. Registration begins at 9 a.m.

Cost: \$ 20.00 advance registration. \$25.00 at the door

[Details & Registration](#) 

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## **OCLC Western's Trainings - September - October, 2008 - San Mateo and San Francisco**

Local training locations and schedule:

OCLC Office, San Mateo, 777 Mariners Island Boulevard, Suite 550, 94404

San Francisco Public Library, [Main Library](#) - 6th Floor computer lab

[Directions to Main Library](#) [Main Library Floor Plan](#)  [Parking](#)

### [Managing Archival Collections: An Introduction](#)

Thursday, September 25, 2008 (Registration Deadline: 9/22/08)

9:00 am-4:00 pm - San Mateo

### [Streaming Audio and SMIL for Oral Histories](#)

Friday, September 26, 2008 (Registration Deadline: 9/23/08)

9:00 am-4:00 pm - San Mateo

### [Local Holdings Foundations](#)

Monday, September 29, 2008 (Registration Deadline: 9/22/08)

1:00 pm-4:00 pm - San Francisco

### [Local Holdings Maintenance](#)

Tuesday, September 30, 2008 (Registration Deadline: 9/23/08)

9:00 am-4:00 pm - San Francisco

### [MARC 21 in Your Library](#)

October 27, 2008 (Registration Deadline: 9/29/08)

9:00 am-4:00 pm - San Mateo

### [Just for Copy Cats](#)

October 28-29, 2008 (Registration Deadline: 9/30/08)

9:00 am-4:00 pm - San Mateo

OCLC Western offers even more trainings in a WebEx format. [Complete schedule.](#)

## **Eureka Leadership Training - September - June**

Although the first of this series of workshops has passed, you may still sign up for offerings taking place during 2008-2009. [Description and workshop schedule.](#)

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## **Reference Picks**

### **Mashup the Library - CARL IT North Workshop - July 28, 2008**

The workshop presented trends in social networking and demonstrated tools and applications to bring together data visualization tools, e.g. statistics overlaid on a map, and applications to bring together information from internal library databases and Internet sites to make dynamic, informative, and interactive websites.

[Highlights from the CARL NIT Blog](#)

[Speakers' presentations](#)

[LibGuides](#) examples: [Elections](#) - [Gardening](#) - [Reading Campaign](#)

### **LIS Wire - Website for News by and for Libraries**

[LIS Wire](#) collects press releases from libraries, library vendors, and associations, with an RSS feed available, for example the [ALA announcement of its technology survey of public libraries](#). To post your library's press releases, sign up for a free account.

### **"Online Life" - Reports Applicable to Libraries**

[Libraries Connect Communities: Public Library Funding and Technology Access Study](#)

Published by The ALA Office for Research & Statistics and the Information Institute at Florida State University, key findings report a 30+% growth in online services and that libraries are relying more on non-tax funding. [Overview](#)

Survey data for an updated report is being collected until November 7. [Survey form](#)

[Pew Internet and American Life: Teens, Video Games and Civics](#) Game playing is universal and social, and experiences are diverse, with statistics for your teen program planning and funding applications.

### **StickK - Enlist Supporters to Help You Make Commitments**

Based on research at Yale, StickK offers a way for people to announce their goals and for supporters to watch and encourage them. Some examples: post 3 blog entries in a week, finish a book in time for a book group discussion, have an online tutor review your essay before turning it in. [StickK.com](#)

### **News from Our Members**

#### **Community and Big Reads**


- [Pleasanton](#) - *Great Gatsby*, by F. Scott Fitzgerald - [Details](#)


- [Peninsula Library System](#) - *What is What*, by Dave Eggers - [Details](#)

- [San Francisco Public Library](#) - *West of Kabul, East of New York: An Afghan American Story* by Tamim Ansary - [Details](#)

### **Library Openings, Upgrades and Funding Measures**

San Jose Public Library


- [Pearl Avenue](#) - August 2, 2008 - [Press release](#) 

- [Willow Glen](#) - August 23, 2008 - [Press release](#) 

[San Mateo County](#) - [Portola Valley](#) - September 15, 2008 "Soft" opening

[Redwood City Public Library](#) - [Redwood Shores](#) - September 6, 2008

## [Palo Alto City Library - Bond Issue](#) November 2008


In June 2008, measures which would benefit these libraries passed: Alameda and Santa Cruz Counties, and Orinda in Contra Costa County, as well as those for these libraries' jurisdictions: San Benito County and Pacific Grove. The [report](#)  is published in the [California League of Cities' California Local Government Finance Almanac](#), a well-organized primer on state and local finance, very informative for election programming and webliographies.

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

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

- For libraries to submit an article or a suggestion for *Search*, 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
- [System Reference Center Flyer](#)  Use for staff orientation and training.

**Who we are:**

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