



INTERCOM

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DISTRICT OF COLUMBIA LIBRARY ASSOCIATION

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District of Columbia Library Association

Established in 1894

*Serving Washington, DC
Area Libraries and
Librarians for 113 years*

DCLA is a chapter of ALA

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Thank you for a Capital Year! By President Elaine Cline

It has been a pleasure and an honor to serve as the President of DCLA this past year. I want to thank you for the opportunity to lead an organization of such interesting and dedicated librarians and library supporters. It has, indeed, been a capital year.

The year officially began with our annual Fall Reception when we welcomed our new members such as Ginnie Cooper, the new chief librarian at the D.C. Public Library. The year that followed was filled with an interesting mix of programs, tours, events, and advocacy. Interest Groups held programs focusing on many topics of interest to our members, including a series of programs dealing with practical workplace issues. Members toured several local libraries and cultural organizations highlighted by a visit to the "Book as Art" exhibit at the National Museum for Women in the Arts. DCLA participated in the Joint Spring Workshop in April and partnered with ALA to host another successful National Library Legislative Day in May.

I want to thank everyone who gave their valuable time and talents to make this year so successful. I would particularly like to thank Barbara Folensbee for her extraordinary leadership as vice president, especially in the area of program planning.

Intercom

Back issues are on our website.

*DCLA's Archives
Are located in the
Washingtoniana Division
of the
Martin Luther King, Jr.
Library*

The year ended with the annual Spring Banquet which featured Alan Davidson, head of U.S. public policy for Google. Mr. Davidson's lively presentation spotlighted both the synergy and the tension between electronic information vendors and librarians. It is, perhaps, a sign of our changing times that our annual speaker was from the world of the byte rather than the world of the book.

The Spring Banquet also provided an opportunity to highlight the exceptional contributions of DCLA members. Noel Rutherford was honored with the Distinguished Service Award for her significant efforts on behalf of DCLA. The Ainsworth Rand Spofford Award, which recognizes contributions to the development or improvement of library and information services, was awarded to Martha Hale, the retiring dean of the Catholic University School of Library and Information Science. The DCLA Board also authorized a "rookie of the year award" for DCLA new member and webmaster Anne Osterman who redesigned the DCLA website and led a team to submit an exciting grant proposal to the Institute of Museums and Library Services. The Board also named Fran Buckley as an Honorary Member of DCLA. Fran joins only thirteen other people who have been given this award.

July-August Issue
Deadline: TBA on Listserv
Send electronic submissions
to:
Barbara Conaty
bcon9876@gmail.com

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DCLA Awards Roundup by Peggy Flynn, Chair, DCLA Awards Chair

Ainsworth Rand Spofford President's Award

Dr. Martha L. Hale's outstanding achievements and contributions as a leader in the field of library education include positions as Dean of the School of Library and Information Management at Emporia State University, Kansas and Dean of Catholic University's School of Library and Information Science. She created a community analysis model for public library planning; distributed a MLS program via distance education to more than 500 students in 6 states; served on the Mayor's Commission on the Future of the District of Columbia Public Library and is a juror for the 2006-2007 ALA sponsored Diversity Research Grant.



From Left: Dr. Martha Hale, Chair Peggy Flynn, DCLA President Elaine Cline

Distinguished Service Award

Noel Rutherford has served DCLA in numerous positions with great distinction. She has been Membership Secretary, modernized the newsletter *Intercom* as the Editor, organized and carried out the Strategic Plan for DCLA, served as Vice President, President, and Past President...all of which have specific duties; and chaired the Nominating Committee this past year.



Noel Rutherford & Kathryn Ray, Immediate Past President



Anne Osterman with Elaine

Certificate of Appreciation

Anne Osterman has made extraordinary contributions as a first year member of DCLA. She has served as the Webmaster and ListServ moderator and was the moving force behind the IMLS grant application.

President's Column Continued from Page 1

As you know the DCLA *Intercom* went digital on a new publication schedule this year. While most members elect to receive their newsletter electronically, they can still opt to receive a print copy. Next membership year, the newsletter will have a new name: **The Capital Librarian: the Newsletter of DCLA**. The new name was a combination of two suggestions – one from the *Intercom* editor Barbara Conaty and from Sara Schoo who championed the simplicity of calling a newsletter a newsletter.

Google Originated from a Typo* in a Garage

Alan Davidson, whose resume includes a variety of public policy settings, is now the public policy counsel for Google. Noting that finding things is the most important goal for the Google enterprise, he revealed that the average year of birth of new hires at Google is 1982, a year when memory, speed, and storage of computing were minuscule compared to today's robust, vast, and relatively inexpensive systems.

Briefly reviewing the history of the phenomenal rise of Google from a dorm room experiment to a garage business and on to today's behemoth company, Davidson added that the challenge of making money while helping users "find their stuff" motivated the founders. Indeed, the "democratization in advertising is going on – a few hundred bucks gets you an ad campaign" so that even very small businesses can attract customers. Google sent out \$3 billion worth of checks to advertisers who attracted clicks to their sites – large operations like the New York Times as well as small business outfits.

But there are important caveats. Davidson's wife, for example, thinks that "Google is evil" in its effect on the research universe of graduate students. In her work as a professor at a local university she sees reliance on Google for research to be a major threat to scholarly endeavors.

Another example of Google's limitations is access to government content. National Institutes of Health provides access to its reports on its website but these reports do not emerge as part of a Google search. Even though the content is online, the search engines are not able to identify and retrieve the material for the user.



Davidson said Google's "moon shot" is the project aimed at the digitization of books in major university research libraries among them Harvard, Oxford, and the University of Michigan. While this project has inspired lawsuits from authors and others concerned about intellectual rights protection, Google views this as a successful effort to bring masses of off-line material into the online environment. Moreover, tools like links to holdings in libraries, snippets of books protected by valid copyrights, and links to booksellers, are shown to increase the usefulness of materials otherwise buried in stacks.

Another very fast-growing element in Google is videos. Through the remarkable popularity of YouTube (now owned by Google) where 100,000 new videos are posted daily, public discourse is being transformed. For example, 17 of the 18 presidential candidates have already used YouTube to reach their potential voters and supporters.

Geographical information in the form of Google Earth and Google Maps has brought remote points to the desktop and surprising new applications generated by users. "We let people build things on top of it", said Davidson referring to the mash-ups that integrate maps with other forms of data. Privacy is a concern as views from satellites can feel invasive to individuals and institutions for whom privacy is a priority. As long as the commercial satellites are allowed to collect and beam these images, Google is committed to making them available according to industry norms, said Davidson.

Google Trends is a way for users to track what is getting searched. It is a useful way to identify, for example, the 100 fastest growing search terms. Cloud computing is another way to sample the searching universe and determine patterns and trends.

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Davidson Continued from Previous Page

As counsel for public policy, Davidson monitors issues ranging from free expression, blocking by governments worldwide, illegal content, fair use, protection of users, open access, net neutrality, serving the long tail, and broadband policy. For example, in a reversal of 100 years of telecom law, telephone and cable companies are now espousing discriminatory policies based on the source of the content of communication. In contrast to their historical record, these firms now want to be gatekeepers and regulate content. The Internet emerged, by and large, as an unlimited medium and currently seeks gatekeeping only within areas that might harm minors, victimize users, and other illegal activities.

* Googol is a cardinal number equivalent to ten raised to the power of 100 – originated in the 1940’s when mathematician Ed Kasner asked his nephew to come up with a term to describe this cardinal number.

Student Financial Assistance Award Winners

The winners of DCLA’s Ruth Fine student financial aid awards were announced by committee chair Shirley Loo and introduced by committee members Sue Uebelacker and Jean Craigswell.

Andres Ciriello, Cameron Gowan, and Yujung Park are all currently students at local LIS schools and are already working at area libraries as well.



Hale Hails DCLA !

Dean Martha L. Hale, CUA, SLIS, writes, " I am very grateful to you for the Ainsworth Rand Spofford President’s Award. As I read the names of previous recipients I feel honored to be included in this group. I laughed when I didn’t know one of the people and thought that in 10 years someone can look at the list and wonder who I was! Dinner was delicious and conversation interesting, as always at DCLA. I appreciate what the organization means to so many DC librarians and students. Best wishes for another great year—what a wonderful group of leaders you are!"

Annual DCLA Banquet Sums Up an Active Year

In the festive and garden-like setting of the ballroom at the Embassy Suites Hotel, DCLA welcomed its new officers, admired its award winners, encouraged its scholarship winners, and lamented the departure of key library leaders. Guest speaker Alan Davidson, senior policy counsel for Google, energized the group with a quick review of computing in 1982 and contrasted it with the powerful and ubiquitous computing of today. His remarks are summarized elsewhere in this issue.

Incoming officers were introduced by Nominating Committee chair Noel Rutherford.

M-J Oboroceanu – vice-president, president-elect

Eric White - secretary

Colleen Semiteköl – membership secretary

Jane Sessa – ALA chapter councilor

Pat Pasqual – Director



Barbara Folensbee Incoming DCLA President



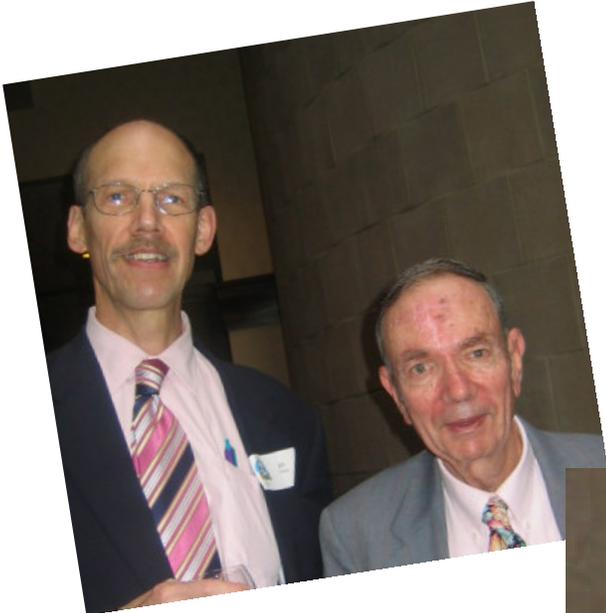
M-J Oboroceanu Incoming VP, President-elect

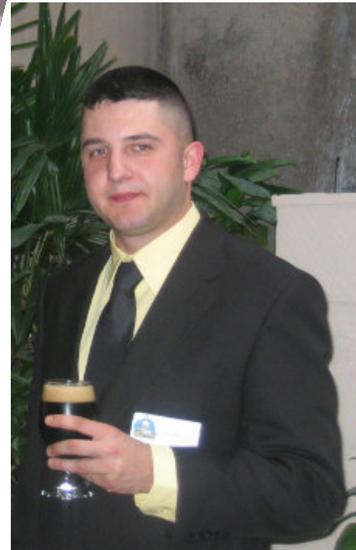


Colleen Semiteköl,
Incoming Membership Secretary

Colleen Semiteköl writes, “I hope as the new secretary to continue encouraging the participation of paraprofessionals in all levels of DCLA. My goal is to promote DCLA as a necessary and beneficial avenue for all staff, at all levels and libraries, to promote continual professional development, and advocate for more governmental and city funding for libraries.”

DCLA Banquet Memories 2007





Joint Spring Workshop Peers into the Future By Eileen Deegan

On April 12, more than 150 information professionals attended the 2007 Joint Spring Workshop (JSW) and heard *Envisioning the Future: What Will Your Library Look Like in 5, 10, or 20 years?*, with futurist Andy Hines, director of consulting „Social Technologies, and editor of *Thinking about the Future*. Roberta Shaffer, FLICC/FEDLINK, Harry Henry, Outsell Inc., and Gary Price, Ask.com, were on the day-long program at the Mumford Room, Library of Congress. The JSW is jointly sponsored by 2007 lead association LLSDC , DCLA, DC/SLA, and FLICC, and began with a welcome from 2007 JSW Chair Kate Martin.



Eileen Deegan

Andy Hines said that librarians are living through one of the biggest changes since the founding of the Alexandria Library. He outlined the futurist approach to understanding change and to constructing future scenarios. He pointed out various areas where librarians would benefit by looking at issues from a futurist’s framework. For example, researchers have found that postmodern values such as the maximization of individual autonomy and choice are growing more prevalent in affluent countries. Librarians, he said, need to decide how this values’ trend impacts what services are delivered. Librarians should be attuned to significant socio-cultural trends so that information services and products meet clients’ demand for co-creation, personalization, simplicity, diversity, time-savings, and transparency.

Andy recommended that librarians use the “futures wheel”. He explained that this tool would help envision how a particular problem or development will impact the library’s individual staff members, parent organization, and industry. The audience got a chance to try out the futures wheel for 30 minutes as all participants were put into 10 groups and asked to select a primary challenge, map out the challenge’s implications, and determine what critical actions were needed. A spokesperson briefed the audience about the challenges which included completely digitizing the library, maintaining librarians’ relevance to their stakeholders; and providing clients with personalized and direct access to information resources.

Roberta Shaffer noted technology’s potential for transforming such fields as human health and reproduction, food production, warfare, book publishing, and information preservation. Of particular interest to information professionals, she said, is futurist William Crossman’s prediction that by 2025, Voice In / Voice Out (VIVO) talking computers will displace written language and reading. In such a world, cultivating critical thinking, creativity, and computer skills will be crucial to one’s success.

In discussing future library professionals and patrons, Roberta compared four U.S. demographic groups: Boomers (1946 – 1964) are passionate about information and civil liberties, and are socially and politically liberal. Librarianship is often a boomer’s second career choice, and is a predominantly female profession within this group.

X-ers (1964 – 1982) are committed to equal opportunity and freedom of information, and are socially and politically diverse. X-er librarians often have multiple advanced degrees, and share their expertise – but don’t like teams.

M-Gen (1982 – 2000) love technology. Both M-Gen men and women enter the information profession as their first career choice. M-Gen are competitive, inquisitive multi-taskers. They are politically divided, and citizens of the world.

Zen-Gen (2000 – 2018) will be adept working with machine-to-machine communication and ubiquitous technology. They are the first Americans who are likely to *leave* the U.S. for economic opportunity.

Harry Henry remarked that publishers think “18 months, *not* five years, down the road.” He reported that in the information industry picture, the fastest growing sector is Search, Aggregation & Syndication whose dominant players are Google, Yahoo, and MSN. By contrast, the News Providers & Publishers sector has the smallest growth rate in the industry.

In the next two-to-three years, Harry said, every content provider will become a “solution provider,” who will be more market-centric than product-centric. As a result, more publishers will get scooped up by bigger players. Harry predicted that “Publishers you deal with today are not necessarily the publishers you’ll see tomorrow.”

Among Harry’s most surprising points was that users spend more time on information tasks yet their Internet or intranet searches are failing 31% of the time. This indicates that the information industry is not yet delivering a satisfactory experience to users. Harry’s presentation was based on an Outsell publication entitled *Information Industry Outlook: FutureFacts 2007*.

JSW’s final presenter was Gary Price who illustrated technology trends by spotlighting dozens of free or low-cost e-tools and reference resources. Gary has developed and edits two widely-read free products – *ResourceShelf* and *DocuTicker*.

Gary noted that his presentation software was a free, Web-based tool called Zoho. Other selected tools he highlighted included:

- ✦ Exalead is a search engine with a customizable home page and smart bookmarks;
 - ✦ MSN’s Live Search offers both bird’s-eye images and maps;
 - ✦ Farecast answers, “Should you buy your ticket now or wait?;
 - ✦ Pandora searches music metadata and fits your preferences;
 - ✦ Citizendium is a wiki project to create a free, enormous, reliable encyclopedia;
- Intute selects websites for education and research as created by UK universities.

Gary emphasized librarians’ ongoing need to be aware of technology trends, and serve as the information “go to” person. “If we don’t speak” for ourselves, he asserted, “no one else is going to do it for us.” In accord with JSW’s earlier speakers, Gary underscored the growing time crunch afflicting information consumers. Librarians, he said, need to persuade consumers that using authoritative library services and resources will save significant time.

Question-and-Answer Segment Moderated by LLSDC Past President Elizabeth LeDoux Produced More Insights

Which important item will disappear in five to ten years? Harry’s pick was the landline phone. Roberta predicted the loss of access to massive special collections as the technology to use them become unavailable. She recommended Katie Hafner’s story in the *New York Times* about this looming preservation and research crisis, *History Digitized (and Abridged)*.

The outlook for having a daily newspaper delivered to DC-area homes struck Harry as likely though the paper would carry much more local news. Gary expected that for-fee, papers of record will continue though readers will utilize free, specialty news tools like Topix.com. He added that non-journalists will contribute to local coverage by using citizen journalism tools.

**Highlights from Special Libraries Association Conference
Climbing to New Heights – 98th annual conference
Denver, June 2007**

In a snazzy video with accolades from Lyle Minter, our own DCLA member **Sharon Lenius** was awarded the Thomson Scientific Award for her outstanding membership performance as a member of the DC chapter of SLA, the military section, and the government information division.

Al Gore, who was credited with earning 60,000 hits for the topic of global warming in April alone in the Lexis-Nexis database, was the keynote speaker kicking off the conference on June 3 at the Denver Convention Center. Members of the SRO audience were heard to comment, “Who knew the guy could be so funny?” in response to Gore’s personal anecdotes and quips. Speaking informally and without the teleprompter, Gore quickly swayed his audience by praising SLA executive director Janice LaChance for her work in the Office of Personnel Management in the Clinton-Gore administration.

Mentioning the threat to the EPA libraries and the spirited response of librarians to the loss of these resources, Gore said “The rebellion lives where you least expect it”. Emphasizing the enduring value of special librarians, he said, “Most organizations in a competitive environment understand that hiring information professionals is a strategic advantage in this world.”



Living Statue at SLA, Denver Convention Center

Specifically, Gore noted that information professionals are vital because of the volume of information. “When you are looking for a needle in a haystack, the last thing you need is more hay”, said Gore recalling a comment from an FBI agent looking for information linkages in the days after 9-11. Moreover, the pace of change in technology is rapid today. “I carried an M-16 and a pencil”, said Gore of his military service as a reporter and later as an investigative journalist. Twenty years ago when he began to examine the global warming threat, he made little headway until he learned that “humans have a low byte rate but high resolution – we see patterns, relationships, contexts” and so “showing the pictures” made it easier. In the nexus between the war in Iraq and global warming, Gore pointed out that both events share the characteristic of having tons of available information but the data were not presented in ways people could use.



Aztec Dancer at SLA, Denver Convention Center

“Today’s information ecosystem has changed dramatically and I am concerned about it”, said Gore. In the era when knowledge was disseminated by the printing press, there was a multi-way conversation and many people could contribute and share. The dominance of television changed this to a one-way flow that is controlled by a far smaller number of people. Internet is the new challenger to television and is making a huge difference. Gore encouraged the audience to “Please be deeply involved in information policy. Net Neutrality is crucial... When we get our information flows right then we’ll start making good decisions again”. In the exhibit hall earlier, Gore signed copies of his new book *Assault on reason*.

“Libraries Is Where I’m Happy” Says Veteran Librarian-Lobbyist



Bernadine E. Abbott-Hoduski

Bernadine E. Abbott-Hoduski, the 1994 recipient of DCLA’s Ainsworth Rand Spofford Award, shared many stories from her 21-year career on the staff of the Congressional Joint Committee on Printing with members of the Division on Government Information, a very new division of SLA. DCLA member Eileen Deegan is the incoming chair of this group currently led by Peggy Garvin.

Bernadine, whose book *Lobbying for Libraries and the Public’s Access to Government Information* was published in 2003, stated that “Access to government information is the bulwark of democracy in this country” and enables citizens to “hold our leaders accountable for their actions”. Her talk was peppered with advice about lobbying and representing your interests within large organization like the U.S. Congress and SLA:

The essence of lobbying is being a troublemaker
Go to all meal events and sit with people you don’t know
Go to all section meetings
“You’re lobbying even when you don’t know you’re lobbying”
Join a library friends group so you can appreciate the inside story
Imagine, when you speak for your cause, that you are speaking as a
children’s librarian – rarely will the person you are talking to
know anything about your subject
Know the money guys – so in the Congress, know the appropriations
staffers

There is no congressional committee that monitors federal libraries; the committees monitor the executive agencies that host the libraries. ALA, SLA, AALL, MLA should form an inter-association committee to monitor the situation at the federal level. “We need to be permanent friends,” advocates Bernadine who currently serves on the ALA Subcommittee on Federal Libraries.



Denver Public Library 2007

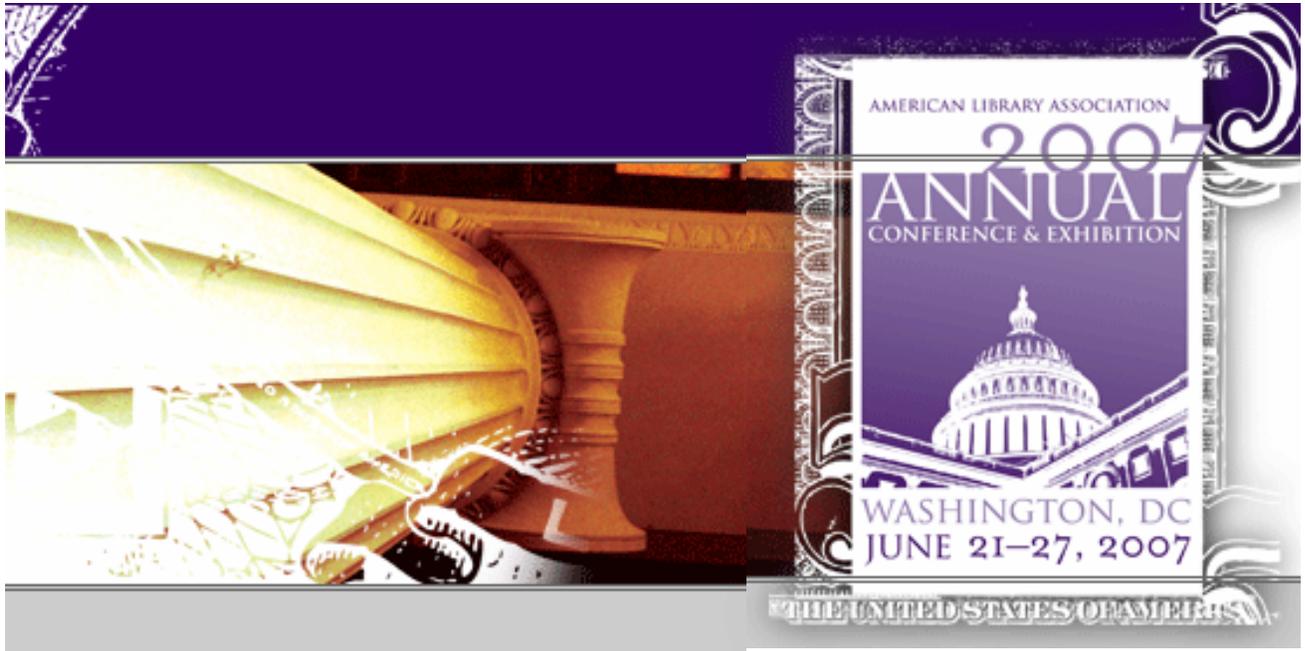
Mash-Ups and Remixes – Recipe for Success

Two presentations demonstrated how easily and fluidly independent websites can be hooked up to create a new source of integrated information.

MAPlight.org is a project funded by the Sunlight Foundation with the aim of illuminating the connections between money and power. Dan Newman explained that the project takes campaign contributions data from the Center for Responsive Politics and the voting records on bills in THOMAS to produce linkages that normally would take months of research to unearth. The site also produces pro and con information for the legislative bills. The Sunlight Foundation is about one year old and operates as a 501 (c) 3 organization. MAPLight has monitored California legislators for a year or so and has begun to monitor the U. S. Congress as of the most recent session. Check out these resources at www.Sunlightfoundation.com, www.theopenhouseproject.com, and www.MAPlight.org

At the National Geographic Society (NGS), Karen Huffman and her team see themselves as “change agents who work in the white spaces of the organization chart where no one else is working”. She is the manager for knowledge initiatives at NGS. On a shoestring budget and using Omniture for the web graphics and progammable-web.com for free API and other tools, the team has created or adapted features such as Earth Current, Bioblitz, and NGS Kids 2.0 to enhance the NGS website. Karen recommends that librarians create their own Google personal pages to get savvy with these easy web-enhancing tools.

American Library Association Annual Conference



<http://www.ala.org/ala/eventsandconferencesb/annual/2007a/home.htm>

*Final issue as
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*Coming this Fall...
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