



News & Clues

THE
HEARTLAND
REGION
of the Library of California

San Joaquin Valley Information Service

Spring 2007

From the Editor

Richard Mann



Welcome to the Latest Edition & to Fadia Doty

After a long hiatus, it is with great pleasure that we present this issue. The delay was caused chiefly by a lack of personnel at SJVIS. Mike Drake left us in July 2005 for a library management position in Tulare County. Now, however, with the welcome addition of Fadia Doty, Senior LA II, to our staff we are happy to produce this issue. More will definitely follow. Fadia is quite energetic, personable and intelligent without being overly serious. In fact, she has a terrific sense of humor. She has over five years of public library experience. All in all, the addition of Fadia to our staff has greatly increased our functionality. SJVIS has gone from being a one man band to a duo. Now we are better able to conduct the business of SJVIS. So, if you need the sheet music for a song you just can't locate or a patron wants to know the approximate value of a collectible he owns, get in touch with us.

One of our main functions is to handle complicated questions that the librarians in our Library System don't have either the time or resources to decisively answer. We recently fielded a tough question about **superstring theory**, a derivative of Quantum Physics and Quantum Mechanics. These are two extremely complex fields. Here we had the opportunity to meet the patron directly and he was quite satisfied with our answer. We got an "A" grade on that one! By the way, do you know what a **boson** is? How about **fermions**? A **graviton**? Do you see what I mean by complex and involved?

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XMAS IN THE VALLEY

The Central Branch of the Fresno County Library displayed a "Snowman Christmas" theme this year.



The Fresno Library Staff Association puts on many fundraising events throughout the year and purchases gifts for their branches with the proceeds. Putting on a great Christmas display at their Main branch every season with the help of the Circulation Dept. is another noteworthy tradition. ❀❀❀

National Library Workers Day

April 17, 2007

The Allied Professional Association of the American Library Association (ALA-APA) annually sponsors National Library Workers Day, which falls on the Tuesday of National Library Week. The purpose is to recognize all library workers, including librarians, support staff and others who make library service possible every day.

Excerpted from:

<<http://www.ala.org/ala/events/librarypromotion/librarypromotions.htm>>

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Editor: Richard Mann
San Joaquin Valley Information Service
2420 Mariposa Street, Fresno, CA 93721
Phone: (559) 488-3229 / Fax: (559) 488-2965

Change happens

Mary Ellen Tyckoson, Library Program Manager

Why "change happens?" Working as we do primarily with technology, change is a constant. It may be new software versions, new telecommunications services, new web services, new databases, or just new staff, but for SJVLS "same old, same old" means we're dancing as fast as we can, just trying to keep up.

So, three years have passed since the last issue of *News & Clues*. What has changed and what is ahead?

The Information Service is kept up and running these days through the dedication of Richard Mann and Fadia Doty. After years of vacancy, the Reference Center Coordinator position is gone and plans to create a full-time administrative librarian position for all of SJVLS are under discussion. More change is definitely in the cards for SJVIS, as the Library of California Board discusses the future direction of CLSA-funded reference services at its April 18, 2007 meeting. The basis for discussion will be the report of focus groups on CLSA reference services. The report reflects a desire for a new direction in funding priorities and can be read at <http://www.library.ca.gov/assets/acrobat/CAReferenceReport.pdf>

When *News & Clues* was last published SJVLS was gearing up for the big migration from Dynix to Horizon 7.3. Some things never really change as we are now planning the upgrade to a redesigned (and faster) Horizon 8 in 2007. Since moving to Horizon we made a major effort to put journal and magazine holdings in the Horizon serials module. Making our magazine holdings visible in ValleyCat was a big project and thanks go to the members for their hard work. Special thanks go to SJVLS's Keith Boettcher, who is now king of the prediction pattern. Member libraries are following the lead of Home Depot and Albertson's as self-service continues to take hold in SJVLS. Fresno County is on track to install its third RFID self-check library in 2007, and Porterville plans to bring up its own RFID implementation in the coming months. Others are very interested in RFID for the future, especially those with new building plans underway. Horizon 8 will give SJVLS members even more options for self-service, so keep an eye out for new ways to manage your library account in the coming year.

(Continued on next column)

Change happens (cont.)

What else is in store for SJVLS? High on the priority list is adding public wireless Internet access in branches, but first we need a network design to handle the added traffic. Every new trend on the web from podcasting to YouTube demands more and more Internet capacity. We've more than doubled bandwidth to branches in the last year, but no matter how much we add, it never seems to be enough. SJVLS is hiring a consultant and a new Senior NSE position to help find new ways to meet the bandwidth demands. In the meantime, Kevin Nelson and David Rodriguez continue to work with members to make everything run smoothly.

It seems like everyone wants to redesign websites and incorporate Web 2.0 services, so new Web Development Librarian Nathan Boyer will be busy in the coming months assisting with the makeovers. SJVLS continues to facilitate group purchases of electronic resources. In the last year the Reference Committee gave the nod to America's Newspapers (Newsbank), the Learning Express test database*, and the replacement of Infotrac with EBSCO MasterFile Premier.

SJVLS made its first foray into ebooks in 2005, and switched vendors in 2006. The small ebook collection now focuses on computer science, travel, and "For Dummies" books. The Collection Development Committee is working on how to manage an ongoing shared virtual collection. Ebooks can be located in ValleyCat through both title browse and keyword searches.

Ebooks can never be overdue or lost, but for the more traditional materials, getting items back and collecting fines and fees is sometimes a challenge. Delinquent borrowers beware as another new SJVLS service is Unique Management. Unique specializes in collection agency services to libraries and emphasizes return of materials as well as payment of fines. Soon nearly all SJVLS members will send delinquent accounts to either Unique or an existing collection agency.

That ends the whirlwind tour of SJVLS activities. In future issues I hope to spotlight new services and future directions in greater depth.

*Not all SJVLS members participate in database purchases. ❀❀❀

What is the shortest AND easiest professional training available?

Fadia Doty

Infopeople offers “free hour-long webcasts on topics of vital interest to library staff. Webcasts are one of the many innovative ways Infopeople delivers top quality training to you.”

Below is a list of upcoming webcasts that you can attend. When you attend a live event, you can post questions to the speaker and chat with other participants during the presentation. Archived webcasts are recordings of the live webcasts and can be viewed at any time.

Infopeople's funding limits attendance at live webcasts to anyone in the California library community. If you are outside California you are welcome to see the archived version the day following the webcast.

Infopeople Webcasts – Upcoming Topics

<u>Date</u>	<u>Title</u>	<u>Series / Speaker</u>
Mar 1, 2007 12-1pm	Youth Access for Information and Age-Based Policies	Law For Librarians Mary Minow, Janis O'Driscoll
Mar 9, 2007 12-1pm	The Catalog of the Future: Learning, Teaching, and Research	Karen Calhoun
Apr 5, 2007 12-1pm	Privacy Issues: RFID, Patron Holds, RSS Feeds, Personalized Reading Lists, Etc.	Law For Libraries Mary Minow, Lori Bowen Ayre
May 3, 2007 12-1pm	Religious Issues in Libraries	Law For Libraries Mary Minow



System Member Libraries and their Directors

❖ **Fresno County Library – 36 Locations**

The County Librarian for Fresno County Free Libraries is Karen Bosch-Cobb. Associate County Librarian for Fresno County is Patricia Pondexter.

<http://www.fresnolibrary.org/>

❖ **Kern County Library – 28 Locations**

The Director of Libraries for Kern County is Diane Duquette. The Deputy Director of Libraries is Sherry Gomez.

<http://www.kerncountylibrary.org/>

❖ **Tulare County Library – 15 Locations**

Brian Lewis is the County Librarian for Tulare County.

<http://www.tularecountylibrary.org/>

❖ **Kings County Library – 7 Locations**

Ms. Louise Hodges holds the position of County Librarian for Kings County.

<http://www.kingscountylibrary.org/>

❖ **Madera County Library – 5 Locations**

The County Librarian for Madera County is Linda Sitterding.

<http://www.sjvls.org/madera/index.html>

❖ **Mariposa County Library – 5 Locations**

Jacqueline M. Dodd Meriam holds the position of County Librarian for Mariposa County.

<http://www.mariposalibrary.org/index.html>

❖ **Tulare Public Library – 1 Location**

Michael Stowell is in charge of Tulare Public.

<http://www.sjvls.org/tularepub/>

❖ **Coalinga-Huron Library District – 2 Locations**

Carol Kreamer is in charge of the Coalinga-Huron District Library.

❖ **Porterville Public Library – 2 Locations**

Carolyn Johnson is in charge of Porterville's Library.



Professional Development

OCLC Western Service Center

Providing services to libraries in the Western U.S.

Free catalog webinars for California Public Library staff

Califa, the California State Library, and OCLC Western are sponsoring a series of webinars designed to help libraries make the best use of the California Libraries Catalog (Calcat.org) and the WorldCat.org subscriptions given to all public libraries through an LSTA grant.

The following sessions are available:

[Web site/IT/Reference Nitty Gritty](#)
(Information for IT staff, Webmasters and those setting up the library's access.)
Tuesday, Jan. 9 and Friday, Jan. 19

[Cataloging and Deep Linking Nitty Gritty](#)
(Information for catalogers and OPAC specialists.)
Tuesday, Feb. 13 and Friday, Feb. 16

[Reference, Resource Sharing and ILL](#)
(Information for ILL and reference staff.)
Tuesday, March 13 and Friday March 16

For more detailed information, please visit www.calcat.org or contact the Califa Library Group at 1-415-282-1800.



Infopeople Workshops in Our Region

[Weeding for Your Library's Health](#)

Tue 01/09/07 9:00 am - 4:30 pm

[Fresno - Woodward \(lecture only\)](#)

[Building Leadership Skills: Problem-Solving and Decision-Making](#)

Fri 01/12/07 9:00 am - 4:30 pm

[Fresno - Woodward \(lecture only\)](#)

[Building Leadership Skills: Leading Teams](#)

Tue 01/16/07 9:00 am - 4:30 pm

[Fresno - Woodward \(lecture only\)](#)

[Building Leadership Skills: Leading Change](#)

Wed 02/28/07 9:00 am - 4:30 pm

[Fresno - Woodward \(lecture only\)](#)

[Building Leadership Skills: Planning for the Future](#)

Wed 03/28/07 9:00 am - 4:30 pm

[Fresno - Woodward \(lecture only\)](#)

[How To Give a Booktalk](#)

Tue 04/10/07 9:00 am - 4:30 pm

[Fresno - Woodward \(lecture only\)](#)

[Building Leadership Skills: Community Engagement](#)

Fri 05/18/07 9:00 am - 4:30 pm

[Fresno - Woodward \(lecture only\)](#)



SJVIS Special Collections

More and more often, people are using the Internet to answer questions they traditionally brought to a librarian. Over the past thirty years, the San Joaquin Valley Information Service (SJVIS) has worked to build a substantial collection to help answer Antiques & Collectibles, militaria questions as well as Music and Automobile questions. We also have the Ben's Almanac vertical file collection. ❀❀❀

The Search Engine & the Hot Dog

Richard Mann

In an article entitled, "The Ad Pie and Google's Slice" (*Smart Libraries Newsletter*, August 2006), Tom Peters writes that Google's "core business is delivering Web searching and other search services in order to create, sustain, and build an online market for *advertisers*". Think in terms of viewer-directed, commercial television. The advertisers want the shows to be entertaining so more people watch. The larger the audience, the larger the sales. Numbers rather than quality are the driving factor. Just like commercial TV, Google has to show results in order to maintain and increase *advertising* revenue.

Google is the biggest boy on the block. According to *Nielsen/NetRatings* (www.nielsen-netratings.com/), Google had "49.5 percent of all search engine queries by people in the U.S. in November '06 or 3.1 billion searches." (italics added) And queries are simply *advertising opportunities* for the businesses and organizations that pay the bills and, ultimately, make this search engine huge profits.

So what, you ask? Just do a bit of searching and you will see. Using Google Web search, I entered the phrase, "What is in a hot dog". The result was 276 hits, the first one being a children's site entitled "Kids' Turn Central" that proclaimed "Hot Dogs are Cool Dogs" as well as stating that "Americans consumed more than 7 billion hot dogs in 2001" (<http://www.kidsturncentral.com/topics/food/hotdog.htm>). This was hardly a satisfactory result. This site had a button for the "National Hot Dog and Sausage Council" (<http://www.hot-dog.org/>) the sponsor. Folks, this positioning did **not** occur by accident. The Council paid the search engine good money for it. The intent is clearly to sell product to young people. Voila: here's advertising in the form of entertainment for kids!

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The Search Engine & the Hot Dog (cont.)

At this point, you, the professional, note that the question has *not* been answered. You realize that the term "hot dog" is colloquial at best. A better term for the same thing is "frankfurter", the German word. Using the phrase "What is in a frankfurter" in quotes, you get only three hits. Remove the quotes and this becomes 2,370,000 hits. That's quite a difference but hardly a usable number. You try the words "frankfurter frank" in quotes and the hits go down to 800. Now, however, you note something interesting- the second hit is a U.S. Government site, "**Section 9CFR319.80**". That's shorthand for Title 9, part 319, section 180 of the "*Code of Federal Regulations*" or CFR. Aha... the U.S. Government has to regulate what is *allowed* to be in a frankfurter and other mixed meat products such as wieners, bologna etc. It's a law.

At this juncture, there are two options: go straight to the CFR via GPO Access (<http://www.gpoaccess.gov>) or continue the search. In the latter case, go to Google's Advanced Search, enter the terms "frankfurter frank", limit the language to English only and limit the domain sites to ".gov" only. The results are 11,600 English pages, but these hits are mostly relevant to the original question. The government uses various terms for this product, the humble "hot dog". From here it's quite easy and effective to go to **9CFR319.80**.

If you have the least bit of desire to know "What is in a hot dog?", here is a brief *excerpt* from the CFR. "Frankfurter, frank, hot-dog, wiener, bologna ...are comminuted, semisolid sausages prepared from one or more kinds of raw skeletal muscle meat and raw or cooked poultry meat" (9CFR319.180, Subpart G-Cooked Sausage). There's lots more text, so if you are interested, read it for yourself. Here you have a relevant, objective answer by using GPO Access (<http://www.gpoaccess.gov>).

Note how the key change in search results came by substituting the precise term "frankfurter" for the informal term "hot dog". Most importantly, you have increased the *quality* of the question, made it more concrete. Your job is done.

In effect, you the expert searcher have defeated the advertising on Google, like hitting the mute button on your TV. So, next time you do a search using a commercial search engine use your common sense and be aware of how they cater to commercial interests in order to maintain and enhance *advertising* revenue. As library workers we should avoid commercial bias as much as possible. Seek the most factual material available. It doesn't pay to be naïve.



Librarian Searches

Fadia Doty

We do so many extensive searches here in SJVIS that every now and then a site comes across that deserves an honorable mention.

In ten languages, and actually being classified as a wiki or a 'free' encyclopedia, Wikipedia has been earning recognition.



English

The Free Encyclopedia
1 556 000+ articles

Deutsch

Die freie Enzyklopädie
519 000+ Artikel

Français

L'encyclopédie libre
417 000+ articles

Polski

Wolna encyklopedia
330 000+ haseł

日本語

フリー百科事典
306 000+ 記事

Nederlands

De vrije encyclopedie
255 000+ artikelen

Italiano

L'enciclopedia libera
228 000+ voci

Português

A enciclopédia livre
212 000+ artigos

Svenska

Den fria encyklopedin
201 000+ artiklar

Español

La enciclopedia libre
184 000+ artículos

(Data above was taken from www.wikipedia.org on 1/4/06 at 9:26 AM PST.)

It is not the fact that it is available in 10 languages nor the fact that it is a wiki, it is also not the fact that it implies to be or sounds like the word encyclopedia, it is because it is a culmination of all of the above as well as being the most up-to-date, fastest growing, collaborative authoring site available.

One great example was given at the 2005 Internet Librarian Conference regarding Wikipedia versus an

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Librarian Searches (cont.)

encyclopedia, almanac, or whatever print resource you happen to use.

The example was for the word "Katrina" or "Hurricane Katrina". When the event was happening, you could find information on the web, on the news, in the papers, etc. Just how reliable were those sources? You could not find anything in the encyclopedia or the almanac. Wikipedia, on the other hand, already had thousands of entries of information with citations to most. How long would someone have to wait to retrieve information for a report on a current event? Sure they could use the newspaper, but that was about it!

Wikipedia, along with other reputable wiki and blog sites, do deter inputting of false or erroneous information. You cannot just enter the site and change the information to suit your needs. You can actually, but your IP address would be available to others if you are not signed in. It is safer and more prudent that you sign in, otherwise you are opening up your IP address to the fastest growing crime, identity theft. Like other popular sites, millions of people are watching and waiting to see what comes next. Hence, RSS feeds are also used as a tool to inform people of changes or additions to their favorite sites or entries. ❀❀❀

Recent Question re: Fuel Economy

Richard Mann

Here at SJVIS we recently answered a question relating to Fuel Economy. You may find this helpful. With the price of unleaded regular gas edging upward (ever upward!) toward \$2.75 a gallon and over, every librarian may find this site very useful. It's a federal government site, <http://www.fueleconomy.gov/> and has all kinds of good information for car and light truck owners or just drivers. One of these goodies is the "**MODEL YEAR 2007 FUEL ECONOMY GUIDE** (Updated Dec. 11, 2006)". Another is the "gas mileage tips" and "gas prices" the latter being a link to individual city sites in each state. Fresno's site for local prices is <http://www.Fresnogasprices.com>. For Bakersfield, it's <http://www.bakersfieldgasprices.com/>. You may want to bookmark these sites to keep yourself and interested patrons up-to-date. ❀❀❀

HANFORD BRANCH RENOVATED

LOUISE HODGES

The Hanford branch of the Kings County Library closed from July 31-Sept. 12 for renovations. This was the culmination of planning that began in February. We spent many hours walking about visualizing changes and measuring, trying for a less crowded and more inviting look. The public areas were re-carpeted and the circulation desk, public computers, and lounge areas were relocated. New signage was installed as were 15 new desks for public Internet computers and 5 desks in the children's room for computers with games only. We now have power and cat-5 cabling along the entire north wall which allowed us to move the public computers from the front of the room so users will have less distraction when they are working. We gave several weeks notice to our patrons about the closing and many of them thought we would all have a nice six week vacation. Unfortunately that was not quite the case. Everyone assembled boxes and packed books so the movers could do their job and all the computers had to be dismantled and stored. It was controlled chaos.

Sherman Lee, our reference librarian, set up a blog site with photos to document the project with daily updates. The County webmaster made a link on the County webpage and we got lots of people watching our progress. We were pleasantly surprised at all the comment the blog generated and the number of folks following it. A new salt water aquarium was set up in the children's room and the man who maintains the tank said he got lots of calls about the new tank from people who had seen it on the blog. After we reopened we set a loop of project photos to run on a computer near the reference desk. This too drew lots of interest. The old carpet was not only badly faded and worn but was a repulsive orange. The new carpet is a blue, multi-color. Consistently people comment about how calming the new carpet is. And yes, they do say calming. Hope it stays that way for patrons and staff.

The renovations were a huge effort on the part of each and every person on the Hanford staff. There was input for planning and hard, physical labor from every one for the implementation. It became a joke that Tanya Russell, our JSA, spent most of the time crawling around on the floor and under counters and desks to take apart and reassemble the computers and related equipment. Brenda Bettencourt, the Library Services Specialist finalized the ultimate plan, worked with the movers, carpet company and various vendors as well as coordinating the work each day. All the staff took a very personal interest in making their library look the very best it could. They cleaned and polished shelves and carefully reshelfed all the collection. I cannot thank them enough. One recommendation: if any of you are planning a similar project consider having a good supply of doughnuts, cookies and bottled water. The movers and carpet layers were most appreciative and most

(Continued on next column)

HANFORD BRANCH...(CONT.)

cooperative. Now we just get to enjoy the compliments from our patrons.



The above picture is taken from the Hanford blog site, <http://hanfordbranchlibraryblog.blogspot.com/> Story
Time and the Christmas Train Show”



A Reminder from SJVIS

Please return evaluation forms for answered reference questions. We really want to know how we are doing! Thank You!

New survey for upcoming issue - we would like to take a reader's poll on what your favorite 'work-related' sites are and why. Please submit responses to sjvis@sjvls.org with the subject heading of work-related sites.

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- The next issue of **News & Clues** will be published in summer 2007 for the Fall Issue. If you would like to contribute any suggestions, articles, tips or events please send them to sjvis@sjvls.org with the subject line "News & Clues Contribution."