News

Annual Conference – American Library Association

The American Library Association (ALA), the oldest and largest library association in the world, holds its Annual Conference each June which is attended by more than 25,000 librarians, educators, writers, publishers, Friends of libraries, trustees and special guests. The conference includes more than 2000 meetings, discussion groups, programs on various topics affecting libraries and librarians as well as tours and special events. Topics include libraries and technology, censorship and illiteracy. Approximately 725 exhibiting companies feature the latest books, videos, computers and other materials vital to today's libraries and librarians. ALA units display professional exhibits highlighting the various aspects of the profession.

The conference has been hosted to such speakers as Rita Dove, Poet Laureate of the United States, and Sheldon Hackney, chairman of the National Endowment for the Humanities (NEH). Autograph sessions are held throughout the conference with prominent authors and illustrators. Presentations are made to the winners of the Newbery and Caldecott Medals – the most prestigious awards in children's literature – the Coretta Scott King Awards and other book awards during the conference. ALA and its 11 divisions present more than 100 awards for distinguished service and professional growth. Poster sessions offer an opportunity for individual libraries or librarians to share graphic representation of current research, programs or creative solutions to library problems.

The Inaugural Banquet signals the installation of a new ALA president who delivers a message which sets the stage for the coming year. A placement service for job seekers and employers is operated by the ALA Office for Human Resource Development and Recruitment is available. Interviewing facilities are provided. The ALA Store offers books, division publications, videos, celebrity posters, T-shirts, mugs, postcards and other items. Most of the items are available year-round through the *ALA Graphics Catalog*. A Cooperative Library School Reunion offers an opportunity to professionals to reunite and share ideas. Tours are available of libraries in the host conference city with the assistance of local committees.

Conference dates: 13–19 June 2002, Atlanta
19–25 June 2003, Toronto
24–30 June 2004, Orlando
23–29 June 2005, Chicago

For exhibit information or registration information, contact: ALA Conference Services, Tel.: +1 800 545 2433, ext. 3226. Also, see the ALA Web site at http://www.ala.org.

Contact: Public Information office, Tel.: +1 312 280 5041/5044; E-mail: pio@ala.org.

American Library Association celebrates 125 years of service

Since 1876, the American Library Association (ALA) has played a vital role in providing Americans with free access to information. Celebrating its 125th anniversary this year, the ALA's Annual Meeting in San Francisco, 14–20 June, showcased the organization's commitment to its members and library

patrons with more than 250 programs and 500 speakers. Among these speakers was Robert B. Reich, author of "The Future of Success" and former Secretary of Labor, who lead the opening general sessions at 5:30 p.m., Saturday 16 June, in the Esplanade Ballroom of the Moscone Convention Center.

As the country was born, so also were America's libraries. From 1731 with Benjamin Franklin's organization of the Library Company of Philadelphia, which provided a model for the development of public libraries, the stage was set for free and open access to information for all its citizens. "Democracies need libraries", said ALA President Nancy Kranich, "Libraries are for everyone, everywhere". In the United States, libraries have greeted the self-determination of succeeding waves of immigrants by offering safe havens and equal access to learning. They continue this mission today. Libraries are the cornerstone of democracy.

Highlights from the past 125 years include:

1800:   Congress establishes the Library of Congress with an appropriation of $ 5000.
1887:   Melvil Dewey opens the first library school at New York's Columbia College.
1889:   Andrew Carnegie begins funding construction of more than 1600 public library buildings costing more than $ 41 million.
1939:   Library Bill of Rights is adopted. The document affirms libraries as forums for information and access and outlines basic policies to guide library services.
1957:   The first National Library Week is observed.
1981:   Mickey Mouse starts on the first "READ" poster.
2001:   First Lady Laura Bush helps inaugurate "@ your library^{TM}", the Campaign for America's Libraries, a five-year commitment to speak loudly and clearly about the value of libraries and librarians in the 21st century.

ALA is the oldest and largest library association in the world – with 61,000 members, who include primary librarians, but also trustees, publishers and other library supporters. The association represents all types of libraries – public, school, academic, state and special libraries – and has about 60 chapters and 22 affiliates nationwide and internationally. The ALA's mission is to provide leadership for the development, promotion and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all. ALA is committed to focus energy and resources in five key action areas: diversity, education and continuous learning, equity of access, intellectual freedom and 21st century literacy.

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ALA joins Verizon to build online literacy network

The American Library Association (ALA) has joined with Verizon, the National Center for Family Literacy (NCFL), the National Institute for Literacy (NIFL), and Reading is Fundamental (RIF) to create the Verizon Literacy Network (www.VerizonReads.net) – an online network that provides continuous and instant access to a variety of critical resources that promote a more literate America.

The first phase of the Verizon Literacy Network is "Ask Verizon Reads" Designed to provide answers to questions about literacy, "Ask Verizon Reads" is powered by Ask Jeeves, a leading provider of intuitive, intelligent question–answering technologies. Visitors to the Verizon Literacy Network can enter a question about literacy in the "Ask Verizon Reads" question box and instantly receive a comprehensive list of Web sites that contain specific information related to the question. The questions provide the

searcher with the most specific and applicable information available. ALA is developing a list of 100 questions about libraries, literacy programs and coalitions based on existing ALA information and materials. When visitors ask questions regarding libraries and literacy, they will be sent to a page on the ALA Web site that answers their question.

"The American Library Association is proud to take part in these two national efforts meant to educate, build coalitions and share resources about literacy", said ALA President Nancy Kranich, "Libraries and librarians have always been at the forefront of literacy efforts, which are essential to ensuring the public can participate in the 21st century information society". Question boxes also will appear on the ALA, NCFL, NIFL and RIF Web sites. "Verizon is committed to using technology as a powerful catalyst for positive change", said Verizon Chairman and Co-Chief Executive Officer Charles R. Lee, "Our vision in building the Verizon Literacy Network is to significantly improve literacy by opening the door to new levels of collaboration between America's literacy providers in delivering valuable information, resources and training over the Internet to millions of households nationwide".

This online network is unique in that it links charitable, public and private resources nationwide to focus on a single societal issue. Resources on the network will include educational information on literacy, local and national organizations providing assistance, literacy volunteer opportunities, distance learning courses and more as the network continues to grow. Verizon Foundations has committed to invest $ 3 million in grants for the Network's technology and content, including $ 1.5 million in grants presented today to the ALA, NCFL, NIFL and the RIF. ALA will use the $ 250,000 grant and the previous $ 150,000 they received from Verizon, to create buildliteracy.org, a coalition-building Web site. The Web site will improve the exchange of knowledge, information and resources between existing literacy coalitions while encouraging the development and growth of new literacy coalitions in communities across the United States. Builliteracy.org has been launched in June 2001 at the ALA Annual Conference.

The Verizon Literacy network will continue to add features throughout 2001 and beyond. Functionality to be added this year includes: Verizon Literacy University, an online distance-learning program; Online Literacy Directory, a list of literacy organizations; and Provider Administrative Site, which includes information and tools to help literacy providers with administrative functions. The Verizon Literacy network was announced during a national launch event in Dallas on 19 March 2001 in conjunction with the National Conference on Family Literacy's annual conference. Noted actor and literacy champion James Earl Jones attended to take part in a special reading of *The Lion King* at the Dallas Zoo. For more information, visit http://www.VerizonReads.net.

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New faces, new era: Information and library services for the 21st century

What is Spectrum?

The Spectrum Initiative, begun by the American Library Association (ALA) in 1998, is a long-term strategy to increase minority representation in our profession. Spectrum is different things to different people, but it's a promise to everyone. It promises professional opportunity to scholars, new colleagues to today's librarians, and meaningful changes in library staff and resources to patrons and communities. In its mission statement and through every Spectrum scholar and contributor, Spectrum promises to "improve service at the local level through the development of a representative workforce that reflects

the communities served by all libraries". Spectrum is designed to increase recruitment from four underrepresented population groups in the library profession: African Americans, Asian/Pacific Islanders, Latino/Hispanic and Native people from US and Canada. Spectrum scholarships are awarded based on annual applications received in March. The scholarships must be used to attend an ALA-accredited master's degree program in library and information science.

The Spectrum Initiative: A beginning

The first three years of the Spectrum Initiative, 1998–2000, include the following accomplishments:

– A commitment from the ALA Executive Board to fund scholarships, staff and administrative support for three years.
– More than 100 applications received in 1998 and more than 200 in both 1999 and 2000.
– 50 scholarships awarded annually to students attending ALA-accredited graduate programs.
– Matching and/or endowment funds contributed by 24 university library schools, 23 ALA state chapters, 11 ALA divisions, six ALA affiliates and two public libraries, in addition to other individual, corporate and non-profit donations.
– June 2001 marks the third annual three-day Spectrum Leadership Institute.
– A recruitment training toolkit has been developed, and six workshops have been held to prepare trainers to conduct additional recruitment training in their own states.

For more information on the ALA Spectrum Initiative contact: The Office of Diversity, 50 E. Huron St., Chicago, IL 60611, USA; Tel.: +1 312 280 5048.

The Grolier National Library Week Grant – 2002 theme: @ your library[TM]

The theme for the National Library Week 2002 (14–20 April) is "@ your library[TM]", which is also the brand for The Campaign for America's Libraries, the American Library Association's five-year, national public education campaign to speak loudly and clearly about the value of libraries and librarians in the 21st century. All Grolier Grant proposals must reflect the "@ your library[TM]" theme. The brand is intentionally open-ended and provides lots of opportunity for creativity and customization. Libraries are encouraged to be as imaginative and inventive as possible in developing a local campaign or program for National Library Week that reflects this national theme. For example, if the focus of a library's National Library Week campaign is the Internet, the library might want to use "Untangle the Web @ your library[TM]" as the slogan for its National Library Week program. If a library wants to promote new services, it might want to use "See what's new @ your library[TM]". The theme should be used on any and all promotional material to support National Library Week as well as in publicity efforts. To learn more about the campaign, visit ALA Web site at http://www.ala.org/@yourlibrary.

Guidelines. Proposals <u>must:</u>

– Address the official National Library Week theme, "@ your library[TM]" and use the @ your library[TM] brand in accordance with the official policy.
– Involve at least one other type of library and/or community organization.
– Be tied to National Library Week but need not to be limited to one week.
– Have clearly stated objectives, a realistic budget and a timeline.

– Specify a coordinator responsible for implementation.
– Describe a method of evaluation.

Judging criteria. Proposals are reviewed by the ALA Public Awareness Committee on the basis of how well they meet the above criteria. Other factors are *creativity*, *originality*, *clarity* of planning and potential for generating widespread *public visibility* and support for libraries. Commitment to ongoing public relations activities and allocation of resources (staff, materials, time) also are considered.

Deadline: 15 October 2001. Please submit 15 copies of your proposal to: American Library Association, Public Information Office/Grolier Grant, 50 East Huron Street, Chicago, IL 60611, USA; Tel.: +1 800 545 2433, ext. 4020; Fax: +1 312 944 8520; E-mail: mhumphrey@ala.org. The Grolier Grant winner will be notified by 31 December 2001 and announced during the 2002 ALA Midwinter Meeting in New Orleans, Louisiana. The winning organization must document their activities and submit a written report to ALA's Public Awareness Committee by 1 May 2002.

EUSIDIC 2001 Annual Conference: "Information Value Chain: Status & Future Developments"

EUSIDIC, the European Association of Information Services, convened in Baden-Baden, Germany, 30 September – 3 October 2001, for its Annual Conference. The Conference confirmed EUSIDIC's position as the key meeting place for information providers, users and suppliers.

The program covered three days of presentations by leaders of the global information community assessing the current state of the electronic publishing industry and the evolving information value chain, which shows both consolidation and fragmentation trends. A number of trends and observations emerged from the formal presentations, and the open discussions, which were part of each session:

– Providers, suppliers and users strongly prefer open standards and protocols for discovery, access, navigation and linking to information, e.g., OpenURL, Dublin Core and the Open Archive Initiative.
– Improvements to the e-infrastructure have enabled the possibility for external hosting and extranets.
– Global contracts and partnerships with external information providers are an increasing trend.
– There is a tremendous growth of patent applications, due to changes in patent law.
– The EU Copyright Directive has far reaching implications for users, aggregators and providers.
– Regarding linking to primary literature, three parties need to work together to enable links: the content host (aggregator), the publisher and the user site; to ensure that customers have the access they require, aggregators have to work with the publishers!

Amongst the many other interesting topics discussed, the following are worthy to mention:

– Massimo Garribba of the CEC DG Information Society illustrated the variety and diversity of the issues covered by the eContent Programme by referring to the so-called CAPPUCCINO effect to describe the diverse methods to serve a standard product, depending on the level of modification and localisation applied in each country.
– Security and digital rights management is gaining importance.
– Different web-based business models are used by aggregators.
– Document delivery mechanisms and linking from reference databases are now common practice.
– A Bill of Rights in the Information Society seems to emerge: (1) the right to information, (2) the right to education, (3) the right for ignorance.

Future EUSIDIC events are:

– The Spring Meeting in Paris, France, 11–12 March 2002 (topic: *e-Content: Divide or Rule*).
– The Annual Conference in Lisbon, Portugal, 22–25 September 2002 (topic*: Virtual Communities*).

EUSIDIC Secretariat: c/o FIZ Karlsruhe, 76344 Eggenstein – Leopoldshafen, Germany. Tel.: +49 7247 808 403; Fax: +49 7247 808 114; E-mail: eusidic@fiz-karlsruhe.de; URL: http://www.eusidic.org.

ELAG 25 years young – Czech Minister of Education calls libraries the pillars of the Information Society [1]

The Deputy Minister of Education – Doc-Ing. Josef Prusa, CSc – called libraries in his opening statement very important actors in the emerging Information Society. He addressed the more than 100 delegates of the 25th ELAG Seminar[2] on "Integrating Heterogeneous Resources", who have joined ELAG President Paula Goossens (Royal Library Brussels) in Prague (Czech Republic) for 3 days of information exchange.

Workshops, papers and discussions have clearly shown, that the library world has to move fast to the adoption of mainstream standards, such as XML, XSL, Xlink, etc. (the whole family of X-standards), e.g., XML can be used as a carrier for MARC records, but will not replace (yet) the MARC record. ZML may be a way to structure Z39.50 protocols. XMARC and ZML are linking library ICT applications to the ICT mainstream applications. Much attention exists for open linking and open-URLs, a framework for implementing open – context sensitive – linking, for the further definition of service components of libraries and information providers. Linking everything together is becoming a hot topic. Linking of primary resources (full-texts) with secondary/reference/context resources is a major requirement now and the library OPAC may be the start of a search for information, but increasingly it is only one of the options available to the user. The appropriate-copy problem (linking based on access rights, preferences, cost, speed or mode of delivery) is forcing libraries to look at new business models and pre-coordinated relations with owners of information. Discovery, subject portals, data centers, institutional and personal agents, virtual learning environments and access are the new hypes in a globally distributed digital library landscape. "Identifying/discovering and categorizing relations are necessary requirements for the formal description that makes navigation possible in the bibliographic universe".

Libraries and other collection entities, such as archives and museums, have all to work together and open-linking is a mean to accomplish this cooperation within the ALM sector. Digital collections are globally distributed and user comfort, which has not been always the main concern, requires the access to heterogeneous resources via a unified interface and cross database searching.

The workshops covered topics directly related with the conference theme, but also related and important subjects like: automated versus human indexing, long-term archiving (preserving the access to electronic documents), classic principles of librarianship in the light of Internet, as well as FRBR-based automated catalogues.

Johan van Halm (johanvanhalm@cs.com) and Theo van Veen (theo.vanveen@kb.nl) on behalf of Paula Goossens, ELAG President.

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[1]ELAG = European Library Automation Group.
[2]The 2002 ELAG Seminar is planned for Rome, Italy, 17–19 April 2002 and will deal with the (expected) promises of the applications of the semantic web: "Semantic Web and Libraries".

SUN SUMMIT Digitale Bibliotheken

Munich was this year's host of the Sun Summit Digital libraries organized by Sun Microsystems GmbH, which took place 18–19 September 2001. The Summit has become one of THE meetings in Germany, where librarians as users of hardware, software and networks meet and discuss with suppliers in an informal and friendly gathering which includes a well-organized exhibition. The presentations are a mixture of company product reviews and position and policy papers by librarians and (regional) governmental officials, as well as, of course, by Sun Microsystems representatives.

Access to heterogeneous digital resources via Portals was a hot issue with presentations by IHS Technologies GmbH (IPS), Infopeople AG, Konrad-Zuse-Zentrum (KOBV) and PICA Information Technology Center (iPORT). Other 'digital' library presentations concentrated on context-related navigating (SFX by Ex Libris (Deutschland) GmbH), linking in hybrid libraries (Silverplatter Informations GmbH) and Cross Media Publishing (SISIS Informationsysteme GmbH). LIB-IT GmbH presented its LIBERO library automation product as a solution for both local library needs and library networks (Verbundsysteme). A plea for the use of generic web-services and open products, such as SunOne came from Dr. Schlabschi of Sun Microsystems GmbH. In general SUN has played a major role in helping libraries to develop a digital libraries concept through the right combination of (1) hardware, software and networking, (2) digital media management and (3) e-commerce.

Dr. Volker Winterer (University of Freiburg) told a sceptical audience, that mobile phone systems of the 3rd generation (UTMS) are going the change the way people have been using web-based and 'online' information services. These services will be used on the fly and will further undermine the importance of the location of an information provider.

Dr. Michael Braun gave a preview from a not yet finalized study by Arthur D. Little International, Inc. – commissioned by the German Federal Ministry of Education and Research (BMBW) – about the "digital landscape" as a challenge to the producers, providers, intermediaries and users of STM information. The issue is not to find or collect information, but how does the user cope with the "information overload". Fighting the "information overload" might become the primary task of a provider on behalf of its users.[3]

Dr. Leskien played the role of devils advocate in his own back yard. Although presented as just another option for the existing regional library networks (union catalogues or Verbundsystemen) in Germany. He rocketed an audience of users and support staff of Verbundsystemen, by stating, that sophisticated local catalogs (OPACs) may well constitute a virtual union catalog (VUC) with the aid of supporting search engines. Thus, VUCs as a substitute of the traditional German regional union catalog (with a coordinating library services center/secretariat). For a good understanding, this is – still – the case in his own Bavaria, as well as in Baden-Württemberg (SWB/BSZ in Constance), GBV/OCLC PICA (Göttingen) and North-Rhine Westfalia (HBZ in Cologne). His point of view comes very close to the situation in Berlin, where the KOBV is an example of such a virtual union catalog. Dr. Leskien believes, that local catalogues/OPACS are more in compliance with individual information needs of the library's users and that user demands should be the focus allowing the adoption of user profiles as close as possible to the user's point of access. Also member libraries (of Verbundsystemen) are mostly the licensing partner of the information providers and manage consequently licensed access to its heterogeneous resources, although in North-Rhine Westfalia state-wide license agreements have been negotiated. German librarians should move away, according to Dr. Leskien, from:

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[3]Dr. Braun will report about this study in more detail in a future issue of ISU.

- the so-called rich and clean catalog;
- more traditional hobby horses of high-quality authority files (Normdateien) and catalog records;
- zero redundancy and de-duplication;
- central interfaces (even with local masks), which should be constituted more locally ('on the fly');
- supra-regional principles.

According to Dr. Leskien "(some) loss of homogenity in the VUC and bringing back expertise at the (local) library level, rather than in the regional library centers, will have the future and has to be accepted by the library community". Dr. Leskien sees as a back-up of the VUCs data pools like OCLC's WorldCat, ignoring the fact, that resources like WorldCat are the result of high-level library cooperation, an issue he may have put at stake. Dr. Leskien's presentation was received with mix feelings by the audience and seen by many as shot in the back of the 'regional principle'. However, for many librarians it may be the start of breaking up Germany's isolation of the international library community, based on its bibliographical format (MAB2) and cataloging rule (RAK). For many others it could be the farewell to one of the richest cataloging cultures in the world.

IFLA 2003 in Berlin[4] will be now an even more interesting conference.

New books

Eleonore Poetzsch, Information Retrieval: Introduction to Fundamentals and Methods, 2nd completely revised edition, Verlag für Berlin-Brandenburg, Potsdam, 2001, 238 pp. (Material on Information and Documentation, 5), ISBN 3-935035-16-0

This book (German title: Information Retrieval: Einführung in Grundlagen und Methoden) is an extensive collection of material on the subject of information retrieval. The present 2nd edition has been completely revised and expanded. The revised edition places particular emphasis on improvements in information available on WWW through various hosts, in retrieval tools and in web-search possibilities. Part 1, "Basic principles of information retrieval", deals primarily with information retrieval from the stand-point of its practical relevance for carrying out search. This includes: steps to be taken when doing search, prerequisites of a search, overview of the various types of databases, presentation of important hosts, user aids, software tools, retrieval languages and costs. Part 2, "Methods of information retrieval", includes an introduction to methods of information retrieval using examples of retrieval languages, Windows-based retrieval tools and host-specific web-search possibilities.

Eleonore Poetzsch, Business Information: Online ● CD-ROM ● Internet, 1st edition, Verlag für Berlin-Brandenburg, Potsdam, 2001, 342 pp. (Material on Information und Documentation, 15), ISBN 3-935035-18-7

This book on business information (including financial information, market information, company information, economic information and news) is divided into the following main parts: Part 1, "Basic principles of business information", deals with the theoretical principles of business information. The main emphasis is on types of business databases and their producers and hosts. The explanations are clarified by numerous examples. Part 2, "Methods of information retrieval in business databases", expands on the methods presented in the author's book "Information Retrieval: Introduction to Fundamentals and Methods". Additional retrieval languages and search possibilities supplement the methods outlined therein.

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[4]August 2003. Local organizing committee.

The purpose of this new book is to expand the searcher's knowledge and practical skills in searching for business information. Part 3, "CD-ROM databases with business information", details search possibilities for business information using databases available on CD-ROM. Part 4, "Business information on the World Wide Web (WWW)", takes into account the everincreasing importance of the WWW as a source of business information. It contains extensive descriptions of the various kinds of information available on the WWW and of useful search tools. The book is a collection of material on the subject of business information. Its primary uses are in the education to information professionals, in further training, and as a reference book.