



# Library Info Alert



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**Library Info Alert** focuses on recent developments in the field of library science and information management in the United States. *Library Info Alert* contains summaries of recent articles from leading library-related periodicals and recommended Internet sites. Our goal is to help the growing number of Greek librarians to maintain their libraries as centers for information and lifelong learning in the electronic environment of the 21st century.

## 1. How to Work a Crisis

By Denise M. Davis, Norman Rose, Karra Clark  
(*American Libraries*, November 2009, pg. 50)

"The phrase "never let a good crisis go to waste" rings as true in our nation's public libraries as it does in the government and commercial sectors. On the scale of amenity versus necessity, library technology used for job seeking, continuing education, and e-government boosts our case toward necessity. To help supply you with ammunition and to inform planning and policy, the Public Library Funding and Technology Access Study and its predecessor Public Libraries and the Internet have tracked the growth of computer and internet services in public libraries and how these services are funded."

## 2. A Space for Myself to Go

By Anthony Bernier  
(*Public Libraries*, September/October 2009, pg. 33)

While young adults (teenagers) are routinely recognized as constituting nearly 25 percent of the nation's public library users, the vast majority of libraries devotes more space and design attention to restrooms than to young people. Worse, there are currently no consistent or established metrics, no evaluation criteria, few conceptual standards of best practices, and little consistency in the methods by which we collect empirical evidence about young adult (YA) spaces.

This study is the first systematic attempt to both collect and analyze empirical data on libraries' recent trend toward providing greater spatial equity for YA library service.

## 3. The Power of Word-of-Mouth Marketing

By Peggy Barber, Linda Wallace  
(*American Libraries*, November 2009, pg. 36)

With all the newfangled technology out there, the commercial world has rediscovered the power of word-of-mouth marketing (WOMM). We think it's time libraries did too. Note that we're talking about not just word of mouth but word-of-mouth marketing. Many of us naturally drop the "L" word into our conversations both inside and outside the library. What we're talking about is getting organized, focused, and consistent about what and how we communicate. If we do it right, other people will help deliver our message. It's also called building a buzz.

*Peggy Barber and Linda Wallace are principals and cofounders of Library Communication Strategies, a marketing consulting firm based in Chicago Barber was formerly associate executive director for communication at ALA; she established the ALA Public Information Office, Public Programs Office, and the ALA Graphics program. Wallace was director of ALA's Public Information Office, where she launched Teen Read Week, Library Card Sign-Up Month, and other public awareness campaigns.*

## 4. Librarians Go Green in an Era of Tight Energy

By Bill Becken  
(*Searcher*, October 2009, pg. 16)

It's somewhat depressing whenever one begins thinking about the world's greatest environmental and energy challenges - climate change and resource depletion. But what can librarians and info professionals do about either of them? Feel a little better, because information professionals, librarians, and end users are definitely giving libraries and other workplaces some green, energy-saving suggestions. And some info pros are taking action.

### **5. Be Creative, Determined, and Wise: Open Library Publishing and the Global South**

By Matthew Baker  
(*Computer in Libraries*, Nov/Dec 2009, pg. 6)

Many library and technology publications (including this one) regularly feature articles addressing the many issues raised by these changes and especially by the emerging role for libraries - from budgets to editorial workflows to the technical and legal challenges of digitization. Political instability, pervasive corruption and inefficiency (at every level of the process, including Western "donors"), systemic economic inequality, environmental degradation, and racial, religious, and gender discrimination all contribute to information asymmetry, between countries and within them.

*From 2003 to 2008, Matthew Baker taught at the American University in Cairo, Egypt, where he also worked in both the main and Rare Books Collections libraries. He is currently a student at Simmons College Graduate School of Library and Information Science.*

### **6. The New Synergy Between Print and the Web**

By Terence K Huwe  
(*Computer in Libraries*, Nov/Dec 2009, pg. 29)

The future of the publishing industry and the profession of journalism are hot topics these days. Those of us with intact long-term memory faculties will recall equally heated and ongoing debates about the future of libraries and our own profession, dating as far back as 1994, when the internet captured public imagination. Times have changed a bit since then;

readers are evolving and so are the media they are favoring. We are supposed to be experts in understanding this trend, and the fact that we're still here suggests that we're doing a few things right. But the ferment in publishing is distinct and carries lessons for us. Innovators are creating new products and strategies that may be useful in our information universe. I'm not going to offer a treatise on publishing in these pages, but I am going to explore a new publishing tool that may be strategically useful, certainly for publishers but perhaps for libraries too. *Terence K. Huwe is director of library and information resources at the Institute for Research on Labor and Employment at the University of California-Berkeley. His email address is [thuwe@library.berkeley.edu](mailto:thuwe@library.berkeley.edu).*

### **7. The Efficient Storage of Text Documents in Digital Libraries**

By Przemyslaw Skjbinski, Jakub Swacha  
(*Information Technology and Libraries*, September 2009, pg. 143)

In this paper we investigate the possibility of improving the efficiency of data compression, and thus reducing storage requirements, for seven widely used text document formats. We propose an open-source text compression software library, featuring an advanced word-substitution scheme with static and semi dynamic word dictionaries. The empirical results show an average storage space reduction as high as 78 percent compared to uncompressed documents, and as high as 30 percent compared to documents compressed with the free compression software gzip.

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**NOTE: Library Info Alert is available to subscribers only. You may contact us through telephone, fax or e-mail to order full text of articles. The requested material will be distributed to you as soon as possible. Please send your comments and remarks to [e.AmericanEmbassyHomepage@AthensIRC@state.gov](mailto:e.AmericanEmbassyHomepage@AthensIRC@state.gov)**

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