

# CASLIS TORONTO NEWS

~~CASLIS~~

Canadian Association of Special Libraries & Information Services, A Division of CLA, Canadian Library Association

## From Our President

**G**reetings CASLIS Members.

Here we are, well into 2004, and I find myself thinking about the future of library associations, with CASLIS at the top of the list, of course! The reason for this turn of thought is an Outsell briefing released in January called "The Future of Libraries." According to Outsell, the bottom line is "the future of the library is that there is no library – at least not as we know it today" (p 13).

My immediate response was "Wow! What does this mean for library associations? What does this mean for those of us who are proud to work in libraries, who find such satisfaction in the hunt for information, the provision of key data that makes someone's day?"

Before we all cancel our association memberships and start looking for new careers, let's look at the good news for those of us working in the special library sector. Outsell's position is based on facts we live and work with every day: content and knowledge are increasingly distributed throughout the organization by electronic means; more and more content is only available electronically; users want more than just a data dump, they want context; and all of it must be done fast!

This highly distributed, electronically mediated work environment defines the special library sector. We are already in that future state, and it will only get better. If Outsell is right, and the future is just waiting to be invented (p8), I'd say special libraries and those who work in them are busy inventors indeed.

So, what does this mean for library associations such as CASLIS? If libraries are becoming less about physical space, and more about the relationships between people and

content, shouldn't library associations pay more attention to the people in them too?

Consider CASLIS, the Canadian Association of Special **Libraries** and Information **Services** (emphasis added). When I was serving on the Strategic Planning task force last year I found myself asking the question, Why do places and services need an association? Isn't it the people who really need the association?

I believe this is especially the case with special libraries. In many of our work places the staff is the library, and the library is an anomaly in the overall picture of the organization.

CASLIS Toronto exists to serve our members, and our members are people, not places and services. So, how can we serve you?

"TrendAlert: The Future of Libraries." InfoAboutInfo Briefing Volume 7 (January 9, 2004). Burlingame: Outsell, Inc.

**Robyn Stockand**  
President, CASLIS Toronto 2003-04  
[robyn.stockand@nbfinancial.com](mailto:robyn.stockand@nbfinancial.com)  
416-869-6763

## INSIDE

- 2 March Program
- 2 Web Watch – U.S. Elections
- 4 CASLIS at CLA 2004 Conference
- 5 Lazy Reporters and What the Web is Really For

## Next public events

Our next public event is on Thursday, March 4, 2004 at the regular location: **Toronto Reference Library (789 Yonge St.) in the Beeton Auditorium** at 6PM.

### ***Ergonomics in the Workplace***

**Date:** Thursday, March 4, 2004

**Speaker:** **Sandra Deike**, Occupational Hygienist, Office of Environmental Health and Safety at the University of Toronto

In this session, Sandra will use an "ergonomic" approach to look at risk factors and to provide solutions to prevent injury and discomfort for computer users. She will consider furniture, workstation set up, work posture and practices, lighting and laptops. She will also discuss how to modify workstations. By the end of the session participants should be able to apply the concepts and practices to their own workstations.

The *Office Smarts* booklet will be available for purchase.

April 20, 2004 **Usability**

May 13, 2004 **Annual General Meeting**

**See the chapter website for details or any changes:**  
<http://www.caslistoronto.on.ca/>

## From our Ottawa colleagues

The following news might be of interest to CASLIS Toronto members who are also members of CASLIS Ottawa or who may be moving soon to the Ottawa region.

The CASLIS Ottawa Chapter invites applications for sponsorship to the CLA/BCLA 2004 Conference ([http://www.caslistoronto.on.ca/CLA\\_BCLA.html](http://www.caslistoronto.on.ca/CLA_BCLA.html)). The winner will be awarded \$250.00. The CLA/BCLA 2004 Conference will be held in Victoria, British Columbia, June 16-19, 2004. The theme of the conference is "***Celebrating Our Community: Sharing Our Values, Sharing Our value.***"

The CASLIS Ottawa Chapter also invites applications for two \$50.00 awards for a one year membership to CLA/CASLIS Ottawa Chapter ([http://www.caslistoronto.on.ca/CASLIS\\_Ottawagrant.html](http://www.caslistoronto.on.ca/CASLIS_Ottawagrant.html))

## WEB WATCH

### **U.S. Presidential Elections**

By Michel-Adrien Sheppard

*Have 4 years already gone by? I don't know about you but it feels to me like it was just yesterday that George W. – depending on your particular persuasion – either honourably won, brazenly bought or surreptitiously stole himself the U.S. Presidency. Well, our neighbours to the South are at it again. And if you're a political junkie, the Internet is there to help you get your required daily dose of news, commentary, rumour, spin, lies, scandal and good ol' fashioned dirt. Weep, laugh, scream, learn...*

### **Columbia Journalism Review –The Campaign Desk**

<http://campaigndesk.org/>

This site features a blog "on how the press is presenting (or not presenting) the political story to the public." It monitors news reporting and political analysis and commentary. Check out some of the postings under "Spin Buster" or "Cheap Shot".

### **Campaign 2004 –Times on the Trail**

<http://www.nytimes.com/pages/politics/trail/>

A "continuously updated" blog about the campaign for the 2004 U.S. presidential election, reported and edited from the Washington bureau of the New York Times.

### **U.S.Election 2004**

<http://www.cbc.ca/news/background/uselection2004/>

A Canadian perspective from the CBC.

### **Vote USA 2004**

[http://news.bbc.co.uk/1/hi/in\\_depth/americas/2004/vote\\_usa\\_2004/](http://news.bbc.co.uk/1/hi/in_depth/americas/2004/vote_usa_2004/)

The view from the somewhat bruised Queen Mother of all broadcasting corporations, the Beeb.

### **The Buying of the President**

<http://www.bop2004.org/bop2004/>

Follow the money. From the Center for Public Integrity, a government watchdog that tracks the influence of cold hard millions on US politics. The site tracks which big lobbies are shovelling humongous sums of cash to which presidential candidates.

### **MoveOn.org**

<http://www.moveon.org/front/>

One of the newest and most innovative activist groups in US politics that has used the Internet as its mobilizing tool. Made a name for itself when CBS censored its anti-Bush Super Bowl ad.

### **AlterNet –Election 2004**

<http://www.alternet.org/election04/>

Alternet is a nonprofit organization “dedicated to strengthening and supporting independent and alternative journalism”. They think Democrats are too often corporate sell-outs but they’ll probably vote for them anyway.

### **TownHall.com – Conservative News and Information**

<http://www.townhall.com/>

From the other side of the political fence. For people who think Dubya is too moderate.

### **G.O.P. Republican National Committee**

<http://www.gop.com/>

You want nasty attacks and dirt on Democrats? Bush boosterism? Here’s a good place to start.

### **PollingReport.com**

<http://www.pollingreport.com/>

This site pulls together polling results on a variety of political and election issues from a variety of sources.

### **Pew Research Center for the People and the Press**

<http://people-press.org/>

Independent research group working on attitudes toward the press, politics and policy issues. Funded by the Pew Charitable Trusts of Philadelphia.

### **Rhetorica – Analysis of Rhetoric, Propaganda and Spin in Politics and Journalism**

<http://www.rhetorica.net/>

The most interesting part of this site, by a former journalist and rhetoric scholar, includes analysis of the persuasion and psychological manipulation techniques of the speeches and campaigns of the various candidates

### **FactCheck.org – Annenberg Political Fact Check**

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

A project of the Annenberg Public Policy Center of the University of Pennsylvania, it describes itself as “a nonpartisan, nonprofit, ‘consumer advocate’ for voters that aims to reduce the level of deception and confusion in U.S. politics. We monitor the factual accuracy of what is said by major U.S. political players in the form of TV ads, debates, speeches, interviews, and news releases. Our goal is to apply the best practices of both journalism and scholarship, and to increase public knowledge and understanding.”

### **Comedy Central – Indecision 2004**

[http://www.comedycentral.com/tv\\_shows/indecision2004/index.jhtml](http://www.comedycentral.com/tv_shows/indecision2004/index.jhtml)

“Every four years, tens of dozens of Americans line up in front of antique, steam-powered voting booths to elect a new emperor. And every four years, Comedy Central heroically covers this mutant cross between a really boring circus, a national popularity contest, and a post-apocalyptic Thunderdome. Can’t decide which slick, promise-breaking fat cat to vote for? That’s what we’re here for. Welcome home, patriotic citizen - we feel your pain.” (from the Daily Show, the mock-news show on cable television hosted by comedian Jon Stewart)

-----  
*Michel-Adrien Sheppard*  
 ([msheppard@blqcanada.com](mailto:msheppard@blqcanada.com)) is the  
 Communications Librarian at Borden Ladner Gervais  
 LLP in downtown Toronto.

-----

## **CLA Conference 2004 Liaison Report**

By Cindy Tanner, B.C. Legislative Library (*Cindy is the CASLIS liaison with the organizing committee of the CLA 2004 conference in Victoria:*

<http://www.cla.ca/conference/2004/>)

I became involved with the CLA conference planning when I was contacted by the Administrative Assistant of my former library school (Dalhousie University) and asked if I might be interested in acting as the conference representative for CASLIS in Victoria for the 2004 conference.

I certainly didn't have any "qualifications" except that I live in Victoria and CLA prefers that the conference representative reside in the city for the advantage of some "local knowledge" and the benefit of someone being able to check out venues easily. I had, many years ago, served on CACUL executive but this is my first opportunity to actually sink my teeth into conference planning.

I was looking for a challenge, and believe me, this is a real opportunity for anyone who wants to meet lots of great people! It does take a good deal of time -- more than you might expect -- and so I would recommend that only people who have a good measure of free time might want to consider such a position.

The first step in the planning process began quite soon - in September 2003 -- when the CASLIS President and I started working on generating session proposals for the conference program. This involved going through past conference session proposals and looking for new ideas.

These ideas come from the Executive and the membership and once we had a list of about 16 possible sessions it was several months and many hours later! It would be fair to say that this is by far one of the most labour intensive parts of the job as conference representative but it is also one of the most rewarding. You get the opportunity to talk with library leaders from across Canada (and even outside the country) and I was delighted to have the opportunity to reacquaint myself with former colleagues that I haven't contacted for many years.

There are three categories of presentations : workshops, sessions and poster sessions. For each proposal forms have to be filled out and a summary of the proposal prepared and then submitted to the CASLIS executive and then finally to CLA for the final decision. CLA Headquarters then makes the final cut and they look at each session proposal and weigh its

merits on many criteria. Then once the selection is made, CLA starts to make up the final program and set prices for the various events throughout the conference. We are presently awaiting the final conference program from them as I write this and then the information will be mounted on the conference website.

The other major task, to date, has been working on the social event for the Friday evening. We have decided to hold this in conjunction with CACUL (which has been a long-standing tradition) and it will be held in a converted convent just a few minutes walk from the conference centre.

This is big anniversary year for CASLIS -- 35 years -- so we are really hoping to make this a very special evening. Since this is a pivotal event for CASLIS I have been working on the details since last fall and a great deal of time has gone into the planning, from the selection of the caterer, to a special invited guest, and to the choice of venue.

What we have planned for this year is a wine and gourmet food sampling set in a historic setting with beautiful mature gardens and a lovely chapel. We feel that this is an event that all CASLIS and CACUL members will want to attend and we promise it will be a memorable night.

Since Victoria is generally quite pleasant in June the access to a private garden should be a lovely backdrop to an evening of British Columbia wines and food from Victoria's premier catering service "Truffles".

In B. C. we are understandably quite proud of our wines - especially the white, German varietals - and some have even won international recognition and awards.

These wines, grown in the Okanagan Valley, will be paired with Pacific Northeast cuisine. We will have some staff from a local wine merchant pouring and offering a light-hearted guide to "tasting" some of the qualities that make B. C. wines special.

Here is just a sample of the kind of wonderful food you can expect: chicken and chestnut skewers, salmon tartare, mussels served on the half shell, baby new potatoes with bacon and sour cream, mushroom, herb and goat cheese filo triangles, wild berry and lemon tarts, cream filled profiteroles, macadamia nut brownies and chocolate dipped strawberries.

So mark Friday June 18th in your calendar as a not-to-be missed event!

For those of you who have not ventured as far as Vancouver Island you may be in for a pleasant surprise. Although our winters are very wet (much like Vancouver) we have long, dry summers. In mid-June gardeners will enjoy our many beautiful gardens and the conference centre is right in the heart of the downtown tourist area.

For people who love to eat, we have over 800 restaurants that specialize in west coast seafood such as salmon (we have 5 kinds!), prawns, Fanny Bay oysters (if you haven't tried an oyster burger, don't miss the opportunity!) and halibut and mussels.... the list goes on and on. For those who love dark roast style coffee we are "awash" in charming coffee shops and outdoor cafés.

Victoria is also a jumping off spot for some breathtaking sight-seeing opportunities --whether it be Vancouver or Seattle-- or the San Juan or Gulf Islands - or one of our great treasures -- Long Beach and Tofino. For golfers we have many wonderful courses right in and around Victoria, and for those who like to walk, run, or bike we have miles and miles of scenic, ocean-side trails.

The CASLIS Executive and conference planning committee want to extend an invitation to come to Victoria to share in an exciting conference in this beautiful part of Canada. We look forward to seeing you in June!

### **From the "Lazy Websurfing Reporter" department**

We've probably all started to notice the trend: journalists trying to make a point will plug in a term or name into Google to quickly generate some statistics to prove how big, popular, or important something is. There is only one problem: the search stats provided by Google (and other search engines) are often wildly inaccurate or just plain meaningless.

As Lionel Beehner writes in "Lies, Damned Lies, and Google" (<http://www.mediabistro.com/articles/cache/a1217.asp>), "Google is a handy and smart website, in addition to an excellent starting place to gather background info or to brainstorm for story ideas (or, for that matter, a fun way to spy on friends, exes, et al.). But it's neither a scientific nor accurate tool to gauge a subject's popularity. Its data can be faulty, fleeting, and, as any doctoral student or fact checker knows, terribly inaccurate. Not only because the search engine brings up blogs and message boards and Bob Andrews' freshman term paper on Western

Civilization—none of which was probably fact- or spell-checked—but because its hit counts fluctuate faster than poll numbers in Iowa... Sad to say, plugging Google in a story has become almost a telltale sign of sloppy reporting, a hack's version of a Rolodex. Journalists, especially ones from highbrow publications..., should be sourcing hard stats, not search-engine evidence, to bolster their stories."

The good news: this means that if you were starting to think that "Man, civilization as we know it is, like, so doomed" because you read somewhere that the image of Janet Jackson's breast at the Super Bowl is the most downloaded file in the entire known history of the galaxy according to some newspaper accounts, you can sleep more easily tonight.

Everybody knows the most downloaded image in history is that of Anna Kournikova in the Sports Illustrated 40<sup>th</sup> Anniversary Swimsuit Edition.

The search engine Altavista told me so.

### **From the "What the Web is really for" department**

Despite massive investment of time, money and human resources in the development of Intranets, Moreover Technologies reports that the public Internet remains the primary information source for knowledge workers, with 57.8% of respondents admitting in an international survey that they first turn to the Internet, whereas only 10.9% consider the Intranet to be their main source of information (see [http://w.moreover.com/main\\_site/pressroom/press\\_pages/02-09-04.html](http://w.moreover.com/main_site/pressroom/press_pages/02-09-04.html)).

This is where librarians come in, to guide users to the quality material that often lies invisible. Check out a UK-based weblog called **The Invisible Web Weblog** at <http://ciquest.shef.ac.uk/invisible/> Since most of the people we are trying to reach will be using search engines no matter how many times we teach them about other sources, it is very important that the limitations of these conventional search tools be pointed out, and that we make the resources from the invisible web float to the surface. Add the weblog to your toolbox, next to other well known resource finding tools like Resourceshelf (<http://www.resourceshelf.com/>), SiteLines (<http://workingfaster.com/sitelines/>), or Researchbuzz (<http://www.researchbuzz.com/>).

### CASLIS Toronto Listserv

Members are encouraged to subscribe to the Toronto Chapter's unmoderated discussion group. The list provides a forum for discussion topics of interest to Canadian information professionals working in special libraries. The listserv is hosted by Yahoo! Groups.

**TO SUBSCRIBE:** Send a message to [caslistoronto-subscribe@yahoogroups.com](mailto:caslistoronto-subscribe@yahoogroups.com)

After subscribing, you may receive a message saying that your e-mail address has been rejected. Do not fear! Yahoo Groups will only accept invited members to join their groups. Astrid Lange will review your e-mail and sign you up.

For more information, see the CASLIS website at : <http://www.caslistoronto.on.ca/Listserv5.html>

### **CASLIS Toronto Electronically**

Stay on top of what's happening with CASLIS Toronto. Get advance notice of meetings and news of last minute changes.

See our Web site, [www.caslistoronto.on.ca](http://www.caslistoronto.on.ca).

**Get an electronic copy of the newsletter either on the Web site or by sending an email to Michel-Adrien Sheppard ([criticalmass@idirect.com](mailto:criticalmass@idirect.com))**

## TORONTO CASLIS EXECUTIVE 2003 - 2004

#### **President:**

Robyn Stockand  
[robyn.stockand@nbfinancial.com](mailto:robyn.stockand@nbfinancial.com)

#### **Vice President:**

Erika Steffer  
[ESteffer@russellreynolds.com](mailto:ESteffer@russellreynolds.com)

#### **Treasurer:**

Jennifer McCready  
(416) 256-3261  
[jennifer.mccready@hbc.com](mailto:jennifer.mccready@hbc.com)

#### **Registration:**

Vicky Ly  
[vly03@hotmail.com](mailto:vly03@hotmail.com)

#### **Facilities and Catering:**

Peggy Cameron  
[MPggy57@aol.com](mailto:MPggy57@aol.com)

#### **Publicity & Listserv & Web site**

Astrid Lange  
[info@caslistoronto.on.ca](mailto:info@caslistoronto.on.ca)

#### **Meeting Director:**

Jeannie An  
[an@rotman.utoronto.ca](mailto:an@rotman.utoronto.ca)

#### **Past President:**

Jennifer McCready  
[jennifer.mccready@hbc.com](mailto:jennifer.mccready@hbc.com)

#### **Secretary & Newsletter**

Michel-Adrien Sheppard  
[criticalmass@idirect.com](mailto:criticalmass@idirect.com)  
[msheppard@blqcanada.com](mailto:msheppard@blqcanada.com)

#### **FIS Student Liaison:**

Rani Pooran  
[pooran@fis.utoronto.ca](mailto:pooran@fis.utoronto.ca)

#### **Member-at-Large:**

Barbara Fingerote  
[bfingero@mccarthy.ca](mailto:bfingero@mccarthy.ca)

#### **Meeting Director:**

Yasmin Khan  
[ykhan@justice.gc.ca](mailto:ykhan@justice.gc.ca)

#### **Meeting Director:**

Laura Knapp  
[lknapp@lexisnexis.ca](mailto:lknapp@lexisnexis.ca)

#### **Meeting Director:**

Margaret Williams  
[mwilliams@cominfo.org](mailto:mwilliams@cominfo.org)