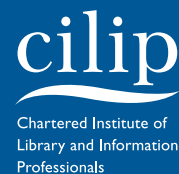




# LIBRARY + INFORMATION gazette

www.lisjobnet.com • www.buyersguideonline.co.uk 21 March - 3 April 2008



## New law resource helps to minimise the risks

### COMING SOON FROM FACET

LIBRARY AND INFORMATION professionals who struggle with the multiplicity of legal issues that confront them from day to day will find much to help them in a brand new online service compiled especially for CILIP's publishing arm Facet by acknowledged specialist in the field Paul Pedley.

Focusing primarily on copyright and licensing, Keeping Within the Law will also monitor developments across the whole range of legal issues relevant to the profession, from data protection and freedom of information, though cybercrime, to topics like disability discrimination.

In-depth articles, factsheets on copyright and licensing and write-ups of legal cases, with the lessons to be learned from them, are all part of the service. There are reading lists of books, links to resources, and a set of FAQs.

There's also a database containing details of more than 600 reports and publications which are available on the web – and it's growing every few days. 'They can be anything from a one-page overview of a topic, right through to a 650-page detailed study,' Paul explains.

'Recently, for example, I have added the details of where to find documents on joint ownership in intellectual property rights, a study on copyright limitations and exceptions for the visually impaired, and a model agreement for a licence on digitisation of out-of-print works.'

### Constant updating

Cybercrime, re-use of public sector information or orphan works are also among the many topics KWtL covers. 'While each of the publications listed in the database is available on the web, it would not be easy for people to find them unless they knew precisely what they were looking for,' Paul points out.

Ease and speed of updating is a key feature of KWtL. 'If there is a change in the law, subscribers can be alerted initially through a blog posting, or a more in-depth piece in the newsletter – and because the content is split up into lots of individual items such as a factsheet, it is easy to update the factsheet on that topic in order to take account of the change.'

'It is important for library and information staff to be aware of the significance of

As Facet Publishing launches its Keeping Within the Law website, dedicated to legal issues for information professionals, **Tim Buckley Owen** talks to its Editor, **Paul Pedley**.



the legal and ethical environment within which they operate,' Paul explains. 'It is also necessary for our community to monitor any impending new laws or changes to existing laws which will have a major impact on our work, and to lobby where necessary in order to ensure that these laws are fair and reasonable, and can be seen to be in the public interest.'

KWtL developed out of a free weblog and newsletter that Paul used to maintain on information law. The idea now is to develop a much more in-depth service which serves both as a reference tool and a current awareness service.

The roots of the idea go back to 2001, when Justin Arundale asked Paul if he

would be willing to co-author a book on essential law for information professionals, to be published by Facet's predecessor, Library Association Publishing. Tragically, though, Justin died in September 2002 just as they were about to start work on it.

'In the end I took the decision to write the book myself,' Paul says. Now in its second edition, *Essential Law for Information Professionals* has been followed by further books on copyright compliance; policies and risk management, digital copyright and managing digital rights.

Facet was understandably enthusiastic when Paul suggested the concept of an online subscription service. 'Because of my interest in information law, I regularly monitor the topics covered by KWtL,' he says. 'Every day, I monitor literally dozens of RSS feeds as well as any changes that have been made to websites which don't offer a feed.'

Although immensely knowledgeable within his field, Paul is at pains to point out that he is not a lawyer. And he warns fellow information professionals that they need to be clear about what they are and are not qualified to do.

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## Keep ahead of legal worries

*Keeping Within the Law* is an invaluable new resource from Facet Publishing for anybody who has responsibility for advising their organisation on legal and ethical issues in relation to information use. This constantly updated website of resources is edited by Paul Pedley, Head of Research at the Economist Intelligence Unit. Resources comprise a monthly newsletter from Paul with up-to-the-minute news; solutions to difficult problems faced by professionals; new case law or legal rulings; and a growing archive of content, providing background information on the legal issues affecting information use. An important aim is to build a community of interest and get instant



feedback from subscribers to ensure this is the most useful and up-to-date legal resource available. A personal subscription costs £225. The site is currently betatesting and will be launched at [www.kwtl.co.uk](http://www.kwtl.co.uk) within a month. Watch the press for the launch date and visit the site for information and screen shots of the finished product. You can also register to receive launch information or to subscribe in advance.

### NEWS BRIEFS

## New workshop to focus on 'place'

CILIP is holding a new, intensive, hands-on workshop exploring how to upgrade libraries on limited budgets. 'The Library as Place – space, service and technology', part of the Executive Briefing series, will be held in conjunction with international consultancy Aaron Cohen Associates (ACA) at CILIP's London HQ on 23 October. The programme will include a number of unique features including a 'Visual Scan', a technique developed by ACA from the results of more than 1,000 library projects over the past 40 years. The workshop will be presented by Alex Cohen, supported by Diana Edmonds, Head of Libraries at Haringey. Delegate numbers are restricted to 50.

[www.cilip.org.uk/libraryasplace](http://www.cilip.org.uk/libraryasplace)



■ CILIP's fourth annual RFID in Libraries Conference takes place at the QEII Conference Centre in London on 13

November. Suggestions for topics are welcome via the conference blog.

[www.cilip.org.uk/rfid2008](http://www.cilip.org.uk/rfid2008)

## Bodleian gets record cash boost

Julian Blackwell of Blackwell's Bookshops has donated £5m towards the redevelopment of the New Bodleian Library in Oxford city centre. This is the largest single cash donation ever made to a university library in the UK. The donation launches the fundraising campaign for the redevelopment of the new library at the University of Oxford into a major research and culture centre. Blackwell's opened its Broad Street store in 1879 and operates over 60 bookshops in the UK. Julian Blackwell is President of Blackwell's.

## National health contract won

Ovid has won a national contract to supply the National Library for Health with online medical, nursing and healthcare databases. Ovid will supply all NHS hospitals and healthcare facilities throughout England with electronic access to six major databases. Ovid already has similar arrangements with the NHS in Scotland, Wales and Northern Ireland.

[www.ovid.com](http://www.ovid.com)

**New law resource**

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'We need to be up front with people right from the outset that we are not lawyers and that we cannot therefore give legal advice,' he emphasises. 'Indeed, giving a disclaimer of that kind is absolutely essential if we are to limit the risks of professional liability. I guess that the best thing to say would be, "If in doubt, consult a lawyer".'

Legal issues are an important element of CILIP's Body of Professional Knowledge, Paul points out. Many chartership candidates attend training courses on legal issues and read up on the subject.

TFPL's publication *Who is Managing Information? Roles in the E-landscape* also makes clear that ethical and legal use of

**Interviews: how are you being assessed? Page 12**



information is an essential part of information management. 'I was heartened by the prominent place given to the ethical and legal dimension,' he says.

Do library and information educators teach enough about the subject? 'Legal issues are certainly covered by the departments of library & information studies that I am most familiar with,' Paul says.

'What is important is for people to be aware of the legal risks involved in their work so that they are then in a position to be able to minimise those risks.'



**ITI Insights - Techno Commentary from the Editors of Information Today**

# Get them flocking to your blog

**TOP TIPS**

**'The visual design of your site matters a great deal... A recent study discovered that visitors make snap decisions about your site in just 50 milliseconds. Take an objective look at your blog's design or, better yet, ask people who will tell you the blunt truth.'**

**BLOGGERS TODAY ARE** confronted with a tidal wave of advice about improving their blogs. Before diving into the efficacy of specific tips, take a moment to consider your potential audience and the purpose of your blog. No matter what your primary goals are, your audience will usually fall into two main groups – your fans and first-time visitors. At first, you will probably have just a handful of fans – but they matter a great deal. They are your word-of-mouth marketers. 'Newbies' often generate more of your blog traffic. It's rare that one of these visitors will become a fan on their first visit. A distinctive blog design and blog title can start to build recognition for your blog's brand in their minds. A short, catchy title for a blog post will grab the attention of newbies in search engine results and of fans who scan your headlines in their RSS readers. It also should contain the keywords related to your topic to help ensure that the post ranks high in the search engine results. When it comes to titles, you'll see a lot of advice about what to include in the HTML title tag. Take a moment to skim links in social networking sites such as del.icio.us, Digg, or Technorati and to browse popular posts. You'll see a range of approaches taken by different

ITI Insights is a regular column provided by *Information Today* to brief *Gazette* readers on the latest developments affecting the LIS community in North America and worldwide

The good news is that having a great-looking blog doesn't require you to be an expert designer or a CSS guru. Pick a template, hack away, and modify it to suit your needs. If coding is not for you, take advantage of the dozens of free template sites for almost every type of blogging platform. You can download and customise with your blog name, image and tag line with very little CSS expertise. No blog should be an island. Start to build connections with other bloggers by listing your blog and feed in directories. Poke around for library-specific feed engines and directories. Use Submit'em Now ([www.submitemnow.com](http://www.submitemnow.com)) to add your blog to general RSS and blog directories by using its free Firefox extension. If you're at work, starting the first intranet or company blog, and you don't have a community of other corporate bloggers to tap into, find other communication and collaboration channels, such as the online watering holes where people are talking and sharing.

**Network strategy**

If your intranet has a number of CoP (Community of Practice) sites, think about how you can create lists and how-to posts for different CoPs, and have members share the link to your blog post on the forum. If you're a member of the CoP try to be an active participant where appropriate, and add a link to your blog in the signature.

If your blog is not behind a firewall, there are so many places to network that you'll need to take some time to develop a strategy. If it's a personal blog, find out who else is blogging on similar or related topics. Link to some of their posts, write a follow-up piece, and leave comments. If you're blogging on behalf of your library, discover who are the influential individual and organisational bloggers in your community.

A wonderful way to let users keep up with your blog is via RSS feeds. If some employees are RSS-savvy, prominently link to your blog feeds and ask people to subscribe. If your blog is on the internet, definitely add the social bookmarking button from AddThis or another similar service.

Invite your first-time visitors to stick around by offering engaging content on your sidebar. If your audience is Web 2.0-savvy, consider adding features such as tag clouds ([www.zoomclouds.com](http://www.zoomclouds.com)) that will visually show the major topics of your blog and encourage exploration.

Starting a new blog from scratch and building it takes time and effort. Build your blog readership by getting the basics correct from the start. Once past the basics, go full-speed ahead and explore the dozens of blog posts and articles on how to market and promote your blog.

This is an abridged version of 'Top Tips to Build Blog Readership' by Darlene Fichter, first published in *Online - Medford*, Sep/Oct 2007. Reproduced with permission. Darlene Fichter ([darlene.fichter@usask.ca](mailto:darlene.fichter@usask.ca)) is Data Library Coordinator at the University of Saskatchewan.

**NEW online service from Facet Publishing: Launching May 2008**

**KWtL** keeping within the law

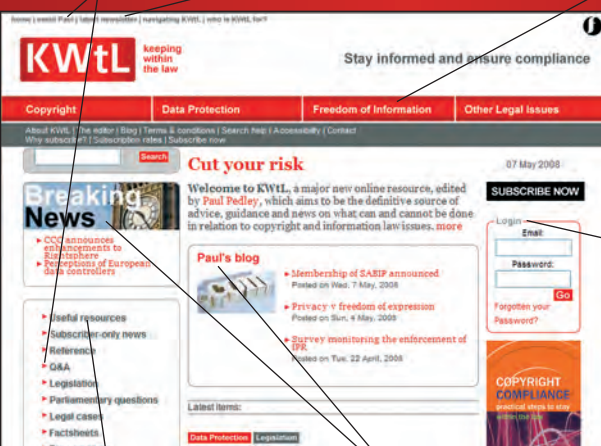
Stay informed and ensure compliance

Participate – join our online copyright community, e-mail Paul Pedley, with comments and suggestions to help enrich the site and build the Q&A zone

Exclusive subscriber only monthly newsletter – providing on the job advice and comment to help you stay within the law

1,500+ authoritative information resources at your fingertips – fully searchable access to an incredibly rich and continually growing database, divided into 4 key areas in a clear and logical format to save you valuable research time

24/7 access – instant access, available whenever and wherever you choose to log in



Useful resources containing links to websites, factsheets, government reports, surveys, best practice guidelines and much more, to make your job easier

Up to the minute legal intelligence – Paul Pedley, Head of Research, Economist Intelligence Unit, selects daily news relevant to you through his exclusive subscriber only news alerts and blog

[www.kwtl.co.uk](http://www.kwtl.co.uk) – visit Facet's new legal website and learn how to minimize your risk of copyright infringement

